



NORTH DAKOTA

# 2023

HIGHWAY SAFETY PLAN



**North Dakota Department of Transportation  
Highway Safety Division**

**Highway Safety Plan  
Federal Fiscal Year 2023**

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# Highway Safety Planning Process

## Data Sources and Processes

In January 2018, the North Dakota Governor's Office, the North Dakota Department of Transportation (NDDOT) and other Governor's Cabinet agencies launched the Vision Zero initiative to reduce motor vehicle crash fatalities and serious injuries in North Dakota to zero. Vision Zero provides the framework to guide all statewide traffic safety activity, including, but not limited to: (1) widespread public education/outreach, (2) law changes to ensure state laws represent best practices in traffic safety; (3) workplace policies that support driver and passenger safety, (4) infrastructure improvements, (5) technology advancements that make vehicles, roads, and drivers safer; and (6) high visibility enforcement of existing traffic laws.

North Dakota's Strategic Highway Safety Plan (SHSP) requirements are met through the administration of North Dakota's Vision Zero initiative. The NDDOT Highway Safety Division (i.e., State Highway Safety Office) is responsible to coordinate Vision Zero and to assure compliance with federal SHSP and Highway Safety Plan (HSP) requirements.

The Highway Safety Division uses the North Dakota SHSP – also known as the North Dakota Vision Zero Plan – and associated processes to identify the priority emphasis areas and other areas of emphasis to be addressed through safety plans and programs.

The data sources considered and/or used by the Highway Safety Division to accomplish these tasks through SHSP processes are traffic records and ancillary data sources, including:

- NDDOT: crash, Fatality Analysis Reporting System (FARS), driver record, motor vehicle, and roadway (including segments, vehicles miles traveled, etc)
- North Dakota Department of Health (NDDoH): crash injury, death certificates, hospital discharge, and Behavior Risk Factor Surveillance Survey (BRFSS)
- North Dakota Department of Human Services (NDDHS): Medicaid claims, alcohol and drug use
- North Dakota Highway Patrol (NDHP): crash reconstruction
- North Dakota Department of Public Instruction: Youth Risk Behavior Survey (YRBS)
- North Dakota State University (NDSU) Upper Great Plains Transportation Institute (UGPTI): observational seat belt use survey, and traffic safety issue briefs and program evaluation reports developed through the analysis of state and local crash, driver, vehicle, and traffic safety program data
- North Dakota Office of Attorney General State Toxicology Laboratory: toxicology results for alcohol and drugs
- Federal Highway Administration (FHWA): statistical publications representing state and national trends
- National Highway Traffic Safety Administration (NHTSA): statistical publications representing state and national trends

Through a grant year, data is reviewed as it becomes available by the data source and used as appropriate to accomplish each task.

**Identification of highway safety problems.** The Highway Safety Division uses the data types referenced above for the identification of highway safety problems and program development and implementation. However, the identification of highway safety problems in North Dakota occurs primarily through the SHSP and associated processes.

Data analysis for the SHSP is completed every five years consistent with federal requirements. Data represented here is from the most current SHSP/Vision Zero Plan with baseline data reflecting the five-year period from 2012-2016. The Highway Safety Division is preparing for an SHSP/Vision Zero Plan update beginning in FFY 2022. Data analysis for the revised plan will reflect the five-year period from 2017-2021.

The most recent North Dakota SHSP update process was undertaken in calendar year 2018. The process started with a comprehensive analysis of North Dakota's crash data including five years (2012-2016) of crash data from state and local road systems with a focus on the most serious crashes – those resulting in fatalities and serious injuries. The crash analysis examined the characteristics of the road system to support the prioritization of crash types and facility types (types of roads where the priority crash types are over-represented). Crash data analysis results together with evidence-based strategy information supported the selection of priority safety strategies.

SHSP data analysis includes disaggregating crash types into categories defined by the FHWA and ranking the categories based on the number of fatalities and serious injuries per category to identify priority emphasis areas. North Dakota's six priority emphasis areas are: (1) lane departure, (2) intersections, (3) alcohol and/or drug-related, (4) unbelted vehicle occupants, (5) speeding/aggressive driving, and (6) young drivers. Other areas of emphasis, where data showed a safety problem but to a lesser extent than the priority areas, are: (1) heavy vehicles, (2) older drivers, (3) pedestrians/bicyclists, (4) local system roadways, and (5) oil-impact counties.

Additionally, a Crash Summary document is prepared annually by the Highway Safety Division to guide problem identification and provide public information about motor vehicle crash, fatality and injury problems in North Dakota. The most recent calendar year of crash data is used in each Crash Summary publication to develop five to ten-year trends.

**Establishing highway safety performance measures and targets.** The Highway Safety Division coordinates the development of the safety measures/targets required through FHWA per the Safety Performance Measure Final Rule (effective date April 14, 2016). The process is initiated when the most recent calendar year of crash data is available. The Highway Safety Division adds the most recent year of crash data to an Excel spreadsheet to establish the baseline, five-year moving averages and proposed targets for each of the five safety measures. Proposed targets are set by those involved in HSP and Highway Safety Improvement Program (HSIP) planning processes and then shared with the Metropolitan Planning Organization (MPO) for their input. Once MPO input is received, the proposed measures are reviewed with NDDOT Executive Management, selected and used to meet HSP and HSIP reporting requirements.

**Developing and selecting evidence-based countermeasure strategies and projects to address problems and achieve performance targets.** Data analysis for this process involves four steps. First, crash types are disaggregated into the categories defined by FHWA and ranked according to the number of fatalities and serious injuries per category. This allows for safety investments to be directed to priority crash problems. Second, high-priority safety strategies that are linked to specific crash types are identified.

Third, crash and road data are integrated and analyzed to identify the types of roadway facilities where the priority crash types occur in the greatest numbers. Lastly, a historic trend of fatalities and serious injuries is developed to monitor the progress North Dakota has made to address the priority crash types.

## **Processes Participants**

During planning and development of the SHSP/Vision Zero Plan, a diverse group of safety stakeholders were engaged across the state to provide critical input. Stakeholders included safety stakeholders representing the 4 Es of safety as well as non-traditional partners, such as commercial vehicle representatives, tribal governments, judicial staff, and non-motorist groups. Further, special outreach to local and state elected officials helped to encourage their participation in the SHSP/Vision Zero update process. The following stakeholder safety groups represent the agencies and organizations involved in the SHSP/Vision Zero update process.

- State agencies – NDDOT (State Highway Safety Office/Highway Safety Division, Drivers License Division, Motor Vehicle Division, Planning/Asset Management Division, Local Government Division, Programming Division, etc.), NDDoH, NDHP, NDDHS, and others.
- Education institutions and community outreach – state, local
- Enforcement – state, county, city
- Engineering – state, county, city, consultants
- Emergency Medical Services – public, private
- Federal partners – NHTSA and FHWA
- Insurance agencies
- Supreme Court Chief Justice, District Judges, state and private attorneys/county prosecutors
- Local community representatives/private citizens
- Military representative – Air Force, National Guard
- Non-motorist representation – pedestrian, bicycle and transit
- Public health and human services staff – state, county, city
- Elected officials – state, county, city
- Motor carrier representatives – federal, state
- Rail representation – Operation Lifesaver
- Road maintenance – state, county, city
- Tribal representatives – leadership, transportation, education
- Traffic safety advocacy groups
- Transportation planning – state, regional, MPO, county, city, consultants

Through a consultative approach and facilitated engagement, participants shared valuable feedback on local application of current safety strategies and their local/regional experiences regarding priority North Dakota safety needs, proven strategies, and best practices to carry forward in the SHSP/Vision Zero update through open dialogue at direct in-person meetings, workshops, and webinars.

## **Description of Highway Safety Problems**

As discussed, North Dakota's SHSP/Vision Zero data analysis processes serve to identify highway safety problems in North Dakota. A data-driven analysis consistent with FHWA requirements was used to

identify the State's highway safety problems and determine strategy selection and implementation to optimally reduce motor vehicle crash fatalities and serious injuries.

This included the use of severe crash data (crashes resulting in a fatality and/or incapacitating/serious injury) as the safety performance measure for plan development. Crash data from the most recent 5-year period (2012-2016) were assembled, analyzed, and disaggregated into four basic categories (drivers and passengers, vulnerable users, vehicles, and infrastructure) and 15 of FHWA's safety emphasis areas. In addition to disaggregating by emphasis area, serious injuries were disaggregated by state versus local system roadways.

The results of the analysis supported the adoption of the following Priority Safety Emphasis Areas to address through the North Dakota Vision Zero initiative.

- Lane Departure
- Intersections
- Alcohol and/or Drug-Related
- Unbelted Vehicle Occupants
- Speeding/Aggressive Driving
- Young Drivers

Crash data analysis identified increasing crash trends in the following areas and justified the adoption of these five Other Areas of Emphasis to address through the North Dakota Vision Zero initiative.

- Heavy Vehicle
- Older Drivers
- Pedestrians/Bicyclists
- Local System Roadways
- Oil-Impact Counties

Data analysis specific to correlations between the priority and other areas of emphasis showed:

- 42 percent of serious injuries to Young Drivers are associated with Speeding/Aggressive Driving.
- 48 percent of serious injuries to Older Drivers are associated with Intersection-related crashes.
- 63 percent of Alcohol and/or Drug-Related serious injuries involve Unbelted Vehicle Occupants.
- 32 percent of serious injuries to pedestrians are Alcohol and/or Drug-Related.
- 54 percent of serious injuries to bicyclists are at Intersections.
- 30 percent of serious injuries to motorcyclists are at Intersections.
- 67 percent of serious injuries associated with Heavy Vehicle crashes occurred in Oil-Impact Counties.
- 49 percent of serious injuries involving Lane Departure are associated with Speeding/Aggressive Driving.
- 57 percent of serious injuries associated with multi-vehicle opposing (head-on) crashes occurred in the Oil-Impact Counties.
- 56 percent of serious injuries associated with winter weather conditions occurred in the Oil-Impact Counties.

Data analysis to prioritize State versus local system roadways and urban versus rural areas showed:

- A total of 48 percent of serious injuries occurred on state system roadways and 52 percent on local system roadways.

- The majority of serious injuries occurred in rural areas (92% on the state system and 67% on the local system).
- The most common type of crash resulting in serious injuries in rural areas on both state and local system roadways is a non-intersection, single-vehicle lane departure, on a tangent (straight) section of road with Unbelted Vehicle Occupants.
- In rural areas, approximately 25 percent of crashes involving serious injuries occurred in curves. This crash type is over-represented based on an estimate that curves make up fewer than 5 percent of state and local system roadways based on mileage.
- In rural areas, approximately 1 percent of crashes involving serious injuries are associated with animal hits (primarily deer).
- In urban areas, crashes involving serious injuries are almost evenly divided on state and local systems between intersections and non-intersections.
- In urban areas, approximately 30 percent of crashes involving serious injuries occurred at intersections with traffic signal control (57% on the state system and 24% on the local system). This crash type is also over-represented based on an estimate that signal-controlled intersections make up fewer than 10 percent of all intersections.

To identify trends in the number of motor vehicle crash fatalities and serious injuries over time, the baseline data set (2012-2016) was expanded to include 8 years of data (2009-2016). The data indicated:

- An average of 119 fatal crashes and 507 serious injury crashes occurred per year.
- An average of 136 fatalities and 607 serious injuries occurred per year.
- There are approximately 1.1 fatalities per fatal crash and 1.2 serious injuries per injury crash.
- Fatalities and serious injuries increased from 2009 through 2012 and then decreased to 2016. However, the overall trend shows a decrease of about 1 percent per year for fatalities and an increase of 4 percent per year for serious injuries.
- North Dakota's fatality trend is relatively flat, as the national trend. However, in the most recent 5 years of fatalities (2012-2016), North Dakota fatalities are trending down while national fatalities are trending up.

Severe crashes and the resulting fatalities and injuries were over-represented in the Oil-Impact Counties (the seventeen counties that make up the northwestern portion of North Dakota). These counties have experienced significant growth from a traffic volume and economic development perspective because of activity associated with crude oil extraction from the Bakken Formation. These Oil-Impact Counties saw traffic volumes more than double between 2009 and 2014 and the statewide fraction of serious crashes increased from around 30 percent to more than 50 percent.

The Oil-Impact Counties trend since 2009 shows an overall increase of serious injuries of around 8 percent per year. However, there are two distinctly different patterns. Between 2009 and 2012 serious injuries increased at a rate of 20 percent per year and between 2012 and 2016 serious injuries decreased at a rate of 14 percent per year. Since the oil boom began, considerable investment has been made in the area, including the expansion of the state's roadway system and the implementation of a variety of safety improvements. Since 2012, oil extraction activities have diminished due to the reduction in the worldwide price of crude oil, but it is too soon to tell exactly what is behind the substantial reduction in serious injuries in the Oil-Impact Counties.



## Methods for Project Selection

Project selection was completed consistent with federal SHSP requirements that include:

- (a) **Data-Driven Prioritization.** Safety planning reflected a multi-level prioritization exercise using crash data analysis to support: (1) screening of crash types to identify areas of emphasis, (2) screening of safety countermeasures or strategies based on documented, proven effectiveness to generate an evidence-based shortlist of high-priority strategies, and (3) identification of roadway types where the implementation of the high-priority safety strategies would be expected to result in the greatest reduction in serious crashes.
- (b) **Consideration of Additional Safety Factors.** Additional factors considered to define safety emphasis areas and safety strategies included locations of fatalities and serious injuries, rural road safety, bicycle and pedestrian serious crashes, and the results of systemic risk assessments.
- (c) **Performance-Based Approach.** Performance-based goals including a short-term target and long-term vision were adopted. In addition, as part of the performance-based program, annual safety targets were set that align with the SHSP's long-term goals. The targets are established and outlined in North Dakota's annual infrastructure-based HSIP and the behavioral-based HSP, which are aligned with North Dakota's short-term target and long-term vision as identified in the SHSP/Vision Zero Plan.
- (d) **Effective Strategies.** Priority was given to safety strategies proven to be effective at reducing crash-related fatalities and serious injuries for the priority safety emphasis areas. Consideration was given to low-cost strategies/countermeasures that can be widely deployed at high-risk locations.
- (e) **Multidisciplinary.** A cross-section of multidisciplinary stakeholders participated in several outreach events to provide perspective and expertise related to the 4 Es of safety.

Stakeholder outreach and collaboration opportunities for project selection included: (1) an initial kickoff webinar; (2) a crash data webinar; (3) Emphasis Area Team input to initial safety strategies; (4) six regional stakeholder workshops; (5) and a post-regional workshop with Vision Zero leadership for a debrief on selected priority strategies and interim goals.

Through this process, stakeholders selected the following highest-priority, evidence-based safety strategies for each of the six Priority Safety Emphasis Areas.

### ***Lane Departure***

1. Enhanced road edges.
2. Designating and deploying safety corridors.

### ***Intersections***

1. Improve intersection recognition by enhancing traffic control devices and adding streetlights.
2. Reduce intersection conflicts by implementing design improvements, including roundabouts and Restricted Crossing U-Turns along divided roadways.
3. Address red-light running at urban signalized intersections through confirmation lights and partnerships with local law enforcement.

### ***Alcohol and/or Drug Use***

1. Implement an ignition interlock program.

2. Enhance alcohol and/or drug-related driving detection through expanded enforcement and sobriety checkpoints.

#### ***Unbelted Vehicle Occupants***

1. Enact primary seat belt legislation.
2. Strengthen penalties for lack of seat belt use.

#### ***Speeding/Aggressive Driving***

1. Enact legislation to increase fines for speed violations.
2. Explore pilot automated enforcement projects.

#### ***Young Drivers***

1. Enhanced graduated drivers licensing.
2. Enhanced monitoring of teen driving.

And, the following strategies were identified for the Other Areas of Emphasis.

#### ***Heavy Vehicles***

1. Reduce fatigue-related crashes by improving the efficiency of existing truck parking spaces and by installing center and edge-line rumble strips.
2. Conduct traffic enforcement, coupled with public outreach, with a special focus on higher-risk traffic areas/times, such as the oil region, winter driving, and grain harvest season.
3. Increase the safety awareness of the motoring public, motor carriers, and heavy vehicle drivers through Share the Road/No-Zone education and outreach activities.
4. Improve safety through expanded truck maintenance programs, increased driver and vehicle inspections, and post-crash analysis.
5. Improve roadway infrastructure for heavy vehicle operation by adding turn lanes at key intersections, developing/deploying rural safety corridors, and installing dynamic intersection warning systems at intersections determined to be at-risk.
6. Improve heavy vehicle safety data by increasing the accuracy and completeness of crash reports. Improve commercial motor vehicle safety and size and weight compliance through enhanced screening technologies.

#### ***Older Drivers***

1. Establish a coalition to address older driver's transportation needs.
2. Implement localized license-driver testing to enable older drivers to maintain independent mobility through obtaining a restricted license within their geographic area.
3. Develop informational resources and conduct public outreach for older driver safety; addressing driving skill assessment and screening, educational opportunities, licensing options, and safe mobility alternatives including shared-ride technology applications.
4. Establish statewide one-stop online resource to inform and guide the public on safety screening, driving skill assessments, licensing options, and safe mobility alternatives.

#### ***Pedestrians/Bicyclists***

1. Curb extensions and median refuge islands at urban intersections and mid-block crossing locations.
2. Road diets (convert urban four-lane arterials and collectors to three-lane facilities).
3. Dynamic warning devices – Rapid Rectangular Flashing Beacons and HAWK activated signals.

4. Count-down times and leading pedestrian intervals at urban traffic signals.
5. Adopt and implement bike-friendly edge rumble strips (periodic gaps in the line of rumbles to allow bicycles the opportunity to move from travel lanes to shoulders without traversing any grooves).

#### ***Local System Roadways***

1. Continue to inform local governments of the North Dakota Local Road Safety Program (LRSP) and educate them on the process to access HSIP funds to advance the LRSP.

#### ***Rural Roads***

1. Install enhanced edge lines (6 inches and embedded wet-reflective).
2. Install intersection street lighting.
3. Install chevrons (enhanced curve warning).

#### ***Urban Roads***

1. Install pedestrian enhancements – curb extensions, median refuge islands, countdown timers, and the leading pedestrian interval at traffic signals.
2. Install confirmation lights at traffic signals (to supplement enhanced enforcement of red-light running).

#### ***Oil-Impact Counties***

1. Install left- and right-turn lanes.
2. Install streetlights at key intersections.
3. Install safety corridors.
4. Install rural intersection collision warning systems (RICWS).

From an HSP perspective, the Highway Safety Division worked closely with behavioral safety stakeholders to determine project selection for the HSP.

The Highway Safety Division solicited participation from law enforcement agencies for the overtime enforcement grant programs. Enforcement projects were selected based on a review of crash data to identify the primary factors in motor vehicle crash fatalities and serious injuries and locations with a higher incidence of these factors to assure enforcement projects are targeted effectively.

The Highway Safety Division solicits Requests for Proposals (RFPs) every several years to identify service providers to support project implementation and evaluation on a multi-year basis. Typically, few proposals are submitted due to lack of stakeholder response and capacity. As a result, the Highway Safety Division prefers to identify, through networking and literature review, evidence-based or innovative projects for implementation and then identifies partners with the capacity to develop, implement and evaluate the projects.

## **List of Information and Data Sources**

The following research reports were used to identify, evaluate, and prioritize safety strategies.

1. National Cooperative Highway Research Program's (NCHRP's) Report 500 Series (NCHRP, 2017)
2. FHWA's Crash Modification Factor (2014)

3. Highway Safety Manual (MnDOT, 2014)
4. NHTSA's Countermeasures that Work (NHTSA, 2015)

With a focus on the six priority emphasis areas identified through the data analysis process, the number of infrastructure and driver-behavior safety strategies identified through this literature was reduced from more than 700 strategies to about 140 for consideration by stakeholders.

## Description of Outcomes Regarding SHSP and HSIP Coordination

Activity completed within the North Dakota HSP is directly correlated and guided by the data analysis, emphasis areas, and strategies within the North Dakota SHSP/Vision Zero Plan. Coordination between the North Dakota SHSP and HSP has been described through this section of the application. Highlights include:

1. North Dakota's SHSP requirements are met through the administration of North Dakota's Vision Zero initiative. The NDDOT Highway Safety Division (i.e., State Highway Safety Office) is responsible to coordinate Vision Zero and to assure compliance with federal SHSP and HSP requirements. This allows for easy alignment, coordination, and implementation of the SHSP and HSP in North Dakota.
2. The North Dakota Vision Zero leadership and stakeholder involvement structure, data analysis processes, strategy selection and implementation processes guide and advance the same HSP processes.
3. The highway safety performance measures and target setting requirements are coordinated through the NDDOT Highway Safety Division. The performance targets common to the HSP and HSIP are coordinated through appropriate personnel and used to meet HSP and HSIP reporting requirements.
4. Progress with each priority emphasis area is monitored and can be located here: <https://visionzero.nd.gov/statistics/PEAdata/>

Data provided on this page represents the ten-year trend in severe crashes for each SHSP/Vision Zero Priority Emphasis Area. Data is updated annually after a new year of data becomes available. The comparison of this data to other data analysis may vary due to the point in time when the data was analyzed, data definitions and other factors.

To better achieve progress toward identified targets, the NDDOT and Vision Zero partners are preparing for broad and substantial work that will begin with an update to the North Dakota SHSP/Vision Zero Plan beginning in FFY 2022. Priorities for North Dakota's SHSP/Vision Zero Plan update are to:

- Improve transportation safety data through data systems that allow for improved data quality, analytics, transparency, and data access by partners to better inform the SHSP/Vision Zero Plan.
- Focus prevention efforts and resources to the priority emphasis areas that will most dramatically reduce overall crash fatalities and serious injuries.
- Identify, deploy, and evaluate new/innovative strategies to move North Dakota toward zero deaths – the long-term goal within North Dakota's SHSP/Vision Zero Plan.
- Expand stakeholder involvement to continue to elevate Vision Zero as a statewide priority.
- Establish a safety culture in North Dakota where deaths and injuries from vehicle crashes are recognized as preventable and no longer tolerated as acceptable.

The NDDOT and Vision Zero stakeholders also plan to learn about and incorporate the Safe System approach into the SHSP/Vision Zero Plan. Safe Systems is a holistic approach to road safety that considers and addresses five factors: (1) safe road users, (2) safe vehicles, (3) safe speeds, (4) safe roads, and (5) post-crash care, to provide layers of protection for road users.

The Safe System approach requires a supporting safety culture that places safety first and foremost in road system investment decisions.

# Performance Report (2017-2021)

The tables below show North Dakota's progress toward meeting performance targets from the previous fiscal year's HSP.

## Performance Measures

C-1	Number of traffic fatalities	FARS	In progress
C-2	Number of serious injuries in traffic crashes	State crash data files	In progress
C-3	Fatalities/VMT	FARS, FHWA	In progress
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions	FARS	In progress
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	FARS	In progress
C-6	Number of speeding-related fatalities	FARS	In progress
C-7	Number of motorcyclist fatalities	FARS	In progress
C-8	Number of unhelmeted motorcyclist fatalities	FARS	In progress
C-9	Number of drivers age 20 or younger involved in fatal crashes	FARS	In progress
C-10	Number of pedestrian fatalities	FARS	In progress
C-11	Number of bicyclist fatalities	FARS	In progress

## Behavior Measure

B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants	Observational seat belt survey	Not Met (81.9%)
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## Other Measures

A-4	Percentage of traffic citations electronically submitted	Citation data	Not Met
A-5	Number of car seat check-ups offered	Car seat check-up data	Met
A-6	Distracted driving citations	Citation data	Not Met
A-7	Drug-impaired driving	State toxicology data	Not Met

## Program-Area-Level Report

### C-1, Number of traffic fatalities

North Dakota's target for traffic fatalities in the 2022 HSP was based on five-year averages, with the goal of reducing the number of traffic fatalities from a 5-year (2015-2019) average of 113.0 to a 5-year (2018-2022) average of 96.4 by December 31, 2022. North Dakota's current 5-year traffic fatality average (2017-2021) is 104.4, indicating it is unlikely North Dakota will meet the 2022 target. At this point, North Dakota would have to experience fewer than 75 traffic fatalities in 2022 to meet the 5-year average (2018-2022) target. As of the time of this progress note, there have been 18 traffic fatalities to date in 2022 which is lower than the fatality counts at this same point in time in 2021 but higher than this same point in time in 2020.

### **C-2, Number of serious injuries in traffic crashes**

North Dakota's target for serious traffic injuries in the 2022 HSP was based on five-year averages, with the goal of reducing the number of serious traffic injuries from a 5-year (2015-2019) average of 432.4 to a 5-year (2018-2022) average of 359.7 by December 31, 2022. North Dakota's current 5-year serious traffic injury average (2017-2021) is 405.2, indicating North Dakota is unlikely to meet the 2021 target. At this point, North Dakota would have to experience fewer than 205 serious traffic injuries in 2022 to meet the 5-year average (2018-2022) target. As of the time of this progress note there has been 110 serious injuries to date in 2022.

### **C-3, Fatalities/VMT**

North Dakota's target for the traffic fatality rate in the 2022 HSP was based on five-year averages, with the goal of reducing the rate of traffic fatalities from a 5-year (2015-2019) average of 1.150 to a 5-year (2018-2022) average of 1.094 by December 31, 2022. North Dakota's current 5-year fatality rate average (2017-2021) is 1.102, indicating North Dakota is experiencing a downward trend toward the 2022 target. However, it is difficult to predict if the target will be met because of the fluctuation in the state VMTs in 2020 and 2021 related to COVID-19, while the number of fatalities remained relatively constant. VMTs have not fully bounced back to pre-COVID levels, and it is unknown when they will. As of the time of this progress note, there have been 18 traffic fatalities to date in 2022 which is lower than the fatality counts at this same point in time in 2021 but higher than this same point in time in 2020.

### **C-4, Number of unrestrained passenger vehicle occupant fatalities, all seat positions**

North Dakota's target for unrestrained passenger vehicle fatalities, all seat positions, in the 2022 HSP was based on five-year averages, with the goal of reducing the number of unrestrained fatalities from a 5-year (2015-2019) average of 44.6 to a 5-year (2018-2022) average of 37.8 by December 31, 2022. North Dakota's current 5-year unrestrained fatality average (2017-2021) is 37.6, indicating North Dakota is on track to meet the 2022 target. At this point, North Dakota would have to experience more than 41 unrestrained fatalities in 2022 to raise the 5-year average (2018-2022) above the target. As of the time of this progress note, there have been 10 unrestrained fatalities to date in 2022 which is slightly higher than the unrestrained fatality counts at this same point in time in 2021 and double the unrestrained fatality count in 2020.

### **C-5, Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above**

North Dakota's target for the number of traffic fatalities involving a driver or motorcycle operator with a .08 BAC or above in the 2022 HSP was based on five-year averages, with the goal of reducing the number of traffic fatalities involving a driver or motorcycle operator with a .08 BAC or above from a 5-year (2015-2019) average of 43.4 to a 5-year (2018-2022) average of 35.4 by December 31, 2022. North Dakota's current 5-year traffic fatality average involving a driver or motorcycle operator with a .08 BAC or above (2017-2021) is 35.2, indicating North Dakota will likely meet the 2022 target. At this point, North Dakota would have to experience more than 51 traffic fatalities involving a driver or motorcycle operator with a .08 BAC or above in 2022 to raise the 5-year average (2018-2022) above the target. As of the time of this progress note, there have been 2 traffic fatalities to date involving a driver or motorcycle operator with a .08 BAC or above in 2022 which is substantially lower than the fatality counts involving a driver or motorcycle operator with a .08 BAC or above at this same point in time in 2021 and slightly lower than the count at this same point in time in 2020.

### **C-6, Number of speeding-related fatalities**

North Dakota's target for speeding-related fatalities in the 2022 HSP was based on five-year averages, with the goal of reducing the number of speeding-related fatalities from a 5-year (2015-2019) average of

32.4 to a 5-year (2018-2022) average of 26.9 by December 31, 2022. North Dakota's current 5-year speeding-related fatality average (2017-2021) is 29.8, indicating North Dakota is experiencing a downward trend toward the 2022 target. At this point, North Dakota would have to experience more than 15 speeding-related fatalities in 2022 to raise the 5-year average (2018-2022) above the target. As of the time of this progress note, there have been 7 speeding-related fatalities to date in 2022, which is slightly less than the number of speeding-related fatalities at this same point in time in 2021 but higher than the count at this same point in time in 2020.

#### **C-7, Number of motorcyclist fatalities**

North Dakota's target for motorcyclist fatalities in the 2022 HSP was based on five-year averages, with the goal of reducing the number of motorcyclist fatalities from a 5-year (2015-2019) average of 12.0 to a 5-year (2018-2022) average of 13.5 by December 31, 2021. North Dakota's current 5-year motorcyclist fatality average (2017-2021) is 13.0, indicating North Dakota is on track to meet the 2022 target. North Dakota would have to experience more than 15 motorcyclist fatalities in 2022 to raise the 5-year average (2018-2022) above the target. As of the time of this progress note there has been zero motorcyclist fatalities to date in 2022, but the state has just entered the motorcycle riding season. In general, the state has experienced an increasing trend in the number of motorcyclist fatalities since 2015. Based on this upward trend, it is difficult to predict if the state will have fewer than 15 motorcycle fatalities in 2022. Small numbers overall make progress in this measure difficult.

#### **C-8, Number of unhelmeted motorcyclist fatalities**

North Dakota's target for unhelmeted motorcyclist fatalities in the 2022 HSP was based on five-year averages, with the goal of reducing the number of unhelmeted motorcyclist fatalities from a 5-year (2015-2019) average of 8.2 to a 5-year (2018-2022) average of 10.2 by December 31, 2022. North Dakota's current 5-year unhelmeted motorcyclist fatality average (2017-2021) is 9.4, indicating North Dakota is on track to meet the 2022 target. North Dakota would have to experience more than 14 unhelmeted motorcyclist fatalities in 2022 to raise the 5-year average (2017-2021) above the target. As of the time of this progress note, the state has not experienced any motorcycle fatalities to date in 2022, but the state has just entered the motorcycle riding season. In general, the state has experienced an increasing trend in the number of unhelmeted motorcyclist fatalities since 2015. However, the number of unhelmeted motorcyclist fatalities in 2021 was reduced by more than half from the previous year. Based on the upward trend and the current 2021 number, it is difficult to predict if the state will meet the 2022 target. Small numbers overall make progress in this measure difficult.

#### **C-9, Number of drivers age 20 or younger involved in fatal crashes**

North Dakota's target for the number of drivers age 20 or younger involved in fatal crashes in the 2022 HSP was based on five-year averages, with the goal of reducing the number of drivers age 20 or younger involved in fatal crashes from a 5-year (2015-2019) average of 13.0 to a 5-year (2018-2022) average of 11.9 by December 31, 2022. North Dakota's current 5-year average (2017-2021) for the number of drivers age 20 or younger involved in fatal crashes is 13.8, indicating it is unlikely North Dakota will meet the 2022 target. North Dakota would have to experience fewer than 4 drivers age 20 or younger involved in fatal crashes in 2022 to meet the 5-year average (2018-2022) target. As of the time of this progress note, there have been 3 drivers age 20 or younger involved in fatal crashes to date in 2022.

#### **C-10, Number of pedestrian fatalities**

North Dakota's target for the number of pedestrian fatalities in the 2022 HSP was based on five-year averages, with the goal of reducing the number of pedestrian fatalities from a 5-year (2015-2019) average of 6.0 to a 5-year (2018-2022) average of 6.1 by December 31, 2022. North Dakota's current 5-year pedestrian fatality average (2017-2021) is 6.8, indicating it is unlikely North Dakota will meet the



2022 target. At this point, North Dakota would have to experience only 1 pedestrian fatality in 2022 to meet the 5-year average (2018-2022) target. As of the time of this progress note, there has been 1 pedestrian fatality to date in 2022, which is lower than this same point in time in 2021 and the same as this point in time in 2020. However, when dealing with small numbers even slight variance in annual counts can impact the 5-year average substantially.

#### **C-11, Number of bicyclist fatalities**

North Dakota's target for the number of bicyclist fatalities in the 2022 HSP was based on five-year averages, with the goal of reducing the number of bicyclist fatalities from a 5-year (2015-2019) average of 2.0 to a 5-year (2018-2022) average of 2.0 by December 31, 2022. North Dakota's current 5-year bicyclist fatality average (2017-2021) is 1.6, indicating North Dakota is on track to meet the 2022 target. North Dakota would have to experience more than 3 bicyclist fatalities in 2022 to raise the 5-year average (2018-2022) above the target. As of the time of this progress note, there has not been any bicyclist fatalities to date in 2022, which is consistent with both 2021 and 2020 at this same point in time.

#### **B-1, Observed seat belt use for passenger vehicles, front seat outboard occupants**

North Dakota's target for observed seatbelt use in the 2022 HSP was based on annual observed seatbelt use percentages, with the goal of increasing the percent of observed occupants using seatbelts by 1 percent from 83.7 percent (2020) to 84.5 percent (2021) by December 31, 2022. North Dakota's observed seatbelt use percentage in 2021 was 81.9 percent indicating that the state did not meet their 2022 target.

#### **A-4, Percentage of traffic citations electronically submitted**

North Dakota's target for the Traffic Records Program in the 2022 HSP was based on a 1 percent annual increase in the number of citations electronically submitted to the courts, with the goal of increasing the number of electronic citations from 95.9 percent (2020) to 96.9 percent (2021) by December 31, 2022. North Dakota's electronic citation submissions during the reporting period (January 1, 2021 – December 31, 2021) were 95.1 percent (91,920), indicating that the state did not meet the 2022 target.

#### **A-5, Number of car seat check-ups offered**

North Dakota's target for the number of car seat check-ups offered in the 2022 HSP was based on a 10 percent annual increase, with the goal of increasing the number of car seat check-ups from 50 (2020) to 55 (2021) by December 31, 2022. There were 63 car seat check-ups held in 2021 indicating that North Dakota met the 2022 target.

#### **A-6, Distracted driving citations**

North Dakota's target in the 2022 HSP was to increase the number of distracted driving citations issued statewide to 1,100 by December 31, 2021. There were 1,027 distracted driving citations issued in 2021 indicating North Dakota did not meet the 2022 target.

#### **A-7, Drug-impaired driving – Number of DUI blood samples tested for drug metabolites**

North Dakota's target for DUI samples tested for drug metabolites was based on the 2021 total number of DUI samples tested for drug metabolites, which included urine and blood samples tested, North Dakota will not meet the 2021 target. There were 349 total drug samples tested in 2021.

# Performance Plan

Performance Measure Name	Target Period	Target Start Year	Target End Year	Target Value
C-1) Number of traffic fatalities (FARS)	5 Year	2019	2023	99.2
C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	2023	397.1
C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	2023	1.080
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	2023	36.1
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	2023	31.8
C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	2023	28.0
C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	2023	12.7
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	2023	9.2
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	2023	13.0
C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	2023	6.7
C-11) Number of bicyclist fatalities (FARS)	5 Year	2019	2023	1.6
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Annual	2022	2022	82.7
A-4) Percentage of traffic citations electronically submitted	Annual	2022	2022	96.1
A-5) Core Activity - Number of car seat check-ups offered	Annual	2022	2022	71
A-6) Distracted driving citations - statewide - all distracted driving citations (DOT Data)	Annual	2022	2022	1,000
A-7) Drug-impaired driving – statewide – all State Toxicology data	Annual	2022	2022	380

## Performance Measure: C-1) Number of traffic fatalities (FARS)

### Performance Target Details

Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
C-1) Number of traffic fatalities (FARS)-2023	Percentage	99.2	5 Year	2019

### Performance Target Justification

North Dakota’s target for traffic fatalities is based on five-year averages and was developed in collaboration with partners from NDDOT’s Safety, Programming, Planning and Local Government divisions to provide consistency between the Highway Safety Plan (HSP) and the Highway Safety Improvement Plan (HSIP). The selected target for 2019-2023 uses a 2.5 percent annual reduction of the

5-year fatality average. This target also supports the Vision Zero interim goal of fewer than 75 motor vehicle crash fatalities by 2025.

A review of recent crash data shows there were 101 motor vehicle crash fatalities in 2021, one fatality more than the previous year (2020). While the nation continues to see a rise in traffic fatalities, North Dakota has experienced a decreasing trend across the 5-year traffic fatality averages since 2015. This translates to annual decreases in the 5-year fatality averages ranging from 2.5 percent to 7.7 percent. The current 5-year traffic fatality average (2017-2021) is 104.4. Based on this trend data, North Dakota believes the 2019-2023 target is a realistic and achievable goal.

## **Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)**

### ***Performance Target Details***

<b>Performance Target (2023)</b>	<b>Target Metric Type</b>	<b>Target Value</b>	<b>Target Period</b>	<b>Target Start Year</b>
C-2) Number of serious injuries in traffic crashes (State crash data files)	Percentage	397.1	5 Year	2019

### ***Performance Target Justification***

North Dakota’s target for serious traffic injuries is based on five-year averages and was developed in collaboration with partners from NDDOT’s Safety, Programming, Planning and Local Government divisions to provide consistency between the Highway Safety Plan (HSP) and the Highway Safety Improvement Plan (HSIP). The selected target for 2019-2023 uses a 1 percent annual reduction of the 5-year serious injury average. This target supports progress toward the long-term Vision Zero goal to eliminate fatalities and serious injuries caused by motor vehicle crashes.

A review of recent crash data shows there were 467 serious injuries resulting from motor vehicle crashes in 2021, a 21 percent increase from the previous year when there were 386 serious injuries. North Dakota experienced a decreasing trend across the 5-year serious injury averages from 2015 to 2020 and is hopeful that the 2021 increase will be an anomaly. However, as fatalities in the state decrease toward the Vision Zero goal, there is a possibility of an increase in the number of serious injuries as more lives are saved. Previous reductions translate to annual decreases in the 5-year serious injury averages ranging from 1.1 percent to 7.8 percent. The current 5-year serious injury average (2017-2021) is 405.2. Based on this trend data, North Dakota believes the 2019-2023 target is a realistic and achievable goal.

## **Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)**

### ***Performance Target Details***

<b>Performance Target (2023)</b>	<b>Target Metric Type</b>	<b>Target Value</b>	<b>Target Period</b>	<b>Target Start Year</b>
C-3) Fatalities/VMT (FARS, FHWA)	Percentage	1.080	5 Year	2019

### ***Performance Target Justification***

North Dakota’s traffic fatality rate target is based on five-year averages and was developed in collaboration with partners from NDDOT’s Safety, Programming, Planning and Local Government divisions to provide consistency between the Highway Safety Plan (HSP) and the Highway Safety Improvement Plan (HSIP). The selected target for 2019-2023 uses a 1 percent annual reduction of the 5-year fatality rate average. This target also supports the Vision Zero interim goal of fewer than 75 motor vehicle crash fatalities by 2025.

North Dakota experienced a 0.6 percent increase in the number of licensed drivers, a 1.3 percent increase in the number of registered vehicles, and a 1.3 percent increase in population in 2021. In addition, the number of vehicle miles traveled increased 5.8 percent in 2021 but has still not returned to pre-COVID levels. It is unknown when VMTs will return to pre-COVID levels which may continue to impact on the fatality rate. A review of recent traffic fatality rates shows annual variance over the last five years, but an overall decreasing trend across the 5-year fatality rate averages. This translates to annual decreases in the 5-year fatality rate averages ranging from 1.3 percent to 6.2 percent. The current 5-year average traffic fatality rate (2017-2021) is 1.102. Based on this trend data, North Dakota believes the 2019-2023 target is a realistic and achievable goal, even though fatality rates are dependent on VMTs.

### **Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)**

#### ***Performance Target Details***

<b>Performance Target (2023)</b>	<b>Target Metric Type</b>	<b>Target Value</b>	<b>Target Period</b>	<b>Target Start Year</b>
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Percentage	36.1	5 Year	2019

### ***Performance Target Justification***

North Dakota’s target for the number of unrestrained passenger vehicle occupant fatalities (all seating positions) is based on five-year averages. The selected target for 2019-2023 uses a 2 percent annual reduction of the 5-year unrestrained fatality average. This target supports the Vision Zero interim goal of fewer than 75 motor vehicle crash fatalities by 2025.

A review of recent crash data shows there were 37 unrestrained motor vehicle crash fatalities in 2021, a 5.1 percent decrease from the previous year when there were 39 unrestrained fatalities. North Dakota has experienced a decreasing trend across the 5-year unrestrained traffic fatality averages since 2015. This translates to annual decreases in the 5-year unrestrained fatality averages ranging from 5.5 percent to 14.6 percent. The observed seatbelt use rate decreased slightly in 2021, but still indicated that just over eight out of ten North Dakotans wear seatbelts. The current 5-year unrestrained traffic fatality average (2017-2021) is 37.6. Based on this trend data, North Dakota believes the 2019-2023 target is a realistic and achievable goal.

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

***Performance Target Details***

Performance Target (2023)	Target Metric Type	Target Value	Target Period	Target Start Year
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Percentage	31.8	5 Year	2019

***Performance Target Justification***

North Dakota’s target for the number of traffic fatalities involving a driver or motorcycle operator with a .08 BAC or above is based on five-year averages. The selected target for 2019-2023 uses a 5 percent annual reduction of the 5-year traffic fatality average involving a driver or motorcycle operator with a .08 BAC or above. This target supports the Vision Zero interim goal of fewer than 75 motor vehicle crash fatalities by 2025.

A review of recent crash data shows there were 26 fatalities in 2021 involving a driver or motorcycle operator with a .08 BAC or above, a 25.7 percent decrease from the previous year when there were 35 fatalities involving a driver or motorcycle operator with a .08 BAC or above. In addition, North Dakota has experienced a decreasing trend across the 5-year fatality averages involving a driver or motorcycle operator with a .08 BAC or above since 2015. This translates to annual decreases in the 5-year averages ranging from 3.6 percent to 12.9 percent. The current 5-year traffic fatality average involving a driver or motorcycle operator with a .08 BAC or above (2017-2021) is 35.2. Based on this trend data, North Dakota believes the 2019-2023 target is a realistic and achievable goal.

**Performance Measure: C-6) Number of speeding-related fatalities (FARS)**

***Performance Target Details***

Performance Target (2023)	Target Metric Type	Target Value	Target Period	Target Start Year
C-6) Number of speeding-related fatalities (FARS)	Percentage	28.0	5 Year	2019

***Performance Target Justification***

North Dakota’s target for the number of speeding-related traffic fatalities is based on five-year averages. The selected target for 2019-2023 uses a 3 percent annual reduction of the 5-year speeding-related average. This target supports the Vision Zero interim goal of fewer than 75 motor vehicle crash fatalities by 2025.

A review of recent crash data shows there were 29 speeding-related fatalities in 2021, an increase of 11.5 percent from the previous year when there were 26 speeding-related fatalities. North Dakota experienced a downward trend across the 5-year speeding-related traffic fatality averages from 2015 to 2020. This translates to annual decreases in the 5-year speeding-related fatality averages ranging from 9.3 percent to 14.2 percent. The current 5-year speeding-related traffic fatality average (2017-2021) is

29.8. Based on this trend data, North Dakota believes the 2019-2023 target is a realistic and achievable goal.

### **Performance Measure: C-7) Number of motorcyclist fatalities (FARS)**

***Performance Target Details***

Performance Target (2023)	Target Metric Type	Target Value	Target Period	Target Start Year
C-7) Number of motorcyclist fatalities (FARS)	Percentage	12.7	5 Year	2019

***Performance Target Justification***

North Dakota’s target for the number of motorcycle traffic fatalities is based on five-year averages. The selected target for 2019-2023 uses a 1 percent annual reduction of the 5-year motorcycle fatality average. This target supports the Vision Zero interim goal of fewer than 75 motor vehicle crash fatalities by 2025.

A review of recent crash data shows there were 8 motorcycle fatalities in 2021, a decrease of 52.9 percent from the previous year when there were 17 motorcycle fatalities. However, the annual number of motorcycle fatalities in North Dakota has fluctuated up and down since 2015. As a result, North Dakota’s 5-year motorcycle fatality averages have also varied over time. The current 5-year motorcycle fatality average (2017-2021) is 13.0. Although it may be challenging given the historical variance, North Dakota believes the 2019-2023 target is a realistic and achievable goal.

### **Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)**

***Performance Target Details***

Performance Target (2023)	Target Metric Type	Target Value	Target Period	Target Start Year
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Percentage	9.2	5 Year	2019

***Performance Target Justification***

North Dakota’s target for the number of unhelmeted motorcycle traffic fatalities is based on five-year averages. The selected target for 2019-2023 uses a 1 percent annual reduction of the 5-year unhelmeted motorcycle fatality average. This target supports the Vision Zero interim goal of fewer than 75 motor vehicle crash fatalities by 2025.

A review of recent crash data shows there were 5 unhelmeted motorcycle fatalities in 2021, a decrease of 64.3 percent from the previous year when there were 14 unhelmeted motorcycle fatalities. However, the annual number of unhelmeted motorcycle fatalities in North Dakota has fluctuated up and down since 2015. As a result, North Dakota’s 5-year unhelmeted motorcycle fatality averages have also varied over time. The current 5-year unhelmeted motorcycle traffic fatality average (2017-2021) is 9.4. Although it may be challenging given the historical variance, North Dakota believes the 2019-2023 target is a realistic and achievable goal.

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

### Performance Target Details

Performance Target (2023)	Target Metric Type	Target Value	Target Period	Target Start Year
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Percentage	13.0	5 Year	2019

### Performance Target Justification

North Dakota’s target for the number of drivers age 20 or younger involved in fatal traffic crashes is based on five-year averages. The selected target for 2019-2023 uses a 3 percent annual reduction of the 5-year average. This target supports the Vision Zero interim goal of fewer than 75 motor vehicle crash fatalities by 2025.

A review of recent crash data shows there were 22 drivers age 20 or younger involved in fatal crashes in 2021, a 69.2 percent increase from the previous year when there were 13 drivers age 20 or younger involved in fatal crashes. However, North Dakota experienced a decreasing trend across the 5-year younger driver averages from 2015 to 2020 and is hopeful that the 2021 increase will be an anomaly. Previous reductions translate to annual decreases in the 5-year averages ranging from 3.1 percent to 14.1 percent. The current 5-year average for the number of drivers age 20 or younger involved in fatal crashes (2017-2021) is 13.8. Based on this trend data, North Dakota believes the 2019-2023 target is a realistic and achievable goal.

## Performance Measure: C-10) Number of pedestrian fatalities (FARS)

### Performance Target Details

Performance Target (2023)	Target Metric Type	Target Value	Target Period	Target Start Year
C-10) Number of pedestrian fatalities (FARS)	Percentage	6.7	5 Year	2019

### Performance Target Justification

North Dakota’s target for the number of pedestrian fatalities is based on five-year averages. The selected target for 2019-2023 uses a 1 percent annual reduction of the 5-year pedestrian fatality average. This target supports the Vision Zero interim goal of fewer than 75 motor vehicle crash fatalities by 2025.

A review of recent crash data shows some annual fluctuation in the number of pedestrian fatalities over the last five years. The number of pedestrian fatalities in North Dakota remained relatively steady between 2017 and 2019 but increased in 2020 and 2021. In 2021, there were 10 pedestrian fatalities, a 25 percent increase from the previous year.

Small numbers have a large impact on overall trends. As a result, North Dakota’s 5-year pedestrian fatality averages have also varied over time. The current 5-year pedestrian fatality average (2017-2021) is 6.8. Although it may be challenging given the historical variance, North Dakota believes the 2019-2023 target is a realistic and achievable goal.

## Performance Measure: C-11) Number of bicyclist fatalities (FARS)

### Performance Target Details

Performance Target (2023)	Target Metric Type	Target Value	Target Period	Target Start Year
C-11) Number of bicyclists fatalities (FARS)	Percentage	1.6	5 Year	2019

### Performance Target Justification

North Dakota's target for the number of bicyclist fatalities is based on five-year averages. The selected target for 2019-2023 uses a 1 percent annual reduction of the 5-year bicyclist fatality average. This target supports the Vision Zero interim goal of fewer than 75 motor vehicle crash fatalities by 2025. A review of recent crash data shows little fluctuation in the number of bicyclist fatalities over the last five years. The number of bicyclist fatalities in North Dakota remained at one in 2021. However, even small changes in low numbers can have a large impact on overall trends. As a result, North Dakota experienced an upward trend in the 5-year bicyclist fatality averages between the 2011-2015 and 2014-2018 periods and a downward trend between the 2015-2019 and 2017-2021 periods. The current 5-year bicyclist fatality average (2017-2021) is 1.6. Although it may be challenging given the small numbers, North Dakota believes the 2019-2023 target is a realistic and achievable goal.

## Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (Survey)

### Performance Target Details

Performance Target (2022)	Target Metric Type	Target Value	Target Period	Target Start Year
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Percentage	82.7	Annual	2022

### Performance Target Justification

North Dakota's target for observed seatbelt use for passenger vehicles, front seat outboard occupants is based on trend data from previous annual surveys. The selected target for 2022 uses a 1 percent annual increase in the observed seatbelt use rate. This target supports the Vision Zero interim goal of fewer than 75 motor vehicle crash fatalities by 2025.

A review of recently observed seatbelt use data shows 81.9 percent of front-seat passengers were wearing their seatbelt in 2021, a decrease of 2.2 percent from the previous year. North Dakota has experienced a slight fluctuation in the observed seatbelt use rate since 2015, with the annual rate ranging between 79.3 and 83.7 percent. However, North Dakota believes that with continued education regarding the importance of seatbelt use the 2022 target is a realistic and achievable goal.



## Performance Measure: A4) Percentage of Traffic Citations Electronically Submitted

### Performance Target Details

Performance Target (2022)	Target Metric Type	Target Value	Target Period	Target Start Year
A4: Percentage of traffic citations electronically submitted	Percentage	96.1	Annual	2022

### Performance Target Justification

North Dakota’s selected target for the percentage of traffic citations electronically submitted is based on a 1 percent annual increase. A review of traffic citation data from 2018 to current shows the percentage of citations electronically submitted increased between 2.5 percent and 3.4 percent annually through 2020 and decreased 0.7 percent in 2021, when 95.1 percent of traffic citations were submitted electronically. As the state gets closer to achieving 100 percent electronic submission, it will get harder to show improvement. One challenge is because some small agencies are not currently equipped to transmit electronic citations due to IT limitations related to the size of the agency and its resources. As a result, it may take some time to achieve 100 percent electronic submission of traffic citations. Based on this data, North Dakota believes the 2022 target of a 1 percent increase is a realistic and achievable goal.

## Performance Measure: A5) Core Activity – Number of Car Seat Check-ups Offered

### Performance Target Details

Performance Target (2022)	Target Metric Type	Target Value	Target Period	Target Start Year
A-5 - Core Activity – Number of car seat check-ups offered	Numeric	71	Annual	2022

### Performance Target Justification

North Dakota believes that increasing car seat check-ups will have a positive impact on decreasing the number of car seats that are misused in the state because more of the population is being educated about proper car seat installation and use. In addition, the NDDoH has set an internal goal of increasing annual car seat check-ups to 100 by 2025.

North Dakota’s selected target for the number of car seat check-ups offered is based on a 12.5 percent annual increase. Car seat check-up data for FFY 2015-2019 shows the number of car seat check-ups ranged from 54 to 80 check-ups per year. Typically, car seat check-ups are held regularly throughout the state, but unfortunately due to COVID-19 the state was unable to hold regular car seat check-ups during 2020. As a result, there were only 50 car seat check-ups offered in FFY 2020. In FFY 2021, the number of car seat check-ups increased to 63 but was still down due to the COVID pandemic. It may take some time to return to the pre-COVID level of car seat check-ups, but North Dakota believes the 2022 target of a 12.5 percent increase is necessary to achieve the 2025 NDDoH program goal.

## Performance Measure: A6) Distracted Driving Citations

### Performance Target Details

Performance Target (2022)	Target Metric Type	Target Value	Target Period	Target Start Year
A-6 - Distracted driving citations - statewide - all DD citations (DOT Data)	Numeric	1,000	Annual	2022

### Performance Target Justification

To address the percentage of individuals who engage in any distracting activity while they are driving North Dakota has elected to set a goal of increased distracted driving citations. The Highway Safety Division believes that through focused efforts and continued support of the enforcement of the distracted driving laws that we will see an increase of distracted driving citations statewide and be able to reduce crashes and fatalities due to distracted driving.

## Performance Measure: A-7) Drug-Impaired Driving – Number of DUI blood and urine samples tested for drug metabolites (New)

### Performance Target Details

Performance Target (2022)	Target Metric Type	Target Value	Target Period	Target Start Year
A-7 – Drug-impaired driving – statewide – all State Toxicology data	Numeric	380	Annual	2022

### Performance Target Justification

To decrease drug-impaired driving in North Dakota, more complete testing is necessary to identify the prevalence of drug-impaired driving. The Highway Safety Division will continue to work with law enforcement partners to increase the DUI drug-driving samples submitted to the North Dakota Office of Attorney General State Toxicology lab to test drug metabolites. The State Toxicology Laboratory has seen slight increases in the number of samples to test drug metabolites over the past couple of years and we believe the trend will continue as additional training and screening tools are provided to law enforcement.

## Certification

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

## **Grant Program Activity Reporting**

### **A-1: Number of seat belt citations issued during grant-funded enforcement activities**

Seat belt citations: 2,742

Fiscal Year A-1: 2021

### **A-2: Number of impaired driving arrests made during grant-funded enforcement activities**

Impaired driving arrests: 312

Fiscal Year A-2: 2021

### **A-3: Number of speeding citations issued during grant-funded enforcement activities**

Speeding citations: 5,828

Fiscal Year A-3: 2021

# Program Area: Planning and Administration

## Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C1) Number of traffic fatalities (FARS)	2023	5 Year	99.2

## Countermeasure Strategies

### (1) Countermeasure Strategy: PROGRAM MANAGEMENT

**Project Safety Impacts:** Program management advances program development, implementation and evaluation to effectively reduce motor vehicle crashes, fatalities and serious injuries.

**Linkage Between Program Area:** Program management assures compliance with state and federal fiscal and administrative policies and continuous quality improvement of programs through crash data trend monitoring, strategy implementation and evaluation. Program management also assures partner engagement and coordination to leverage partner resources toward the shared goal of zero motor vehicle crash fatalities and serious injuries.

**Rationale:** See above.

## Planned Activities

### (a) Planned Activity: Planning and Administration (PA)

**Planned Activity Number:** PA2302-01

**Planned Activity Description:** The NDDOT Highway Safety Division staff will plan, develop, implement, market, monitor, and evaluate the annual HSP. Costs under PA will consist of salaries for applicable Highway Safety Division staff, travel and miscellaneous expenses for general traffic safety activity not associated with a specific program area including, but not limited to:

- General program administration
- General public information and education (PI&E) materials
- Training and travel for staff members
- Memberships and other professional fees such as membership to the Governor’s Highway Safety Association (GHSA), etc.
- Preparation and printing of reports and other materials

**Intended Subrecipients:** NDDOT Highway Safety Division Staff

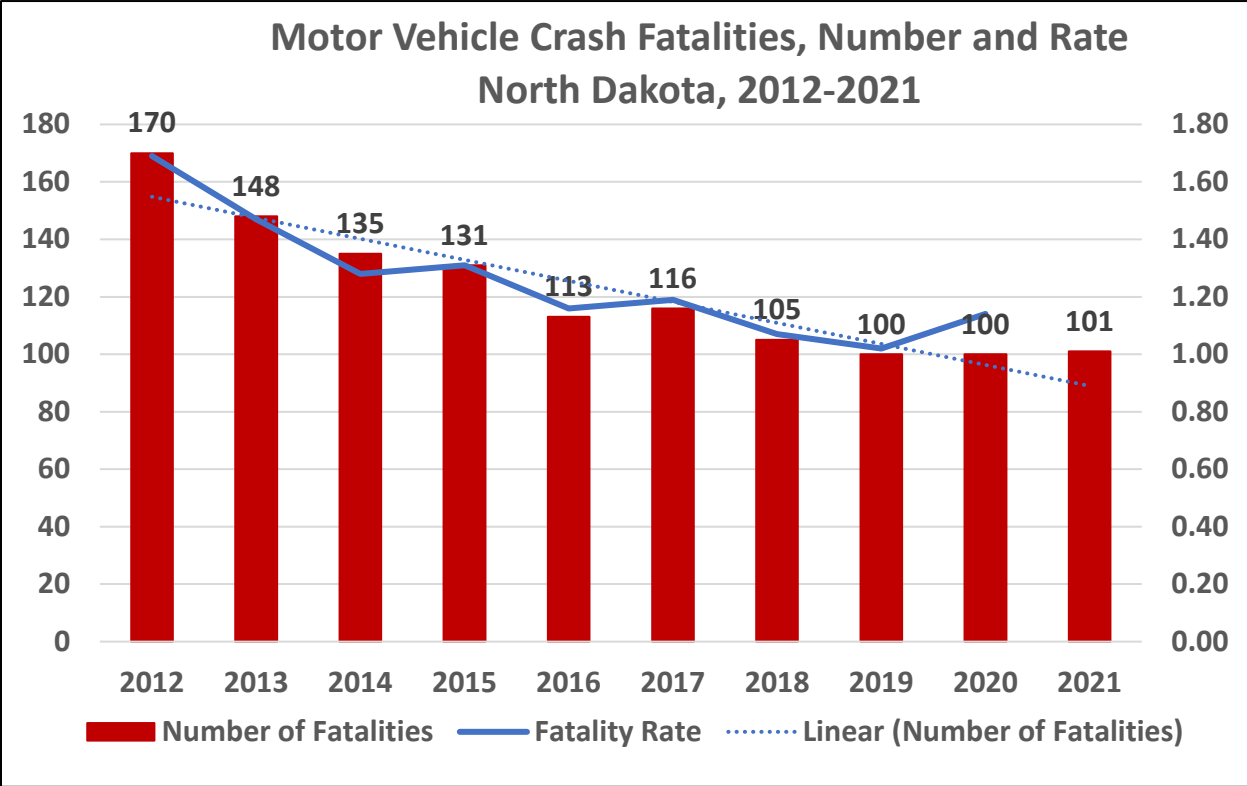
### Funding Sources

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	PA	\$400,000	\$0	\$0

# Program Area: Community Traffic Safety Program

## Description of Highway Safety Problems

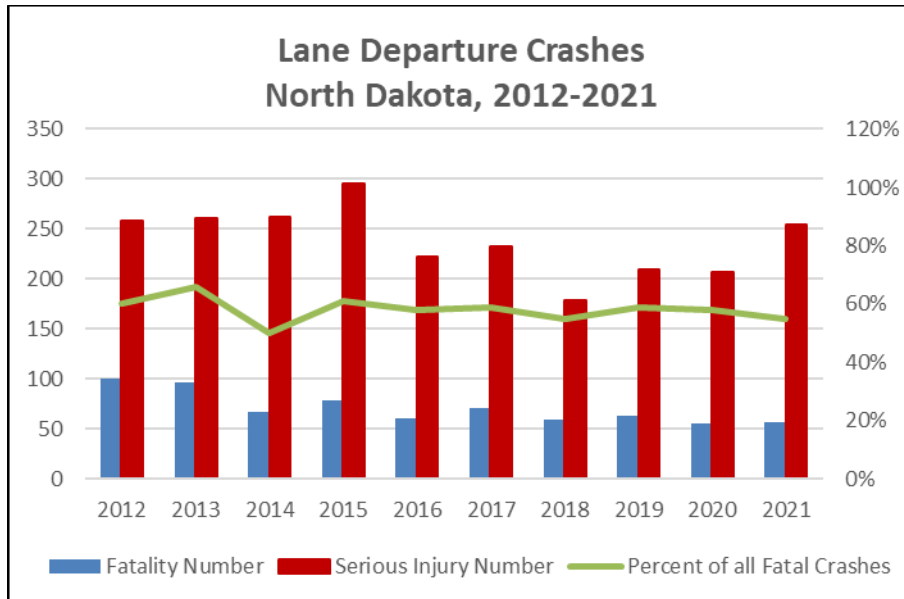
North Dakota has experienced a downward trend in motor vehicle fatalities as shown below.



In 2021, there were 85 fatal crashes and 101 fatalities. In both 2019 and 2020, North Dakota reported 100 fatalities, which is the lowest number of fatalities in North Dakota in 15 years.

Community Traffic Safety Program (CTSP) projects serve to further reduce motor vehicle crash fatalities by addressing the identified priority and other areas of emphasis identified in the SHSP (i.e., the North Dakota Vision Zero Plan). For example, North Dakota has identified lane departure crashes as the number one priority of six Priority Emphasis Areas (PEAs) within the SHSP/Vision Zero Plan.

The PEA data for lane departure in the chart below shows that lane departures consistently account for 60-65 percent of fatal crash involvement each year which is a very large proportion of the fatal crash problem in North Dakota.



Additional PEA statistics related to lane departure crashes in North Dakota can be found here: <https://visionzero.nd.gov/statistics/PEAdata/>

Other areas of emphasis within the SHSP/Vision Zero Plan that are addressed through CTSP projects include bicyclists, pedestrians, aging drivers, commercial vehicle crashes, and local roads.

Also, please refer to the Highway Safety Planning Process section (under Description of Highway Safety Problems) of this document for a full description of the highway safety problems to be addressed through CTSP projects.

## Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-1) Number of traffic fatalities (FARS)	2023	5 Year	99.2
2023	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2023	5 Year	36.1
2023	C-5) Number of impaired driving fatalities (FARS)	2023	5 Year	31.8
2023	C-6) Number of speeding-related fatalities (FARS)	2023	5 Year	28.0
2023	C-10) Number of pedestrian fatalities (FARS)	2023	5 Year	6.7
2023	C-11) Number of bicyclist fatalities (FARS)	2023	5 Year	1.6
2022	A-6) Distracted driving citations - all distracted driving citations-statewide (DOT Data)	2022	Annual	1,000

## Countermeasure Strategies

### (1) Countermeasure Strategy: PROGRAM MANAGEMENT

**Project Safety Impacts:** Program management advances program development, implementation and evaluation to effectively reduce motor vehicle crashes, fatalities and serious injuries.

**Linkage Between Program Area:** Program management assures compliance with state and federal fiscal and administrative policies and continuous quality improvement of programs through crash data trend monitoring, strategy implementation and evaluation. Program management also assures partner engagement and coordination to leverage partner resources toward the shared goal of zero motor vehicle crash fatalities and serious injuries.

**Rationale:** See above.

#### Planned Activities

(a) **Planned Activity:** Program Management

**Planned Activity Number:** CP2309-01

**Planned Activity Description:** Direct program management costs and travel expenses will be funded including salary, travel, and other direct costs.

**Intended Subrecipients:** NDDOT Highway Safety Division program managers

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	CP	\$400,000	\$0	\$0

### (2) Countermeasure Strategy: COMMUNICATIONS

**Project Safety Impacts:** CTSP media campaigns are designed to positively impact the motoring public's knowledge, attitudes, behaviors and beliefs related to traffic safety topics. Mass media campaigns are an evidence-based strategy as identified in NHTSA's Countermeasures That Work. CTSP media campaigns will target various traffic safety problems identified in the SHSP/Vision Zero Plan such as lane departure, vulnerable users, commercial motor vehicle traffic, and other topics and strategies to reduce motor vehicle crash fatalities and serious injuries.

**Linkage Between Program Area:** The North Dakota SHSP/Vision Zero Plan identifies priority and other areas of emphasis based on data from fatality and serious injury crashes. Targeting communications strategies to these priority and other areas of emphasis will positively impact their knowledge, attitudes, behaviors and beliefs related to these topics.

**Rationale:** Public information and education through communications strategies changes behavior.

**Planned Activities**

**(a) Planned Activity:** Media and Outreach - Commercial Motor Vehicle

**Planned Activity Number:** CP2309-04-01

**Planned Activity Description:** The Commercial Motor Vehicle media and outreach campaign is targeted to North Dakotans age 18-54, specifically in North Dakota’s oil-producing counties where commercial motor vehicle traffic is greater. The campaign will address a set of traffic safety problems common to severe crashes involving large trucks including the blind spots, the need to give large vehicles space to slow, etc. Funds will be used for a media vendor to develop and implement the campaign and may include creative development, paid media placement (TV, radio, print, social and digital), earned media (news releases, radio and local news interviews, social media posts, etc.), and other activities. Campaign effectiveness will be measured by the reach of individuals in the target audience, the metrics (impressions, conversions, click-throughs, etc.), and a statewide evaluation of the target audience’s knowledge, attitude, behavior, and beliefs affected by the messages.

**Intended Subrecipients:** Media Vendor

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	CP	\$50,000	\$0	\$0

**(b) Planned Activity:** Media and Outreach - Native American Populations

**Planned Activity Number:** CP2309-04-02

**Planned Activity Description:** The Native American media and outreach campaign will target North Dakota’s Native American population. Multiple age demographics and topics (seat belts, child passenger safety, impaired driving, speed, distracted driving, etc.) will be addressed. Funds will be used for a media vendor to develop and implement the campaign and may include creative development, paid media placement (TV, radio, print, social and digital), earned media (news releases, radio and local news interviews, social media posts, etc.), and other activities. Campaign effectiveness will be measured by the reach of individuals in the target audience, the metrics (impressions, conversions, click-throughs, etc.), and a statewide evaluation of the target audience’s knowledge, attitude, behavior, and beliefs affected by the messages.

**Intended Subrecipients:** Media Vendor

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	CP	\$50,000	\$0	\$0

**(c) Planned Activity:** Media and Outreach - Other Areas of Emphasis

**Planned Activity Number:** CP2309-05

**Planned Activity Description:** Media and outreach activity under this project will address the Other Areas of Emphasis within the Vision Zero Plan not addressed through other campaign activity. This includes older drivers, vulnerable users (primarily pedestrians and bicyclists), and



rural/local system roads. Funds will be used for a media vendor to develop and implement the campaign and may include creative development, paid media placement (TV, radio, print, social and digital), earned media (news releases, radio and local news interviews, social media posts, etc.), and other activities. Campaign effectiveness will be measured by the reach of individuals in the target audience, the metrics (impressions, conversions, click-throughs, etc.), and a statewide evaluation of the target audience’s knowledge, attitude, behavior and beliefs affected by the messages.

**Intended Subrecipients:** Media Vendor

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	CP	\$50,000	\$0	\$0

**(d) Planned Activity:** Media and Outreach - Lane Departure

**Planned Activity Number:** CP2309-08

**Planned Activity Description:** Lane departure is the number one reason for severe crashes in North Dakota. Lane departure includes single vehicle roll overs, head-on and side swipe crashes, etc. Lane departure media and outreach will encourage drivers to maintain their lane of travel and also provide information about new lane departure infrastructure solutions proven to deter lane departure crashes such as delineators, cable median barriers, etc. Funds will be used for a media vendor to develop and implement the campaign and may include creative development, paid media placement (TV, radio, print, social and digital), earned media (news releases, radio and local news interviews, social media posts, etc.), and other activities. Campaign effectiveness will be measured by the reach of individuals in the target audience, the metrics (impressions, conversions, click-throughs, etc.) and a statewide evaluation of the target audience’s knowledge, attitude, behavior, and beliefs affected by the messages.

**Intended Subrecipients:** Media Vendor

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	CP	\$50,000	\$0	\$0

**(e) Planned Activity:** Media and Outreach - Highway Safety Corridors

**Planned Activity Number:** CP2309-09

**Planned Activity Description:** Highway Safety Corridors are highway segments selected for heightened driver education, heightened law enforcement, and low-cost engineering solutions. Motorists will see enhanced signing and pavement marking and more law enforcement in safety corridors. As new Highway Safety Corridors are implemented, media and outreach will consist of educating the public about what they can expect as the travel through the corridors. Funds will be used for a media vendor to develop and implement the campaign and may include creative development, paid media placement (TV, radio, print, social and digital), earned media (news releases, radio and local news interviews, social media posts, etc.), and other activities. Campaign effectiveness will be measured by the reach of individuals in the target audience, the metrics (impressions, conversions, click-throughs, etc.), and a statewide

evaluation of the target audience’s knowledge, attitude, behavior, and beliefs affected by the messages.

**Intended Subrecipients:** Media Vendor

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	CP	\$50,000	\$0	\$0

**(f) Planned Activity:** Vision Zero Schools

**Planned Activity Number:** CP2309-12-01

**Planned Activity Description:** Vision Zero Schools will be designated and school administration and staff and participating student leaders will create a culture of personal responsibility in their school where motor vehicle fatalities and serious injuries are recognized as preventable and not tolerated. Vision Zero Schools give students the opportunity to be traffic safety advocates by appearing in banners, public service announcements (PSAs), videos and more to share motor vehicle safety messages in their school and community. Vision Zero Schools will receive promotional materials featuring student leaders to promote traffic safety and will be featured on Vision Zero’s website, Facebook, Instagram and Twitter. The NDDOT Highway Safety Division will assist in writing press releases to promote a school’s dedication to traffic safety in the media. Funds will be used for a media vendor to develop the marketing, media and program materials for each school. Campaign effectiveness will be measured by the number of new schools and student population reached through program activities.

**Intended Subrecipients:** Media Vendor

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	CP	\$50,000	\$0	\$0

**(g) Planned Activity:** Vision Zero Communities

**Planned Activity Number:** CP2309-12-02

**Planned Activity Description:** Vision Zero Communities will be designated to create a community culture of personal responsibility where motor vehicle fatalities and serious injuries are recognized as preventable and not tolerated. A designated community will commit to create an action plan to lay out a roadmap for the strategies, roles, and responsibilities that will move their community from vision to action to achieve the goal of zero motor vehicle fatalities and serious injuries. Funds will be used for a media vendor to develop the marketing, media and program materials for each community. Campaign effectiveness will be measured by the number of communities and population reached through program activities.

**Intended Subrecipients:** Media Vendor

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	CP	\$50,000	\$0	\$50,000

**(3) Countermeasure Strategy: OUTREACH**

**Project Safety Impacts:** Community outreach involves education and other activity through community engagement. Outreach allows community members an opportunity to get involved with their community in ways that allow them to advance community interests. Outreach activity increases community capacity through diverse partnerships and leveraging the partner resources toward a common goal. Outreach us a proven approach to advancing programs and/or access to services, etc. to achieve program outcomes.

**Linkage Between Program Area:** Community outreach activities will include public information and education through planned events and activities and training to increase partner capacity to engage in community outreach activity.

**Rationale:** Community outreach will be targeted through individual, group and community activity through counties, employers, etc. to advance Vision Zero activity at the local level. Funds allocated to CTSP outreach projects will address priority and other areas of emphasis in the SHSP/Vision Zero Plan.

**Planned Activities**

**(a) Planned Activity:** Vision Zero Community Outreach Program

**Planned Activity Number:** State Funds

**Planned Activity Description:** This project will support four Vision Zero Community Outreach Program Coordinators (Coordinators) and an Outreach Manager who will serve as subject-matter experts and liaisons with public and private sector partners to advance Vision Zero strategies locally within their service regions. Coordinators will form and work through a broad, diverse network of 4E (education, enforcement, engineering and EMS) and other non-traditional partners to perform a wide range of activities. Each coordinator will be responsible to provide public information and education, plan and conduct outreach events, implement strategies within the Vision Zero Plan, engage in media advocacy, provide partner training and other activities within their assigned region. The Vision Zero Community Outreach Manager will ensure coordinators have adequate training and tools to conduct their work and will oversee the daily workflow of the coordinators and act as a liaison between the coordinators and Highway Safety Division. Funds will be used for salary, benefits, travel, supplies, and other allowable costs of the program.

**Intended Subrecipients:** North Dakota Association of Counties

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	State Funds		\$1,000,000		

**(b) Planned Activity:** Vision Zero Speakers Bureau

**Planned Activity Number:** CP2309-07-02

**Planned Activity Description:** A cadre of speakers will be selected to form the Vision Zero Speaker’s Bureau to present to groups throughout the state to advance Vision Zero. The Speaker’s Bureau will be comprised of individuals who can provide personal testimony related to losing a family member or friend in a motor vehicle crash in North Dakota and the impact the

loss has had on their lives, the family and community. The Speaker’s Bureau will provide speaker options for various trainings, conferences and other events conducted by the Highway Safety Division, Vision Zero Coordinators and other Vision Zero partners. Effectiveness will be measured by the number of speaking engagements, the number of people reached through the speaking engagements, and audience feedback. Costs will include a fixed fee amount per speaking engagement which will be reimbursed to the speakers through the contract for events coordination services.

**Intended Subrecipients:** Consultant for Events Coordination

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	CP	\$15,000	\$0	\$0

**(c) Planned Activity:** Safe Kids Grand Forks – Child Passenger, Bicycle and Pedestrian Safety Education and Outreach

**Planned Activity Number:** CP2309-10

**Planned Activity Description:** Funds will be provided to Altru Health System to conduct child passenger, bicycle, and pedestrian safety education and outreach in a nine-county service region in northeast North Dakota. Safe Kids Grand Forks will provide community Child Passenger Safety (CPS) services to parents, caregivers, and medical personnel through CPS education and outreach locations and events including Safe Kids Day, CARS Class (for childcare providers and foster parents) and Bringing Home Baby class. Safe Kids will also provide CPS education and outreach through Head Start programs, schools, Altru Clinic, Grand Forks Social Services UND School of Nursing, UND School of Medicine, Grand Forks Public Health Department and others. Education and outreach will be conducted through newsletters, radio interviews, news articles, social media, stakeholder activities, etc. Safe Kids will also promote bicycle and pedestrian safety in the service region through school events including Safety on Wheels, Back to School on-site events, crossing guard safety and safety patrol training. Costs will include salary and benefits, travel and costs related to education materials for distribution.

**Intended Subrecipients:** Altru Health System – Safe Kids Grand Forks

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	CP	\$65,000	\$0	\$65,000

**(4) Countermeasure Strategy: TRAINING/TECHNICAL ASSISTANCE**

**Project Safety Impacts:** Training and technical assistance is provided to assure partner capacity to engage in Vision Zero programs and activities.

**Linkage Between Program Area:** CTSP training and technical assistance projects apply to priority and other areas of emphasis as identified in the SHSP/Vision Zero Plan.

**Rationale:** Training and technical assistance increase partner capacity to engage in and advance Vision Zero programs and activities to further decrease motor vehicle crash fatalities and serious injuries. Training is funded based on identified partner needs.

**Planned Activities**

**(a) Planned Activity:** Vision Zero Partner Conference and Events Coordination

**Planned Activity Number:** CP2309-07-01

**Planned Activity Description:** The NDDOT Highway Safety Division will conduct the annual Vision Zero Partner Conference. The Conference provides 4E stakeholders in education, enforcement, engineering, and emergency medical services and other non-traditional partners with information and best practices in traffic safety. Participants are also informed of the status of the North Dakota Vision Zero Plan implementation and crash data results. Professional continuing education credits are provided. The NDDOT Highway Safety Division will also conduct other Vision Zero events such as stakeholder meetings, outreach activities, partner training, etc. Funds will be used to reimburse the fixed hourly services and the direct costs associated with each event including speaker honorariums, room rental fees, travel reimbursement, printing, project materials, and miscellaneous associated costs.

**Intended Subrecipients:** Consultant for Events Coordination

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	CP	\$300,000	\$0	\$0

**(b) Planned Activity:** Vision Zero Priority Emphasis Area Team Orientation Training

**Planned Activity Number:** CP2309-11

**Planned Activity Description:** Priority Emphasis Area (PEA) teams exist to implement the strategies within the SHSP/Vision Zero Plan. PEAs are comprised of individuals with a diverse range of qualifications, knowledge, and expertise related to the PEA. Funds will be used to develop orientation materials that will define PEA team member roles and demonstrate ways for team members to engage and play an active role with Vision Zero strategy implementation.

**Intended Subrecipients:** Media Vendor

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	CP	\$50,000	\$0	\$0

**(5) Countermeasure Strategy: DATA/EVALUATION**

**Project Safety Impacts:** Data analysis will guide program development and evaluation to build capacity within all Vision Zero programs for improved outcomes. Project activity will include quality improvement, research and the application of evidence-based practices.

**Linkage Between Program Area:** Quality improvement, research and the application of evidence-based practices are vital to creating program capacity and positive outcomes.

**Rationale:** Data and evaluation projects are funded to conduct continuous quality improvement, research and application of evidence-based practices to advance projects and programs.

**Planned Activities**

**(a) Planned Activity:** Program Development and Evaluation – Community Traffic Safety Programs

**Planned Activity Number:** CP2309-06-01

**Planned Activity Description:** The North Dakota State University (NDSU) Upper Great Plains Transportation Institute (UGPTI) will complete the following evaluation projects: (1) The annual public opinion survey consistent with NHTSA/GHSA-established performance reporting requirements. (2) Analyses of crash and driver data sets to meet the specified needs of the Highway Safety Division, as requested. (3) Evaluation of select traffic safety interventions as identified by the Highway Safety Division. (4) An observational study of the use of cell phone use among drivers. Costs will consist of UGPTI’s consulting fees, sub-consultant fees, operating expenses, and an approved indirect cost rate.

**Intended Subrecipients:** NDSU UGPTI

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	CP	\$148,000	\$0	\$0

**(b) Planned Activity:** Program Development and Evaluation – Safe System Analysis, Driver Education and Occupant Protection Support

**Planned Activity Number:** CP2309-06-02

**Planned Activity Description:** The NDSU UGPTI will support driver education and occupant protection projects and program decision with data-rich analysis related to Vision Zero and awareness/collaborations in the broader Safe System approach. Costs will consist of UGPTI’s consulting fees, sub-consultant fees, and an approved indirect cost rate.

**Intended Subrecipients:** NDSU UGPTI

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	CP	\$50,000	\$0	\$0

# Program Area: Distracted Driving

## Description of Highway Safety Problems

Distraction – taking eyes, hands or mental attention away from driving – is a common contributing factor in most motor vehicle crashes and near crashes. According to the NHTSA, 3,124 people nationwide were killed in motor vehicle crashes involving distracted drivers in 2019.

Distracted driving is vastly underreported as a factor in a crash due to driver hesitancy to report, lack of witness verification and other factors. As a result, North Dakota crash data related to distraction is limited. Distracted driving violations statewide, obtained from the NDDOT driving record data, shows a decrease from 1,389 violations in 2019 to 1,066 in 2020.

In August 2015, the North Dakota Legislature enacted a primary offense law that prohibited texting while driving. In August 2017, the North Dakota Legislature enacted NDCC 39-08-25, which expanded the definition of distracted driving to mean any distraction that impairs the ability to safely operate the vehicle. If a driver is distracted while driving and commits a traffic violation, the driver (any age) can be given a \$100 fine for distracted driving. These laws have given law enforcement the ability to address distracted driving through enforcement, as distracted driving continues to be an under-reported factor in traffic crashes in North Dakota.

## Performance Measure

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	A-6) Distracted driving citations - all distracted driving citations-statewide (DOT Data)	2022	Annual	1,000

## Countermeasure Strategies

**(1) Countermeasure Strategy:** PROGRAM MANAGEMENT

**Project Safety Impacts:** Program management advances program development, implementation and evaluation to effectively reduce motor vehicle crashes, fatalities and serious injuries.

**Linkage Between Program Area:** Program management assures compliance with state and federal fiscal and administrative policies and continuous quality improvement of programs through crash data trend monitoring, strategy implementation and evaluation. Program management also assures partner engagement and coordination to leverage partner resources toward the shared goal of zero motor vehicle crash fatalities and serious injuries.

**Rationale:** See above.

## Planned Activities

**(a) Planned Activity:** Program Management

**Planned Activity Number:** DD2311-01

**Planned Activity Description:** Direct program management costs and travel expenses will be funded including salary, travel, and other direct costs.

**Intended Subrecipients:** NDDOT Highway Safety Division program manager

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	DD	\$8,500	\$0	\$0

## (2) Countermeasure Strategy: ENFORCEMENT

**Project Safety Impacts:** This high visibility enforcement campaign is designed to create greater awareness among drivers 18-34 about the dangers of distracted driving. It is an evidenced-based countermeasure as identified in NHTSA's Countermeasures That Work.

**Linkage Between Program Area:** Distracted driving continues to be under-reported behavior for crashes and high visibility enforcement can confirm the high rate of individuals who text and drive. High visibility enforcement, along with paid media, can deter this behavior and overall result in lower crashes and injuries.

**Rationale:** Distracted driving has been on the rise, and the North Dakota Legislature has implemented laws to address the issue. Funding is dedicated to the distracted driving program to develop a high visibility enforcement campaign, coupled with extensive media, to create public awareness of the dangers of distracted driving and to conduct enforcement to reduce the incidents of distracted driving. Funds allocated to this project are primarily spent on media and enforcement efforts.

## Planned Activities

**(a) Planned Activity:** High Visibility Enforcement – Distracted Driving

**Planned Activity Number:** DD2311-02

**Planned Activity Description:** Participating law enforcement agencies will conduct a distracted driving HVE campaign during April, National Distracted Driving Awareness Month, and the month of September. Enforcement will detect the illegal use of a cell phone or other electronic devices while driving. At a minimum, participating agencies will: (1) conduct required enforcement activities during the times determined by the state or as required by NHTSA; (2) conduct HVE within corridors and times where the occurrence of distracted driving is the greatest, (3) coordinate with the Highway Safety Division to complete earned media requirements (e.g., provide statistics from the enforcement period for a post-enforcement news release, etc.), and (4) maintain an electronic enforcement log for each enforcement shift conducted that will identify the dates worked, hours worked, number and type of citations or warnings issued and must submit that log with the reimbursement request. To assure participating agency capacity to conduct effective distracted driving HVE, the Highway Safety Division will offer a distracted driving enforcement training as needed to provide information about North Dakota's distracted driving law and methods to detect distracted drivers.



**Intended Subrecipients:** Urban, county and city law enforcement agencies

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	DD	\$300,000	\$0	\$300,000

**(3) Countermeasure Strategy:** COMMUNICATION

**Project Safety Impacts:** The Highway Safety Division will develop a media campaign and placement strategy that will focus on distracted driving and the demographics that engage in this behavior. This media campaign will create greater awareness about the dangers and consequences of distracted driving to reduce motor vehicle serious injuries and fatalities. Paid media campaigns are part of a comprehensive, evidence-based effort to reduce serious injuries and fatalities caused by motor vehicles.

**Linkage Between Program Area:** Distracted driving is frequent in North Dakota, as evidenced by the Youth Risk Behavior Survey (YRBS), which indicates that high-school-aged students admit to cell phone use while driving and the number distracted driving citations issued annually. The media campaign will provide education and information statewide regarding the dangers of distracted driving. A highly saturated media campaign coupled with enforcement, can deter this behavior and overall result in lower crashes and injuries.

**Rationale for Selection:** Funding is dedicated to the distracted driving program to develop a media campaign to create public awareness of the dangers of distracted driving and to conduct enforcement to reduce the incidents of distracted driving. Funds allocated to this project are primarily spent on media and enforcement efforts, which are proven countermeasures.

**Planned Activities**

**(a) Planned Activity:** Media and Outreach – Distracted Driving

**Planned Activity Number:** DD2311-03

**Planned Activity Description:** This media and outreach campaign will support and heighten awareness of accompanying distracted driving enforcement. Funds will be used for a media vendor to develop and implement the campaign and may include creative development, paid media placement (TV, radio, print, social and digital), earned media (news releases, radio and local news interviews, social media posts, etc.), and other activities. Campaign effectiveness will be measured by the reach of individuals in the target audience, the metrics (impressions, conversions, click-throughs, etc.), and a statewide evaluation of the target audience’s knowledge, attitude, behavior, and beliefs affected by the messages.

**Intended Subrecipients:** Media Vendor

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	DD	\$300,000	\$0	\$300,000

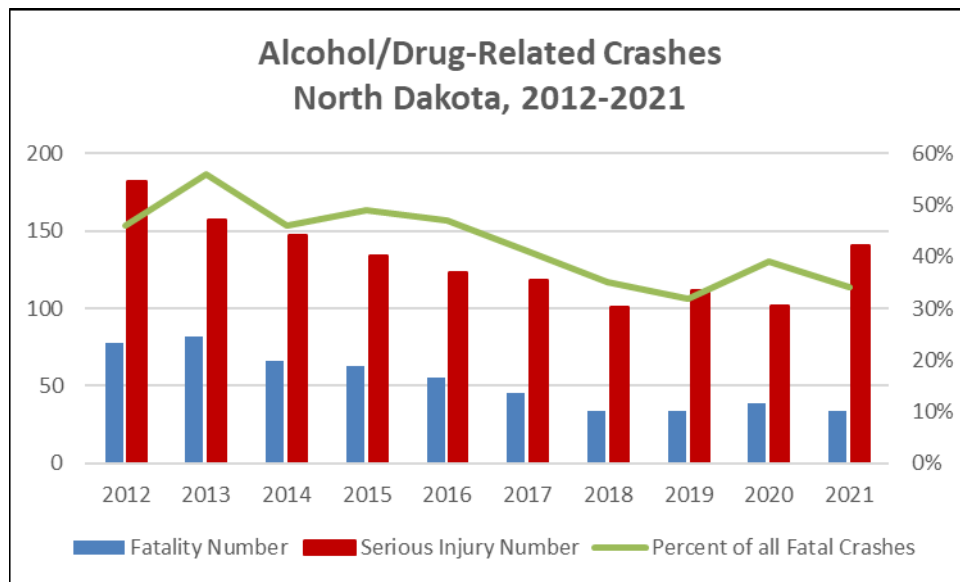
# Program Area: Impaired Driving (Drug and Alcohol)

## Description of Highway Safety Problems

Although it is a criminal offense to operate a motor vehicle with a blood alcohol content (BAC) of .08 or higher, impaired driving in North Dakota is one of the most consistent behaviors contributing to motor vehicle crash fatalities. In 2021, there were 30 alcohol-related crash fatalities which accounted for approximately 30 percent of total fatalities (30 of 100 fatalities).

North Dakota has identified alcohol- and drug-related crashes as one of six PEAs within the SHSP/Vision Zero Plan.

Data for this PEA, in the chart below, shows that alcohol- and drug-related fatal and serious injury crashes are decreasing in North Dakota. However, alcohol and drugs continue to contribute to a large proportion of crash fatalities with about 30-40 percent of North Dakota’s fatalities annually being alcohol/drug-related (based on officer suspicion on the crash report).



These fatal crashes occur more frequently during warm weather months (May through November), on weekends (Friday, Saturday, and Sunday), and between the hours of 7:00 PM and 1:00 AM. Alcohol- and drug-related crashes typically involve other behaviors such as speed/aggressive driving and no seat belt use. Males die in alcohol- and drug-related crashes more than females (4:1 ratio) and largely on rural North Dakota roads. Eighty-six percent of alcohol- and drug-related fatal crashes occurred on rural roads in North Dakota over a ten-year period (2012-2021).

Additional PEA statistics related to alcohol- and drug-related crashes in North Dakota can be found here: <https://visionzero.nd.gov/statistics/PEAdata/>

## Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2023	5 Year	31.8
2022	A-5) Drug-impaired driving – statewide – all State Toxicology data	2022	Annual	380

## Countermeasure Strategies

### (1) Countermeasure Strategy: PROGRAM MANAGEMENT

**Project Safety Impacts:** Program management advances program development, implementation and evaluation to effectively reduce motor vehicle crashes, fatalities and serious injuries.

**Linkage Between Program Area:** Program management assures compliance with state and federal fiscal and administrative policies and continuous quality improvement of programs through crash data trend monitoring, strategy implementation and evaluation. Program management also assures partner engagement and coordination to leverage partner resources toward the shared goal of zero motor vehicle crash fatalities and serious injuries.

**Rationale:** See above.

#### Planned Activities

**(a) Planned Activity:** Program Management

**Planned Activity Number:** ID2310-01

**Planned Activity Description:** Direct program management costs and travel expenses will be funded including salary, travel, and other direct costs.

**Intended Subrecipients:** NDDOT Highway Safety Division program manager

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	AL	\$300,000	\$0	\$0

### (2) Countermeasure Strategy: ENFORCEMENT

**Project Safety Impacts:** High-visibility enforcement (HVE) is an evidence-based, proven strategy that has shown to reduce motor vehicle crashes the result in serious injury and death and deter this type of dangerous driving behavior.

**Linkage Between Program Area:** Impaired driving has been a consistent problem on North Dakota roadways for several years, with approximately 40 percent of motor vehicle fatalities caused by impaired driving. High visible enforcement, along with a comprehensive media plan, can deter impaired driving behavior and reduce fatalities and injuries caused by impaired driving.

**Rationale:** The Highway Safety Division allocates a significant portion of the 405(d) funds to enforcement and paid media to address the high rate of impaired driving severe crashes.

**Planned Activities**

**(a) Planned Activity:** High Visibility Enforcement – Impaired Driving

**Planned Activity Number:** ID2310-02

**Planned Activity Description:** The Highway Safety Division will, through data analysis, identify the times and locations that have the highest number of impaired driving severe crashes to identify law enforcement agencies for participation in impaired driving HVE. The enforcement effort, accompanied by paid and earned media, will create public awareness and establish a perception of risk of arrest. North Dakota law enforcement agencies will participate in the National Labor Day Drive Sober or Get Pulled Over campaign, and two additional enforcement periods, December 14-January 31 and March 1-31. During each enforcement period, each agency must: (1) conduct a minimum of two shifts during each state defined enforcement event and conduct a minimum of four shifts during the National Labor Day Drive Sober or Get Pulled Over campaign. (2) determine the best enforcement strategy (e.g., sobriety checkpoints vs. saturation patrols, time of day, etc.) that will most effectively deter impaired driving within the jurisdiction, (3) conduct HVE within corridors and times where the occurrence of injury and death from impaired driving is highest, (4) coordinate with the Highway Safety Division to complete earned media requirements (e.g., provide statistics from the enforcement period for a post-enforcement news release, etc.), and (5) maintain an electronic enforcement log for each enforcement shift conducted that will identify the dates worked, hours worked, number and type of citations or warnings issued and must submit that log with the reimbursement request. Agencies may conduct additional enforcement activity beyond the required calendar requirements within their jurisdiction to address local high-risk activities if their budget allows. Drug Recognition Experts (DREs) will be encouraged to attend as many sobriety checkpoints as possible. Operational procedures governing the statewide enforcement program are in place and followed by all participating agencies.

**Intended Subrecipients:** State, county, and city law enforcement

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	405d Impaired Driving Mid	M5HVE	\$400,000	\$0	\$0

The following equipment will support the enforcement, prosecution, and adjudication of impaired driving and will be purchased through grants provided to agencies participating in impaired driving HVE.

**Equipment:** In-Car Video Cameras

**Planned Activity Number:** ID2310-05

**Planned Activity Description:** The Highway Safety Division will provide funding to select law enforcement agencies for the purchase of in-car video cameras. Law enforcement agencies that participate in the regional DUI overtime enforcement program are eligible to apply based on demonstrated need. Video cameras are an integral tool for impaired driving investigation and have been proven to reduce court time associated with DUI adjudication and aid in officer safety. The Highway Safety Division will award up to 30 in-car video cameras that will be awarded based on need. Only agencies currently conducting quality impaired driving enforcement will be considered for funding.

**Intended Subrecipients:** State, county, and city law enforcement

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	405d Impaired Driving Mid	M5OT	\$50,000	\$0	\$0
2022, 2023	Section 164	ENF_AL	\$150,000	\$0	\$0

**Equipment:** Alcohol Testing Equipment and Training

**Planned Activity Number:** ID2310-06-01

**Planned Activity Description:** The Highway Safety Division will provide funding for equipment purchases to support alcohol enforcement, prosecution, and adjudication of impaired driving. Funds will be used for continuing education for forensic scientists, major equipment purchases, software upgrades, and testing kits and supplies. The following equipment is to be purchased during FFY2023: (1) the GC-MS is used for the analysis of different substances within a test sample. GC-MS is considered the gold-standard for forensic substance identification; and Also, breath testing equipment including Intoxilizer 9000s will be purchased by the State Toxicology Lab for distribution to law enforcement as needed (such as when an agency's unit need replacement due to inoperability of older units, etc.). The State Toxicology Lab calibrates the units and provides law enforcement training on use of the units. These devices are used in the field for law enforcement to conduct breath analysis of impaired drivers. All capital equipment must meet the Buy America Act requirements.

**Intended Subrecipients:** North Dakota Office of Attorney General State Toxicology Lab

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021, 2022	405d Impaired Driving Mid	M5BAC	\$300,000	\$0	\$0
2022, 2023	Section 164	ENF_AL	\$150,000	\$0	\$0

**Major Purchases and Dispositions:** The following equipment will be purchased with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
GC-MS	1	\$103,215	\$103,215	\$103,215	\$103,218
Intoxilizer I-9000	15	\$9,346	\$66,052	\$9,436	\$141,540
In-Car Video Cameras	30	\$6,000	\$180,000	\$6,000	\$180,000

**(b) Planned Activity:** Drug Recognition Expert (DRE) Call-Out Overtime and Travel

**Planned Activity Number:** ID2310-09-02

**Planned Activity Description:** This activity will provide reimbursement of overtime expenses to a law enforcement agency if their off-duty DRE is needed to assist another law enforcement agency. This activity is to encourage DREs to promote their services to surrounding agencies and to increase the awareness of drugged driving.

**Intended Subrecipients:** North Dakota law enforcement agencies who have current DREs

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	405d Impaired Driving Mid	M5HVE	\$5,000	\$0	\$0

**(c) Planned Activity:** Oral Fluid Testing Program

**Planned Activity Number:** ID2310-11

**Planned Activity Description:** An Oral Fluid Technical Advisory Committee has developed standards, best practices, and policies for an oral fluid feasibility study. The Committee consists of prosecutors, law enforcement, lab personnel, research and evaluation, and the Highway Safety Division, with the Traffic Safety Resource Prosecutors leading the Committee meetings. Funds will be used for allowable expenses related to the oral fluid testing program, SoToxa oral fluid devices, test cartridges, service fees, and other peripheral items needed for the oral fluid devices.

**Intended Subrecipients:** North Dakota Office of Attorney General State Toxicology Lab

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	405d Impaired Driving Mid	M5BAC	\$75,000	\$0	\$0

**(d) Planned Activity:** Enforcement - Underage Drinking Laws

**Planned Activity Number:** ID2310-12

**Planned Activity Description:** Participating agencies will conduct non-saturation enforcement and educational activities of North Dakota’s underage drinking laws during FFY2023 to prohibit the sale and consumption of alcoholic beverages to those under 21 years of age. Activities agencies may consider supporting the prevention of underage drinking by conducting non-saturation events (compliance checks, server training, controlled party dispersal, and presentations of evidence based educational materials, such as, but not exclusive to, D.A.R.E., and Lifeskills). Agencies wishing to participate in this program must conduct at least two non-saturation events within their jurisdiction during FFY2023. Agencies must demonstrate the need for each non-saturation event selected. At a minimum, participating agencies will: (1) conduct two events during dates determined by their agency that reflect when the violation of underage drinking laws is the greatest, (2) coordinate with the Highway Safety Division to complete earned media requirements (e.g., provide statistics from the effort) and submit a post enforcement news release, (3) maintain an electronic enforcement log for each shift or event conducted that will identify the dates worked, hours worked, number and type of citations or warnings issued, or number of educational events conducted and number of attendees of each educational event, and must submit that log with the reimbursement request.

**Intended Subrecipients:** State, county, and city law enforcement

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	405d Impaired Driving Mid	M5HVE	\$168,000	\$0	\$0

**(3) Countermeasure Strategy: COMMUNICATIONS**

**Project Safety Impacts:** A comprehensive media campaign will create awareness among drivers 18-34 about the dangers of impaired driving. It is an evidenced-based countermeasure as identified in NHTSA's Countermeasures that Work.

**Linkage Between Program Area:** Impaired driving accounts for a significant portion of North Dakota’s crashes and fatalities (over 40 percent based on five-year rolling averages). High visibility enforcement, along with a highly saturated media campaign, is a known countermeasure that can reduce the incidents of impaired driving.

**Rationale:** A highly saturated media campaign that utilizes traditional media venues and social and digital media is a proven strategy to reduce the incidents of impaired driving. This project will be conducted statewide and will have the ability to impact public awareness, which can lead to behavior change. Funds allocated to this project are primarily spent on paid media and high visibility enforcement efforts.

**Planned Activities**

**(a) Planned Activity:** Media and Outreach – Impaired Driving

**Planned Activity Number:** ID2310-03-01

**Planned Activity Description:** Impaired Driving media and outreach will be conducted in conjunction with each planned impaired driving HVE campaign and will serve to deter alcohol and drug-impaired driving statewide. Funds will be used for a media vendor to develop and implement the campaign and may include creative development, paid media placement (TV, radio, print, social and digital), earned media (news releases, radio and local news interviews, social media posts, etc.), and other activities. Campaign effectiveness will be measured by the reach of individuals in the target audience, the metrics (impressions, conversions, click-throughs, etc.), and a statewide evaluation of the target audience’s knowledge, attitude, behavior, and beliefs affected by the messages. See full details in the Evidence-Based Traffic Safety Enforcement Program section of this document.

**Intended Subrecipients:** Media Vendor

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	405d Impaired Driving Mid	M5PEM	\$400,000	\$0	\$0

**(b) Planned Activity:** Media and Outreach – Impaired Driving (Fargo Police Department)

**Planned Activity Number:** ID2310-03-02

**Planned Activity Description:** A comprehensive impaired driving media campaign will be developed by the Fargo Police Department that will focus on target demographics of 18-34-year-old in the Fargo metro area. The Fargo Police Department will coordinate with North Dakota State University to develop media materials that will be relevant to the Fargo demographics.

**Intended Subrecipients:** Fargo Police Department

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	405d Impaired Driving Mid	M5PEM	\$7,000	\$0	\$0

**(c) Planned Activity:** Speak Volumes Campaign

**Planned Activity Number:** ID2310-13-01

**Planned Activity Description:** Funds will be provided to the North Dakota Department of Human Services Behavioral Health Division to develop and distribute a mass media campaign based on health communication principles to expand the *Speak Volumes* program. *Speak Volumes* provides public information about alcohol serving size to deter overconsumption and binge drinking, which can reduce impaired driving incidents. Costs will include media consulting



services to enhance web site and develop and distribute the *Speak Volumes* media campaign. The campaign will consist of print, paid media, social and digital media.

**Intended Subrecipients:** North Dakota Department of Human Services Behavioral Health Division

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	Section 164	PM_AL	\$ 475,000	\$0	\$0

**(d) Planned Activity:** Going Out? Campaign

**Planned Activity Number:** ID2310-13-02

**Planned Activity Description:** This campaign will support the North Dakota Highway Patrol (NDHP) roving DUI patrols to inform the public that the NDHP will be out in force to remove impaired drivers from the road.

**Intended Subrecipients:** Media Vendor

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	AL	\$50,000	\$0	\$0

**(e) Planned Activity:** Sober Ride Campaign

**Planned Activity Number:** ID2310-13-03

**Planned Activity Description:** This campaign will promote sober driving by incentivizing the use of ridesharing or taxi services. The campaign will include paid, earned, social and digital media and will promote the receipt of “credits” toward the use of a ride share or taxi during the campaign period.

**Intended Subrecipients:** Media Vendor

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	Section 164	PM_AL	\$350,000	\$0	\$0

**(4) Countermeasure Strategy: DATA/EVALUATION**

**Project Safety Impacts:** Program evaluation supports the Highway Safety Division’s planning, program development, and resource allocation decisions. The 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.

**Linkage Between Program Area:** Impaired driving continues to be a factor in approximately 45 percent of the traffic crashes in North Dakota. Evaluation of projects and programs is an essential function of

the Highway Safety Division and aids in guiding future funding. Funding for this and all other strategies are distributed based on problem identification.

**Rationale:** Data and evaluation provides valuable information to assist in making decisions on project and program development and funding. Data evaluation is funded to conduct continuous research of projects, programs, and to identify the demographics and locations of the traffic fatalities and serious injuries in ND.

**Planned Activities**

**(a) Planned Activity:** Program Development and Evaluation – Impaired Driving

**Planned Activity Number:** ID2310-08-01

**Planned Activity Description:** Program evaluation supports the Highway Safety Division’s planning, program development, and resource allocation decisions. The North Dakota State University (NDSU) Upper Great Plains Transportation Institute (UGPTI) will continue to analyze and validate arrest and conviction data for accuracy, completeness, and assessment of conviction rates to evaluate DUI strategies in place in the state. NDSU UGPTI will also:

1. Analyze alcohol/drug-related crash, driver and other data sets upon request to meet specific needs of the Highway Safety Division
2. Complete an evaluation of select impaired driving strategies and projects as identified by the Highway Safety Division
3. Continue evaluation of the 24/7 Sobriety Program
4. Continue with State Toxicology data analysis of drug tests and develop impaired driving dashboard
5. Subject matter expert investigation for alcohol-impaired driving and DUI offender linkage pilot program. The pilot program will identify data gaps in reporting of high-risk offenders in various data sets.

The NDDOT Highway Safety Division will access research analysts and resources within NDSU UGPTI to recommend DUI prevention behavioral interventions for pilot-testing in select areas of the state. This can include individual, group, or community-level interventions. Pilot projects will be designed, implemented, and evaluated for outcomes as they relate to the deterrence of impaired driving and, if successful, will be more broadly distributed to identified risk populations. Costs will consist of consulting fees, operating expenses, and an approved indirect cost rate.

**Intended Subrecipients:** NDSU UGPTI

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	405d Impaired Driving Mid	M5OT	\$225,000	\$0	\$0

**(5) Countermeasure Strategy: OUTREACH**

**Project Safety Impacts:** The Parents LEAD (Listen Educate Ask Discuss) program is designed to create greater awareness among parents about the dangers of underage access to alcohol. Education and information are evidence-based as effective countermeasures that provide support to evidence-based strategies.

**Linkage Between Program Area:** North Dakota’s Youth Risk Behavior Survey (YRBS) 2019 results show that high school and middle school students continue to drive impaired or have ridden with an impaired driver. 22.5% report alcohol use in their lifetime, and 27.6% of ND high school students report current alcohol use within the past 30 days. Also, juvenile arrests made in 2019 show that 11.6% were alcohol related violations. Providing education and information to parents regarding drinking and driving can influence their child’s behavior and decisions to drink and drive. Research indicates that parents are the number one influencer for youth.

**Rationale:** Information and education are proven strategies to deter and reduce incidents of impaired driving. Education and information about the dangers of underage drinking, drinking and driving and substance use disorders targeted to parents, will empower parents to address these issues with their children better.

**(a) Planned Activity:** Parents LEAD

**Planned Activity Number:** ID2310-10

**Planned Activity Description:** The Highway Safety Division is 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 by increasing protective factors to decrease underage drinking and overconsumption which can reduce future impaired driving incidents. The program content was developed in partnership between the Highway Safety Division, and the North Dakota Department of Human Services Division of Mental Health and Substance Abuse Services, Parents LEAD program materials include a website ([www.parentslead.org](http://www.parentslead.org)) with an option to register for email updates, television and radio ads, print materials, and a Facebook page. The funds provided for PLEAD will be for media placement during high school events to promote the program materials with a focus on reducing underage drinking and driving.

**Intended Subrecipients:** North Dakota Department of Human Services Behavioral Health Division

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	AL	\$75,000	\$0	\$0

**(6) Countermeasure Strategy: TRAINING/TECHNICAL ASSISTANCE**

**Project Safety Impacts:** Law enforcement training is designed to provide education and information to law enforcement agencies regarding Standardized Field Sobriety Testing (SFST), SFST refresher, Advanced Roadside Impaired Driving Enforcement (ARIDE), Drug Recognition Expert (DRE) Training, and any additional training that may be identified throughout the year regarding traffic safety laws, new case law, and impaired driving technologies, such as oral fluid devices.

**Linkage Between Program Area:** Impaired driving accounted for over 45 percent of impaired driving fatalities based on the five-year rolling average. High visibility enforcement is a critical project in reducing those numbers. Law enforcement officers are provided training regularly to ensure they are kept informed of the latest laws and case-law outcomes.

**Rationale:** Training and technical assistance provide support to law enforcement and prosecutors and judges. Training is funded based on the current needs of law enforcement.

**Planned Activities**

**(a) Planned Activity:** Traffic Safety Resource Prosecutor

**Planned Activity Number:** ID2310-07

**Planned Activity Description:** The Highway Safety Division will continue to contract for the services of two part-time Traffic Safety Resource Prosecutors (TSRPs) through the North Dakota Association of Counties. TSRPs will provide ongoing technical assistance and resources to all those involved in the prosecution and adjudication of impaired driving prevention cases (prosecutors, judges, toxicology lab personnel, administrative hearing officers, law enforcement, etc.). The TSRPs will: (1) provide training to law enforcement, prosecutors, toxicologists, and judges and other court personnel; (2) support law enforcement with preparation for administrative hearings; (3) review and recommend changes in state policy, procedure, and/or programs to eliminate drunk driving in the state; and (4) provide information and resources through a web-based listserv for prosecutors and law enforcement. TSRPs will also provide training, technical assistance, and resources for other programs, including occupant protection, distracted driving, speed, etc. Section 402 funds will be used for these services. Funds will provide for the salaries, travel, operations, and program costs associated with the TSRP program.

**Intended Subrecipients:** North Dakota Association of Counties

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	405d Impaired Driving Mid	M5TR	\$300,000	\$0	\$0
2022, 2023	NHTSA 402	AL	\$10,000	\$0	\$0

**(b) Planned Activity:** Judicial Outreach Liaison

**Planned Activity Number:** ID2310-08-02

**Planned Activity Description:** The position's primary objective is to provide a foundation for outreach efforts to educate and inform local judges on impaired driving and highway safety issues. The duties of the SJOL include serving as an educator, writer, community outreach advocate, consultant, and liaison, regarding impaired driving and other traffic issues in North Dakota. The NDSU UGPTI will provide fiscal agent and evaluation support for the SJOL project.

**Intended Subrecipients:** NDSU UGPTI

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	405d Impaired Driving Mid	M5TR	\$160,000	\$0	\$0

**(c) Planned Activity:** DUI Enforcement Training

**Planned Activity Number:** ID2310-09-01

**Planned Activity Description:** Law enforcement training is provided to all law enforcement agencies statewide involving Standardized Field Sobriety Testing (SFST), SFST refresher, Advanced Roadside Impaired Driving Enforcement (ARIDE), Drug Recognition Expert (DRE) training, DRE/SFST Instructor In-service training, and any additional training that may be identified throughout the year regarding traffic safety laws and new case-law. This planned activity will also assist in the coordination of the annual joint North Dakota States Attorney Association and Drug Evaluation and Classification conference. This conference provides an opportunity for law enforcement and their local prosecutors to train together on drug-impaired driving topics. Costs will include resource support for the trainings such as training materials and supplies, officer travel reimbursement, meeting rooms speaker honorarium and expenses, etc.

**Intended Subrecipients:** Consultant for Events Coordination

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	405d Impaired Driving Mid	M5TR	\$100,000	\$0	\$0
2023	405d 24/7 Sobriety	F24DATR	\$45,000	\$0	\$0

**(d) Planned Activity:** On-Line Responsible Beverage Server (RBS) Training Program

**Planned Activity Number:** ID2310-14

**Planned Activity Description:** RBS provides information and education to alcohol beverage servers to increase their skills to recognize signs of impairment, fake identifications, and other factors that can mitigate the illegal ingestion or overconsumption of alcohol and advance a

culture of responsible alcohol consumption and sober driving. Funds will be provided to the North Dakota Department of Human Services Behavioral Health Division to continue and expand RBS marketing and promotion campaign, in collaboration with the North Dakota Safety Council, to increase the number of individuals who complete RBS courses and RBS train-the-trainer courses. Costs will include the development of a marketing campaign and paid media.

**Intended Subrecipients:** North Dakota Department of Human Services Behavioral Health Division

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	Section 164	PM_AL	\$75,000	\$0	\$0

# Program Area: Motorcycle Safety

## Description of Highway Safety Problems

The number of motorcyclist fatalities continues to be an issue in North Dakota. Since 2017, North Dakota has averaged 13 motorcycle fatalities per year. In 2021, 8 people were killed in motorcycle-related crashes compared with 17 motorcycle fatalities in 2020.

Over the past five years, the number of registered motorcycles in the state has increased by 5.3 percent and the number of licensed motorcycle drivers has decreased by 3.5 percent. Program activity to achieve the following performance measures will focus on awareness and education.

## Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-7) Number of motorcyclist fatalities (FARS)	2023	5 Year	12.7
2023	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	2023	5 Year	9.2

## Countermeasure Strategies

### (1) Countermeasure Strategy: PROGRAM MANAGEMENT

**Project Safety Impacts:** Program management advances program development, implementation and evaluation to effectively reduce motor vehicle crashes, fatalities and serious injuries.

**Linkage Between Program Area:** Program management assures compliance with state and federal fiscal and administrative policies and continuous quality improvement of programs through crash data trend monitoring, strategy implementation and evaluation. Program management also assures partner engagement and coordination to leverage partner resources toward the shared goal of zero motor vehicle crash fatalities and serious injuries.

**Rationale:** See above.

### Planned Activities

- (a) **Planned Activity:** Program Management  
**Planned Activity Number:** MC2306-01  
**Planned Activity Description:** Direct program management costs and travel expenses will be funded including salary, travel, and other direct costs.  
**Intended Subrecipients:** NDDOT Highway Safety Division program manager

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	MC	\$24,000	\$0	\$0

**(2) Countermeasure Strategy: COMMUNICATIONS**

**Project Safety Impacts:** Motorcycle safety media campaigns are designed to educate both motorcyclists and motorists about motorcycle safety topics including conspicuity, full gear, sharing the road, etc. Mass media campaigns are an evidence-based strategy as identified in NHTSA’s Countermeasures That Work.

**Linkage Between Program Area:** North Dakota has a significant motorcycle rider population that shares the road with personal auto and commercial vehicle traffic. In addition, North Dakota experiences an influx of resident and non-resident riders due to its proximity to the annual Sturgis Motorcycle Rally in South Dakota. This strategy is part of a comprehensive, evidenced-based effort to reduce the prevalence of motorcycle injury and fatality.

**Rationale:** Public information and education through communications strategies changes behavior. Both motorist and motorcyclist awareness are provided through communications strategies.

**Planned Activities**

**(b) Planned Activity:** Media and Outreach - Driver Awareness/Share the Road

**Planned Activity Number:** MC2306-02

**Planned Activity Description:** This project consists of an awareness campaign entitled, Share the Road, to encourage all roadway users to “share the road” with motorcyclists. The Share the Road campaign may include public service announcements, billboards, brochures, posters, and other safety publications and will be conducted during the peak riding season. All funds are provided to the North Dakota Motorcycle Safety Program administrator – ABATE of North Dakota – for media development and placement.

**Intended Subrecipients:** American Bikers Aiming Toward Education (ABATE) of North Dakota

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	405f Motorcycle Programs	M11MA	\$76,000	\$0	\$0



**(c) Planned Activity:** Media and Outreach - Motorcyclist Awareness

**Planned Activity Number:** MC2306-03

**Planned Activity Description:** This project will expand media outreach to motorcycle riders and the general public to include topics such as licensing, training, motorcyclist conspicuity, impaired driving prevention, and the benefit of full personal protective gear. Funds will be used for a media vendor to develop and implement the campaign and may include creative development, paid media placement (TV, radio, print, social and digital), earned media (news releases, radio and local news interviews, social media posts, etc.), and other activities.

**Intended Subrecipients:** Media Vendor

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	MC	\$50,000	\$0	\$0

**(d) Planned Activity:** Motorcycle Safety Education Program

**Planned Activity Number:** MC2399-01

**Planned Activity Description:** The North Dakota Motorcycle Safety Program (NDMSP) is a state-funded program through funds generated by a ten-dollar motorcycle safety education fee paid to the NDDOT with each motorcycle registration. This fund, which began in 1980, provides an annual working budget for the NDSMP for rider training, rider coach preparation and updates, course operation and program administration.

The NDMSP will complete the following:

- Train additional rider coaches to increase NDSMP capacity to train additional motorcyclists.
- Provide new and experienced rider safety courses.
- Provide for remote training locations throughout the state and mobile programs to reach state residents who are located away from the standard training locations.
- Promote motorcycle safety education to riders of all ages (14 and above).

The Highway Safety Division contracts with ABATE of North Dakota to administer the NDMSP. Project costs include a per person reimbursement fee to ABATE of North Dakota for each motorcyclist that completes the program. The capitated fee includes direct and indirect costs associated with ABATE's administration of the program.

**Intended Subrecipients:** ABATE of North Dakota

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	State Funds		\$550,000		

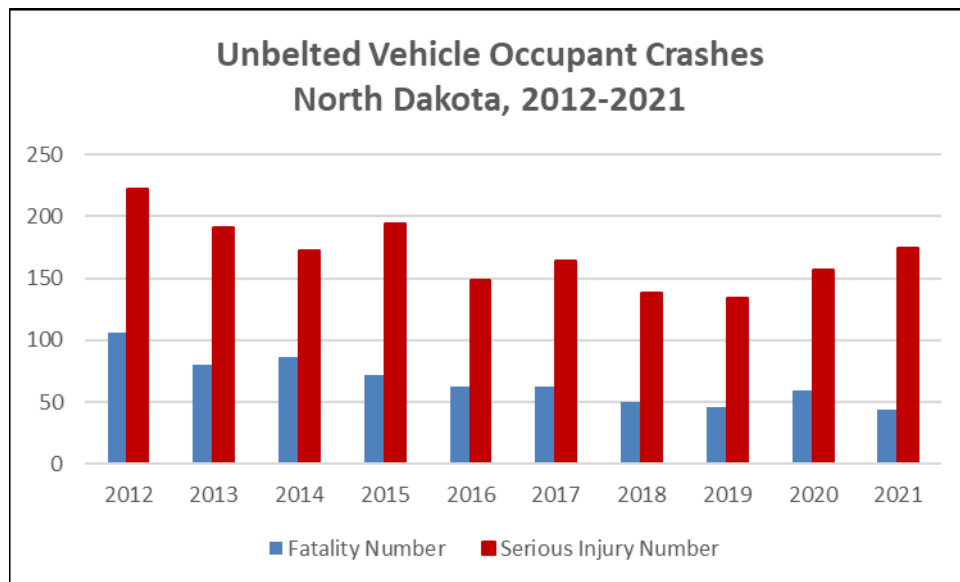
# Program Area: Occupant Protection (Adult and Child Passenger Safety)

## Description of Highway Safety Problems

Proper and consistent use of seat belts and child safety seats is known to be the single most effective protection against injury and death from a motor vehicle crash. Yet, the failure to wear a seat belt continues to result in more motor vehicle fatalities in North Dakota than any other traffic safety-related behavior.

North Dakota has identified unbelted vehicle occupants as one of six PEAs within the SHSP/Vision Zero Plan.

The PEA data for occupant protection demonstrates in the chart below that unbelted vehicle occupant fatal and serious injury crashes are decreasing. However, of all motor vehicle fatalities (where seat belts apply) in North Dakota each year, about 50-60 percent continue to include at least one unbelted vehicle occupant.



Fortunately, most people who drive and ride in a motor vehicle in North Dakota understand how important it is to wear a seat belt. North Dakota’s seat belt use rate is 81.9 percent (NDDOT/NDSU UGPTI, 2021). But, this means that about 18 percent – about 137,000 North Dakotans – remain extremely vulnerable to the consequences of a crash. This 18 percent is contributing to more than half of North Dakota crash deaths annually.

Additional PEA statistics related to unbelted vehicle occupants in North Dakota can be found here: <https://visionzero.nd.gov/statistics/PEAdata/>

## Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2023	5 Year	36.1
2022	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	2022	Annual	82.7
2022	A-5) Core Activity – Number of car seat check-ups offered	2022	Annual	71

## Countermeasure Strategies

### (1) Countermeasure Strategy: PROGRAM MANAGEMENT

**Project Safety Impacts:** Program management advances program development, implementation and evaluation to effectively reduce motor vehicle crashes, fatalities and serious injuries.

**Linkage Between Program Area:** Program management assures compliance with state and federal fiscal and administrative policies and continuous quality improvement of programs through crash data trend monitoring, strategy implementation and evaluation. Program management also assures partner engagement and coordination to leverage partner resources toward the shared goal of zero motor vehicle crash fatalities and serious injuries.

**Rationale:** See above.

### Planned Activities

**(a) Planned Activity:** Program Management

**Planned Activity Number:** OP2305-01

**Planned Activity Description:** Direct program management costs and travel expenses will be funded including salary, travel, and other direct costs.

**Intended Subrecipients:** NDDOT Highway Safety Division program manager

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	OP	\$280,000	\$0	\$0

**(2) Countermeasure Strategy: ENFORCEMENT**

**Project Safety Impacts:** High-visibility enforcement (HVE) is an evidence-based, proven strategy that has shown to reduce motor vehicle crashes the result in serious injury and death and deter this type of dangerous driving behavior. HVE will cover 71 percent of the geographic areas of the unrestrained passenger vehicle occupant fatalities and serious injuries occurring. This project will have statewide sustained coverage and it will emphasize rural and youth populations consistent with the Section 405(b) program.

**Linkage Between Program Area:** Unbelted motorists are the primary behavioral problem resulting in motor vehicle crash deaths and serious injuries in North Dakota, with 50-65 percent of unbelted motor vehicle fatalities annually. HVE, along with a comprehensive media plan, increases seat belt use.

**Rationale:** The Highway Safety Division allocates a significant portion of the 405(b) funds to enforcement and paid media to mitigate unbelted vehicle occupant fatalities and serious injuries.

**Planned Activities**

**(a) Planned Activity:** High Visibility Enforcement – Occupant Protection

**Planned Activity Number:** OP2305-05

**Planned Activity Description:** The Highway Safety Division, through data analysis, will identify the locations in which at least 70 percent of the state’s unrestrained fatalities and serious injuries have occurred and will work with the law enforcement agencies that have jurisdiction over those locations to conduct HVE. The HVE, accompanied by paid and earned media, will create public awareness and establish a perception of risk of citation. Participating law enforcement agencies will conduct HVE of North Dakota’s occupant protection laws including participation in the national Click It or Ticket campaign conducted in May/June of each year and an additional data-driven enforcement period from July 1 – July 31, 2023. With each planned enforcement period, the agency must: (1) conduct required enforcement activities during the times determined by the state or as required by NHTSA; (2) conduct HVE within corridors and times where the occurrence of injury and death from lack of seat belt use is at its greatest, (3) coordinate with the Highway Safety Division to complete earned media requirements (e.g., provide statistics from the enforcement period for a post-enforcement news release, etc.), and (4) maintain an electronic enforcement log for each enforcement shift conducted that will identify the dates worked, hours worked, number and type of citations or warnings issued and must submit that log with the reimbursement request.

**Intended Subrecipients:** State, county, and city law enforcement agencies

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	405b OP Low	M2HVE	\$225,000	\$0	\$0
2022, 2023	NHTSA 402	OP	\$258,000	\$0	\$258,000

**(3) Countermeasure Strategy: COMMUNICATIONS**

**Project Safety Impacts:** Occupant Protection media campaigns are designed to positively impact the motoring public’s knowledge, attitudes, behaviors and beliefs related to seat belt use. Mass media campaigns are an evidence-based strategy as identified in NHTSA’s Countermeasures That Work. Messages will primarily target males age 18-54, and rural populations.

**Linkage Between Program Area:** The North Dakota SHSP/Vision Zero Plan identifies unbelted vehicle occupants as a priority emphasis area. Targeting communications strategies to this priority will positively impact the public’s knowledge, attitudes, behaviors and beliefs related to occupant protection.

**Rationale:** Public information and education through communications strategies changes behavior.

**Planned Activities**

**(a) Planned Activity:** Media and Outreach – Occupant Protection

**Planned Activity Number:** OP2305-06

**Planned Activity Description:** Occupant Protection media and outreach will be targeted primarily to males aged 18-54 and rural populations and will be coordinated with statewide HVE. Funds will be used for a media vendor to develop and implement the campaign and may include creative development, paid media placement (TV, radio, print, social and digital), earned media (news releases, radio and local news interviews, social media posts, etc.), and other activities. Campaign effectiveness will be measured by the reach of individuals in the target audience, the metrics (impressions, conversions, click-throughs, etc.), and a statewide evaluation of the target audience’s knowledge, attitude, behavior, and beliefs affected by the messages.

**Intended Subrecipients:** Media Vendor

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	OP	\$450,000	\$0	\$450,000

**(4) Countermeasure Strategy: OUTREACH**

**Project Safety Impacts:** Community outreach involves education and other activity through community engagement. Outreach allows community members an opportunity to get involved with their community in ways that allow them to advance community interests. Outreach activity increases community capacity through diverse partnerships and leveraging the partner resources toward a common goal. Outreach is a proven approach to advancing programs and/or access to services, etc. to achieve program outcomes.

**Linkage Between Program Area:** Community outreach activities will include public information and education through planned events and activities and training to increase partner capacity to engage in community outreach activity.

**Rationale:** Community outreach will be targeted through individual, group and community activity through partner agencies to advance seat belt use and child passenger safety statewide.

**Planned Activities**

**(a) Planned Activity:** Child Passenger Safety - Program Administration

**Planned Activity Number:** OP2305-02

**Planned Activity Description:** The Child Passenger Safety (CPS) program will provide community CPS services to parents and caregivers applicable to the safety of infants (birth to 12 months), toddlers (1-3), children (4-7), and youth (8-12). Project activity will occur in partnership with law enforcement, the tribes, local public health agencies, schools, existing certified child safety seat technicians, and other partners to increase the use of seat belts and child safety seats by children, and to reduce the misuse of child safety seats. The program will assure the existence of an active network of CPS stations with nationally certified CPS technicians. Child safety seat technician courses will be provided including: (1) five of NHTSA’s 32-hour Standardized CPS Training for technicians; (2) CPS Certification Renewal for CPS techs and expired CPS techs; and (3) general CPS trainings targeted at specific audiences (law enforcement, childcare providers, Head Start staff, car seat distribution programs, etc.). The program will offer and promote 4-5 CPS certification trainings in North Dakota annually. Certified CPS instructors will assist to conduct car safety seat check-ups statewide. The program will contract for the use of CPS proxies and instructors to assist with recertifying CPS technicians at checkups. CPS program outreach will occur during National CPS month in September. Funds will be used for the salaries for proxies across the state, travel, program materials, training, and other allowable costs.

**Intended Subrecipients:** North Dakota Department of Health

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	405b OP Low	M2CPS	\$185,000	\$0	\$0

**(b) Planned Activity:** Child Passenger Safety – Car Seat Distribution

**Planned Activity Number:** OP2305-07

**Planned Activity Description:** The Child Passenger Safety (CPS) program will provide community CPS inspection stations to parents and caregivers applicable to the safety of infants (birth to 12 months), toddlers (1-3), children (4-7), and youth (8-12). The North Dakota Department of Health (NDDoH) will work with law enforcement, the tribes, local public health agencies, schools, existing certified child safety seat technicians, and other partners to increase the use of seat belts and child safety seats by children, and to reduce the misuse of child safety seats. The NDDoH will assure the existence of an active network of CPS inspection stations with nationally certified CPS technicians. Certified CPS instructors will assist to conduct car safety seat check-ups statewide to encourage parents to keep children in car seats longer and discourage use of

seat belts by children who are too young and/or physically too small. CPS inspection stations will be statewide coverage and it will support urban, rural, and high-risk population which includes low-income and Native American families. Funds will be used for CPS seats for distribution to low-income parents.

**Intended Subrecipients:** North Dakota Department of Health

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	CR	\$35,000	\$0	\$0

**(5) Countermeasure Strategy: DATA/EVALUATION**

**Project Safety Impacts:** Data analysis will guide program development and evaluation to build capacity within all Vision Zero programs for improved outcomes. Project activity will include quality improvement, research and the application of evidence-based practices.

**Linkage Between Program Area:** Quality improvement, research and the application of evidence-based practices are vital to creating program capacity and positive outcomes.

**Rationale:** Data and evaluation projects are funded to conduct continuous quality improvement, research and application of evidence-based practices to advance projects and programs.

**Planned Activities**

**(a) Planned Activity:** Observational Seat Belt Survey

**Planned Activity Number:** OP2305-03

**Planned Activity Description:** The Highway Safety Division will conduct 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. The survey will be conducted by the North Dakota State University (NDSU) Upper Great Plains Transportation Institute (UGPTI). The observation survey is conducted each year in June per a NHTSA-approved survey methodology.

Costs are for the contractual services of UGPTI and include an approved indirect cost rate.

**Intended Subrecipients:** NDSU UGPTI

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	405b OP Low	M2X	\$60,000	\$0	\$0

**(b) Planned Activity:** Observational Child Passenger Safety Survey

**Planned Activity Number:** OP2305-04

**Planned Activity Description:** The Highway Safety Division will conduct a child passenger safety observational survey to determine North Dakota’s use rate as a measure to evaluate the success of child passenger safety occupant protection programs. Costs are for the contractual services of NDSU UGPTI and include an approved indirect cost rate.

**Intended Subrecipients:** NDSU UGPTI

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	OP	\$30,000	\$0	\$0



# Program Area: Police Traffic Services

## Description of Highway Safety Problems

In 2021, there were 85 fatal crashes and 101 fatalities. In both 2019 and 2020, North Dakota reported 100 fatalities, which is the lowest number of fatalities in North Dakota in 15 years.

According to 2020 Census estimates, North Dakota has seen an increase in population in 2020 and considerable growth since the 2010 Census. North Dakota saw a drop in VMTs in 2021. It is assumed that the shutdowns associated with COVID-19 pandemic were responsible for that drop and it is unknown if or when VMTs will return to pre-COVID-19 levels. The number of unrestrained passenger vehicle occupant fatalities decreased from 41 in 2020 to 37 in 2021. Alcohol-related fatalities decreased from 39 in 2020 to 35 in 2021. And the number of speed-related fatalities increased from 24 in 2020 to 29 in 2021. These statistics indicate that while North Dakota has seen some success in previous years, it is challenging to reduce these numbers.

## Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-1) Number of traffic fatalities (FARS)	2023	5 Year	99.2
2023	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	2023	5 Year	36.1
2023	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	2023	5 Year	31.8
2023	C-6) Number of speeding-related fatalities (FARS)	2023	5 Year	28.0

## Countermeasure Strategies

### (1) Countermeasure Strategy: PROGRAM MANAGEMENT

**Project Safety Impacts:** Program management advances program development, implementation and evaluation to effectively reduce motor vehicle crashes, fatalities and serious injuries.

**Linkage Between Program Area:** Program management assures compliance with state and federal fiscal and administrative policies and continuous quality improvement of programs through crash data trend monitoring, strategy implementation and evaluation. Program management also assures partner engagement and coordination to leverage partner resources toward the shared goal of zero motor vehicle crash fatalities and serious injuries.

**Rationale:** See above.

## Planned Activities

**(a) Planned Activity:** Program Management

**Planned Activity Number:** PT2302-01

**Planned Activity Description:** Direct program management costs and travel expenses will be funded including salary, travel, and other direct costs.

**Intended Subrecipients:** NDDOT Highway Safety Division program manager

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	PT	\$6,700	\$0	\$0

**(2) Countermeasure Strategy:** TRAINING/TECHNICAL ASSISTANCE

**Project Safety Impacts:** Law enforcement training is designed to provide education and information to law enforcement agencies based on their identified needs throughout the year regarding traffic safety laws and new case law.

**Linkage Between Program Area:** Traffic fatalities have been at 100 or more individuals annually for the past 17 years. Well-trained officers are essential to successful high visibility enforcement. Law enforcement officers are provided training regularly to ensure they are kept informed of the latest laws and case-law outcomes. Funding for this strategy is based on problem identification.

**Rationale:** Training and technical assistance provide support to law enforcement and prosecutors and judges. Training is funded based on the current needs of law enforcement

## Planned Activities

**(a) Planned Activity:** Law Enforcement Training

**Planned Activity Number:** PT2302-04-01

**Planned Activity Description:** The Highway Safety Division will contract with an events coordinator to assist in planning 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 associated with each of the following events.

- **TOPS Training.** This program covers educational, enforcement, and reporting issues to improve officer knowledge of and ability to enforce occupant protection laws. A significant portion of the curriculum is skill-based to provide officers with the skills necessary to identify driving risks and to evaluate the events of a crash. The intent is to increase seat belt enforcement statewide in response to high unrestrained fatality numbers. The program also provides strategies for increasing occupant protection use, ranging from advocacy to managing resources. The Highway Safety Division will coordinate with the TOPS Coordinator to develop a TOPS on-line curriculum to meet the needs of rural law enforcement agencies.
- **Distracted Driving Enforcement.** This program provides training to North Dakota law enforcement officers related to North Dakota's distracted driving law and enforcement

of the law. Coordination for this training will be developed with the Traffic Safety Resource Prosecutor. This training is offered on an as needed basis.

- **Vision Zero Partner Award Program.** The Highway Safety Division will recognize, and award programs managed by law enforcement and traffic safety advocates that demonstrate exemplary contributions to traffic safety for behavior and infrastructure. Vision Zero Award Program categories are: (1) Traffic Safety Officer of the Year, (2) DRE Officer of the Year, (3) Beyond the Traffic Stop, (4) Child Passenger Safety Technician/Instructor, (5) Civil Servant, (6) Vision Zero Honor Roll, (7) Infrastructure (Individual, Project and Program), (8) Media Partner, and (9) VZ Partner Appreciation award.
- **Other Training related to law enforcement efforts as identified** Funds will be set aside to address training needs identified that will address case law, legislative changes, or in-service training as needed.

Funds will be used to reimburse the firm’s hourly services and the direct costs associated with each event, including speaker honorariums, room rental fees, law enforcement travel reimbursement, printing, project materials, and miscellaneous associated expenses.

**Intended Subrecipients:** Consultant for Events Coordination

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	PT	\$50,000	\$0	\$0

**(b) Planned Activity:** DRE/SFST Coordinator and Training Support

**Planned Activity Number:** PT2302-04-02

**Planned Activity Description:** The Highway Safety Division will provide funding to support a statewide DRE/SFST State Coordinator who will be responsible for ensuring the DRE and SFST programs have access to training and tools needed to keep their skills current and will work with DRE Instructors to schedule training statewide. The coordinator will coordinate with the DRE/SFST Advisory Board to research and develop and promote policies to ensure agencies, officers and DRE officers have a protocol for accessing a DRE officer and for DRE call-out procedures and will look to develop an efficient call-out program to increase DRE utilization. The coordinator will also serve on the Impaired Driving Taskforce and will serve on the sub-committees to address impaired driving issues.

The coordinator may be called on to assist the Highway Safety Division with other law enforcement training as needed.

**Intended Subrecipients:** North Dakota Highway Patrol

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	PT	\$225,000	\$0	\$0

**(3) Countermeasure Strategy: DATA/EVALUATION**

**Project Safety Impacts:** Program evaluation supports the Highway Safety Division’s planning, program development, and resource allocation decisions. The Highway Safety Division will continue to analyze data and program outcomes to determine effectiveness and impact toward the Highway Safety Division’s goals.

**Linkage Between Program Area:** Evaluation of projects and programs is an essential function of the Highway Safety Division and aids in guiding future funding. Funding for this and all other strategies are distributed based on problem identification.

**Rationale:** Data evaluation provides valuable information to assist in making decisions on project and program development and funding. Data evaluation is funded to conduct continuous research of projects, programs, and to identify the demographics and locations of the traffic fatalities and serious injuries in North Dakota.

**Planned Activities**

**(a) Planned Activity:** Law Enforcement Web-Reporting (LEWR) System

**Planned Activity Number:** PT2302-03

**Planned Activity Description:** The Highway Safety Division will maintain the LEWR system to facilitate grant reporting by participating law enforcement agencies for high visibility enforcement programs. The system allows for grant proposal submissions, enforcement data, enforcement reports, and reimbursement to be managed electronically. Maintenance may include any revisions to the existing system that may be deemed necessary. A monthly fee is charged for hosting and storage.

**Intended Subrecipients:** ND Information Technology Department

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	PT	\$35,000	\$0	\$0

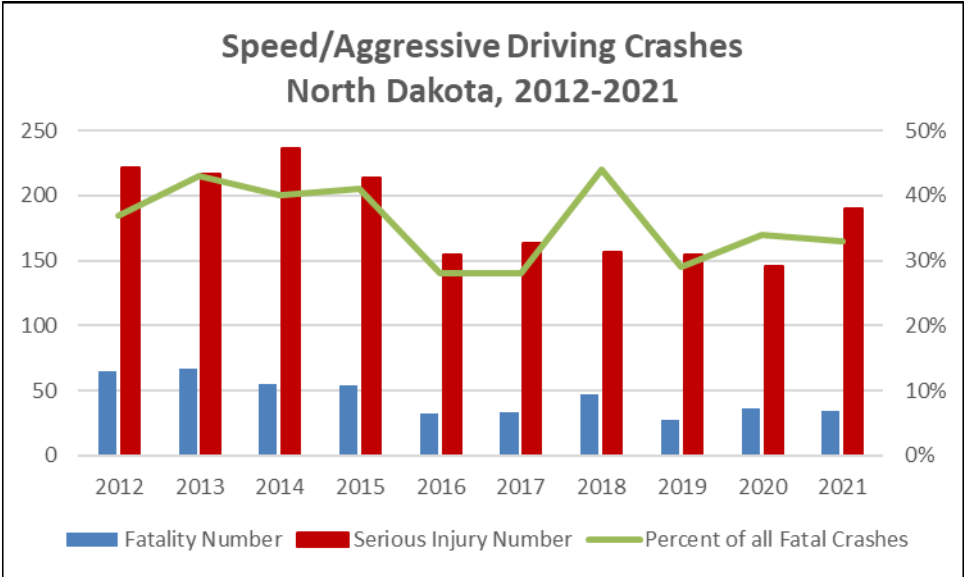
# Program Area: Speed Management

## Description of Highway Safety Problems

North Dakota has identified speed/aggressive driving as one of six Priority Emphasis Areas (PEAs) within the SHSP/Vision Zero Plan.

The number of speed/aggressive driving-related fatalities has fluctuated in recent years. In 2021, 33 percent of all fatal crashes were speed/aggressive driving-related crashes and 34 people were killed in these speed/aggressive driving-related crashes.

The PEA data for speed/aggressive driving demonstrates in the chart below that speed/aggressive driving crashes involving serious injury and death are decreasing in North Dakota. However, they continue to account for about 30-40 percent of fatal crashes each year.



The vast majority of speed/aggressive driving fatal and serious injury crashes occur in rural areas (84% and 70% respectively over a ten-year period from 2012-2021). Males die in speed/aggressive driving more so than females (4:1 ratio). And speed/aggressive driving crashes occur most commonly during daylight and in good road conditions.

Additional PEA statistics related to speed/aggressive driving in North Dakota can be found here: <https://visionzero.nd.gov/statistics/PEAdata/>

## Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-6) Number of speeding-related fatalities (FARS)	2023	5 Year	28.0

## Countermeasure Strategies

### (2) Countermeasure Strategy: PROGRAM MANAGEMENT

**Project Safety Impacts:** Program management advances program development, implementation and evaluation to effectively reduce motor vehicle crashes, fatalities and serious injuries.

**Linkage Between Program Area:** Program management assures compliance with state and federal fiscal and administrative policies and continuous quality improvement of programs through crash data trend monitoring, strategy implementation and evaluation. Program management also assures partner engagement and coordination to leverage partner resources toward the shared goal of zero motor vehicle crash fatalities and serious injuries.

**Rationale:** See above.

#### Planned Activities

**(e) Planned Activity:** Program Management

**Planned Activity Number:** SC2307-01

**Planned Activity Description:** Direct program management costs and travel expenses will be funded including salary, travel, and other direct costs.

**Intended Subrecipients:** NDDOT Highway Safety Division program manager

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	SC	\$4,000	\$0	\$0

### (3) Countermeasure Strategy: ENFORCEMENT

**Project Safety Impacts:** Two speed enforcement campaigns will take place from April 21-May 21, 2023, and August 1-17, 2023, which will be conducted within locations that have the highest incident of speed-related serious injury crashes. Also, law enforcement often will patrol for speed violations when conducting occupant protection and impaired driving enforcement programs. Sustained high-visibility enforcement is a proven strategy to reduce crashes and fatalities.

**Linkage Between Program Area:** Speed continues to be a factor in approximately one-fourth of the traffic fatalities on North Dakota roadways. High visibility enforcement, along with paid media, can

deter behavior and reduce crashes and fatalities. The Highway Safety Office will provide funding to law enforcement agencies who participate in the impaired driving, speed and seat belt overtime enforcement efforts, to purchase radar equipment. Funding for this and all other strategies are distributed based on problem identification.

**Rationale:** High visibility enforcement is a proven strategy to deter and reduce traffic crashes. Funds allocated to this program are primarily used to fund equipment and overtime to support the high visibility efforts of law enforcement throughout the year. The use of speed detection devices is a proven strategy to accompany high visibility enforcement to change behavior.

**Planned Activities**

**(a) Planned Activity:** High Visibility Enforcement - Speed

**Planned Activity Number:** SC2307-04

**Planned Activity Description:** The Highway Safety Division will, through data analysis, identify the time and locations that have been identified as having the highest number of speed-related severe crashes and will coordinate with the law enforcement agencies in those locations to conduct high visible enforcement. The enforcement effort, accompanied by a highly saturated media campaign, will create public awareness and establish a perception of risk. With each planned enforcement period, the agency must: (1) conduct required enforcement activities during the times determined by the state, (2) determine the best enforcement strategy (e.g., time of day, location, etc.) that will most effectively deter speeding within the jurisdiction, (3) conduct enforcement within corridors and times where the occurrence of injury and death from speeding is highest, (4) coordinate with the Highway Safety Division to complete earned media requirements (e.g., provide statistics from the enforcement period for a post- enforcement news release, etc.), and (5) maintain an electronic enforcement log for each enforcement shift conducted that will identify the dates worked, hours worked, number and type of citations or warnings issued and must submit that log with the reimbursement request.

**Intended Subrecipients:** State, county, and city law enforcement agencies

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	SC	\$400,000	\$0	\$400,000

The following equipment will support the enforcement and citation of speeding violations and will be purchased through grants provided to agencies participating in the high visibility enforcement program.

**Planned Activity:** Radar Equipment

**Planned Activity Number:** SC2307-02

**Planned Activity Description:** This project will provide radar equipment to law enforcement to conduct focused speed enforcement and to facilitate the use of speed as a trigger violation for impaired driving and occupant protection enforcement. The North Dakota Highway Patrol (NDHP) and select county and city law enforcement agencies will receive funds to purchase new-technology traffic radar and/or Light Detection and Ranging (LIDAR) units that conform to the International Association of Chiefs of Police (IACP) Consumer Products List. Equipment resource allocation will be data-driven to assure equipment is placed with agencies with higher

rates of motor vehicle fatalities and serious injuries. Only agencies currently under contract and conducting quality overtime enforcement will be considered for funding. The Highway Safety Division will fund up to 35 radar units.

**Intended Subrecipients:** State, county, and city law enforcement agencies

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	SC	\$200,000	To Be Determined	\$50,000

**(4) Countermeasure Strategy:** COMMUNICATIONS

**Project Safety Impacts:** Comprehensive media campaigns are a proven strategy in the overall efforts to reduce fatalities and injuries related to motor vehicle crashes.

**Linkage Between Program Area:** A media campaign will be developed to address speed and too fast for conditions driving behavior and will portray the consequences. The campaign will use traditional media and social and digital media and will be targeted at the demographics as identified through data analysis.

**Rationale:** Media campaigns are a proven countermeasure strategy that is effective in changing behavior when coupled with enforcement.

**Planned Activities**

**(b) Planned Activity:** Media and Outreach - Speed

**Planned Activity Number:** SC2307-03

**Planned Activity Description:** The Speed media and outreach campaign is targeted to North Dakotans aged 18-54 and will address both speeding and driving too fast for conditions. Funds will be used for a media vendor to develop and implement the campaign and may include creative development, paid media placement (TV, radio, print, social and digital), earned media (news releases, radio and local news interviews, social media posts, etc.), and other activities. Campaign effectiveness will be measured by the reach of individuals in the target audience, the metrics (impressions, conversions, click-throughs, etc.), and a statewide evaluation of the target audience’s knowledge, attitude, behavior, and beliefs affected by the messages.

**Intended Subrecipients:** Media Vendor

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	SC	\$400,000	\$0	\$400,000



# Program Area: Traffic Records

## Description of Highway Safety Problems

The goal of the Traffic Records program area is to improve traffic records systems as measured by the data quality attributes – accuracy, timeliness, completeness, uniformity, accessibility, and integration of traffic records and ancillary data (for example, EMS and court system data). North Dakota’s most recent Traffic Records Assessment was completed in December 2020. Overall, assessment findings showed a decrease of 40 ‘does not meet’ ratings compared to the previous 5-year assessment. This indicates the state has made progress toward meeting the guidelines outlined in the Traffic Records Program Advisory.

The state did not meet the Advisory ideal for 30 percent of the 328 questions. Based on these findings, North Dakota has room for improvement in every module and will be working to identify opportunities to address the recommendations provided in the assessment.

While the state has experienced an improvement in several of the performance measures identified in the TRCC Strategic Plan following the assessment, there are still many opportunities for growth. Traffic Records projects support accurate, timely, complete, uniform, accessible, and integrated data for use in problem identification and selection, implementation, and evaluation of evidence-based projects. The NDDOT leads the NDTRCC in prioritizing and setting goals for system improvements to support effective, efficient data analysis and data integration. This, in turn, allows the state to develop more effective mitigation programs and safer road designs, which leads to safer roads and improved traffic safety.

## Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2022	A-4) Percentage of traffic citations electronically submitted	2022	Annual	96.1

## Countermeasure Strategies

**(1) Countermeasure Strategy:** IMPROVE UNIFORMITY OF A CORE HIGHWAY SAFETY DATABASE

**Project Safety Impacts:** Use of the citation module within the standardized, automated electronic crash-reporting system (TraCS) creates a uniform electronic system for citation issuance. It also allows for timely electronic data transmission between data systems, and increased accuracy and completeness through standardization and form validation to reduce errors and missing data.

**Linkage Between Program Area:** Uniform traffic records data (i.e., Common Statute Table violation codes) is vital for the state to have accurate, consistent, and complete data. Both the use of the CST codes in the electronic citation and the interface between TraCS and the court data system for electronic transmission of citations results in better integration between data systems. This strategy addresses the following recommendations from the December 2020 Traffic Records Assessment: 1)

Improve interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory, and 2) Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

**Rationale:** Traffic records data, including citation data, is used to develop traffic safety programs, promote policy change, and determine how to appropriate funds. This is an evidence-based strategy supported by the TRCC Strategic Plan with a priority focus on ensuring quality data is received by the state.

**Planned Activities**

**(a) Planned Activity:** Program Management

**Planned Activity Number:** TR2304-01

**Planned Activity Description:** The Traffic Records Unit within the Highway Safety Division will be 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. Costs will include salary, travel, and other direct costs.

**Intended Subrecipients:** NDDOT Highway Safety Division program managers

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	TR	\$325,000	\$0	\$0

**(b) Planned Activity:** Crash Data System Replacement Project

**Planned Activity Number:** TR2304-02

**Planned Activity Description:** This project will provide for the system replacements necessary to allow migration completely away from the Crash Reporting System (CRS) to a single electronic crash report system, TraCS (Traffic and Criminal Software). Upon completion of this project crash reporting will come from a single source, TraCS, which will be used to populate the data warehouse. Directly integrating TraCS data through system interfaces with the Driver’s License system, Highway Patrol system and software applications such as Cognos Analytics and ArcGIS, etc. will enhance crash data reliability, and access by state and local agencies. Cognos and TraCS both have multiple online query and reporting functions. Currently however, Cognos is the platform used for the North Dakota Crash Dashboard and for the generation of individual reports that are “print ready” which reduces the amount of time needed create and edit

desktop publishing documents. New reports in both Cognos and TraCS will be developed as needed. In addition, the crash report form and the officer instruction manual will be periodically reviewed, updated, and reprinted. Revisions to the crash report will include guidance from the TRCC for maximum adoption of MMUCC elements and attributes. Costs include in-house information technology hourly fees to complete necessary changes to replace CRS.

**Intended Subrecipients:** NDDOT Information Technology

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	405c Data Program	M3DA	\$290,000	\$0	\$0
2022, 2023	NHTSA 402	TR	\$50,000	\$0	\$0

**(c) Planned Activity:** Electronic Crash Reporting System Support

**Planned Activity Number:** TR2304-03

**Planned Activity 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 Highway 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 version. The vendor also coordinates with local law enforcement agencies throughout the state to install the software and to provide ongoing technical assistance and resources to facilitate efficient TraCS use. North Dakota completed a TraCS software upgrade of both TraCS Web and TraCS Client to version 19.01.09 in 2021. Use of a standardized, automated motor vehicle crash reporting system by all state law enforcement agencies makes a uniform electronic system for crash data entry. It also allows for electronic data transmission and standardization of edits to reduce errors and correction delays. Funds will be used to reimburse the vendor’s hourly services, travel, and other direct costs associated with TraCS.

**Intended Subrecipients:** IT Vendor

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	405c Data Program	M3DA	\$700,000	\$0	\$0
2022, 2023	NHTSA 402	TR	\$50,000	\$0	\$0

**(d) Planned Activity:** Electronic Crash Reporting Software – License Fee

**Planned Activity Number:** TR2304-04

**Planned Activity 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 \$93,800.

Costs will be limited to the payment of the licensing fee.

**Intended Subrecipients:** IT Vendor

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	TR	\$93,800	\$0	\$0

**(e) Planned Activity:** Crash Data Analysis Tool (AASHTOWare Safety)

**Planned Activity Number:** Federal Highway Administration (FHWA) Funds

**Planned Activity Description:** This project will create a public crash portal which will allow external parties access to crash data and improve data transparency. The software will allow the NDDOT to streamline the process for responding to data requests by removing the burden of compiling data for simple requests as well as provide 24/7 access to crash data. It also provides engineering safety analytics tools, which currently do not exist in the NDDOT and a safety dashboard with mapping capability that will help support tracking performance measure metrics and communicating progress. The software is multi-functional, improving both data access and the ability to use data to make better decisions on where/how to invest safety funds as well as supporting clear communication on outcomes toward reaching the Vision Zero goal.

**Intended Subrecipients:** IT Vendor

**Funding Sources:**

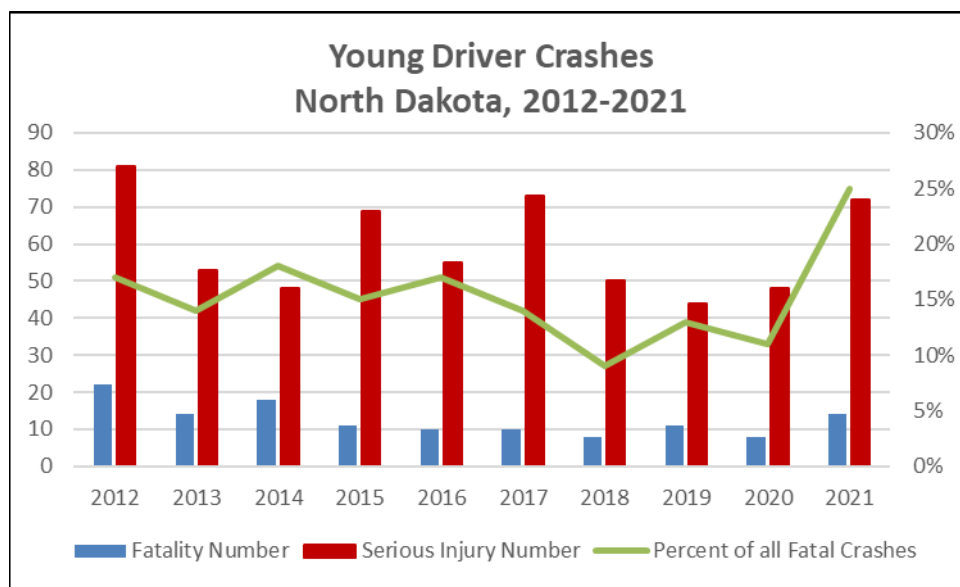
Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	Federal Highway Administration		To Be Determined	\$0	\$0

# Program Area: Young Drivers

## Description of Highway Safety Problems

North Dakota has identified young drivers as one of six Priority Emphasis Areas (PEAs) within the SHSP/Vision Zero Plan.

The PEA data for young drivers in the chart below represents those who died or were seriously injured as a result of a young driver crash (a crash involving at least one young driver age 14 to 20 years). Deaths as a result of young drivers had been decreasing in North Dakota but experienced a significant increase in 2021.



The vast majority of young driver crashes resulting in fatalities occur in rural areas (81% and 61% respectively over a ten-year period from 2012-2021). Young driver crashes occur most commonly during daylight and in good road conditions. Young driver crashes are significantly more common in June and July when young people are not in school.

Additional PEA statistics related to young drivers in North Dakota can be found here: <https://visionzero.nd.gov/statistics/PEAdata/>

## Performance Measures

Fiscal Year	Performance measure name	Target End Year	Target Period	Target Value
2023	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	2023	5 Year	13.0

## Countermeasure Strategies

### (1) Countermeasure Strategy: PROGRAM MANAGEMENT

**Project Safety Impacts:** Program management advances program development, implementation and evaluation to effectively reduce motor vehicle crashes, fatalities and serious injuries.

**Linkage Between Program Area:** Program management assures compliance with state and federal fiscal and administrative policies and continuous quality improvement of programs through crash data trend monitoring, strategy implementation and evaluation. Program management also assures partner engagement and coordination to leverage partner resources toward the shared goal of zero motor vehicle crash fatalities and serious injuries.

**Rationale:** See above.

#### Planned Activities

**(a) Planned Activity:** Program Management

**Planned Activity Number:** TSP2308-01

**Planned Activity Description:** Direct program management costs and travel expenses will be funded including salary, travel, and other direct costs.

**Intended Subrecipients:** NDDOT Highway Safety Division program manager

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	TSP	\$47,000	\$0	\$0

### (2) Countermeasure Strategy: OUTREACH

**Project Safety Impacts:** Community outreach involves education and other activity through community engagement. Outreach allows community members an opportunity to get involved with their community in ways that allow them to advance community interests. Outreach activity increases community capacity through diverse partnerships and leveraging the partner resources toward a common goal. Outreach us a proven approach to advancing programs and/or access to services, etc. to achieve program outcomes.

**Linkage Between Program Area:** Community outreach activities will include public information and education through planned events and activities and training to increase partner capacity to engage in community outreach activity.

**Rationale:** Community outreach will be targeted through individual, group and community activity through partner agencies to deter young driver crashes. An emphasis is placed on peer-to-peer outreach to young drivers.

**Planned Activities**

**(a) Planned Activity:** Early Warning Letter

**Planned Activity Number:** State Funds

**Planned Activity Description:** This project consists of mailing an Early Warning Letter (EWL) to a teen’s parent/guardian upon a teen’s receipt of a citation for a 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. The EWL provides information to the teen and parent/guardian that teens are at high risk for crashes and provides resources to them to increase their knowledge related to traffic safety law, the consequences of engaging in unsafe habits early in their driving careers, and the importance of personal responsibility. Costs are for printing, mailing, and other costs associated with the project.

**Intended Subrecipients:** NDDOT Highway Safety Division

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
	State Funds				

**(3) Countermeasure Strategy: TRAINING/TECHNICAL ASSISTANCE**

**Project Safety Impacts:** Training and technical assistance is provided to assure partner capacity to engage in Young Driver programs and activities.

**Linkage Between Program Area:** Young Driver training and technical assistance projects will positively impact knowledge, attitudes, behaviors and beliefs related to traffic safety by both teens and parents/caregivers.

**Rationale:** Training and technical assistance increase partner capacity to engage Young Driver programs and activities to further decrease motor vehicle crash fatalities and serious injuries. Training is funded based on identified partner needs.

**Planned Activities**

**(a) Planned Activity:** Driver Education Curriculum and Support

**Planned Activity Number:** DE2308-02-01

**Planned Activity Description:** This project will promote, distribute, and provide technical assistance to driver education instructors related to the curriculum, the North Dakota Driver Risk Prevention Curriculum Playbook. The curriculum includes and emphasizes positive driver/passenger behavior – as opposed to purely driver skills – to increase seat belt use and decrease speed, impaired and distracted driving among young drivers and passengers. The North Dakota Driver and Traffic Safety Education Association (NDDTSEA) will continue to promote, update, distribute and provide technical assistance to driver education instructors related to the curriculum. The project will also provide funding in support of the NDDTSEA Annual Conference for education and training to driver education instructors related to the curriculum and other topics important to delivering quality driver education. Funds will be used

to reimburse a third-party vendor/fiscal agent for the firm’s hourly services and the direct costs associated with each event including speaker honorariums, room rental fees, speaker travel reimbursement, printing, project materials, and miscellaneous associated costs.

**Intended Subrecipients:** Consultant for Events Coordination

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	DE	\$35,000	\$0	\$0

**(b) Planned Activity:** Driver Education Parent Program

**Planned Activity Number:** DE2308-02-02

**Planned Activity Description:** The program will develop an online Driver Education Parent Program. Parental involvement is important in the reduction of teen crashes. This program will inform parents about the permit/license process, ND GDL laws, teen statistics, risks factors, practice driving logs, What Driver Education Instructors will be teaching, etc. This program will explain the risk factors and how GDL works to reduce those risks to help parents supervise teens through the first years of driving.

**Intended Subrecipients:** To Be Determined

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	DE	\$35,000	\$0	\$0

**(c) Planned Activity:** Vision Zero Driving Skills for Success

**Planned Activity Number:** TSP2308-02

**Planned Activity Description:** The Highway Safety Division will conduct the annual Driving Skills for Success (DSFS) program. The DSFS program uses interactive activities/stations to educate teen drivers about safe driver and occupant behaviors. The event will consist of a ride and drive session conducted via law enforcement officers where the teens drive through a closed-course driving-range (1) under normal conditions, (2) while being distracted by receiving and sending text messages, and (3) taking a selfie photo while driving. Participants will also be escorted through a series of interactive traffic safety information stations.

**Intended Subrecipients:** Consultant for Events Coordination

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	TSP	\$20,000	\$0	\$0



**(d) Planned Activity:** Alive at 25 Defensive Driving Program

**Planned Activity Number:** TSP2308-03

**Planned Activity Description:** The North Dakota Safety Council will offer the Alive at 25 program to schools throughout North Dakota. Alive at 25 teaches teens and young adults that: people in their age group are more likely to be hurt or killed in a vehicle crash; inexperience, distractions and peer pressure cause unique driving hazards; speeding, alcohol and party drugs greatly increase their risk of injury or death; and as a driver or passenger, they can reduce their risk by taking control. Costs are for student registrations, materials, and other costs associated with the project.

**Intended Subrecipients:** North Dakota Safety Council

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	TSP	\$50,000	\$0	\$0

**Planned Activity:** Driver Education Virtual Learning

**Planned Activity Number:** DE2308-03

**Planned Activity Description:** The Highway Safety Division will provide up to 3 grants to advance school-based driver education through virtual simulated driving. Simulators are realistic and interactive. They allow teens to learn and practice critical driving skills in a safe, controlled environment to include all types of roads, weather conditions, traffic patterns, pedestrians, animals and complex situations. They enhance the classroom curriculum theory and give the teens some roadway experience prior to getting behind the wheel of a vehicle on public roadways.

**Intended Subrecipients:** Three Middle and/or High Schools

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	DE	\$45,000	\$0	\$45,000

**Major Purchases and Dispositions:** The following equipment will be purchased with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Unit cost	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
Driver Education Simulators	3	\$15,000	\$45,000	\$15,000	\$45,000

**(4) Countermeasure Strategy: DATA/EVALUATION**

**Project Safety Impacts:** Data analysis will guide program development and evaluation to build capacity within all Vision Zero programs for improved outcomes. Project activity will include quality improvement, research and the application of evidence-based practices.

**Linkage Between Program Area:** Quality improvement, research and the application of evidence-based practices are vital to creating program capacity and positive outcomes.

**Rationale:** Data and evaluation projects are funded to conduct continuous quality improvement, research and application of evidence-based practices to advance projects and programs.

**Planned Activities**

**(a) Planned Activity:** Program Development and Evaluation - Teen Drivers

**Planned Activity Number:** DE2308-04

**Planned Activity Description:** Program evaluation supports the Highway Safety Division’s planning, program development, and resource allocation decisions. The North Dakota State University (NDSU) Upper Great Plains Transportation Institute (UGPTI) will evaluate the teen driver education program, within the GDL, as a tool to improve inexperienced drivers’ understanding and skills development for safe independent driving.

**Intended Subrecipients:** NDSU UGPTI

**Funding Sources:**

Source Fiscal Year	Funding Source ID	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022, 2023	NHTSA 402	DE	\$50,000	\$0	\$0

# Evidence-Based Traffic Safety Enforcement Program

## Crash Analysis

Table 1 shows North Dakota's total crashes, injuries, and fatalities by county for the years 2017-2021. Bolded fields indicate counties that account for many fatalities for unrestrained, speed-related, or impaired-driving crashes.

**Table 1**

North Dakota Severe* Traffic Crashes by County, CY2017-2021					
County	2020 Population**	Severe Crashes	Alcohol Related Severe Crashes	Speed Related Severe Crashes	Unrestrained Severe Crashes***
Adams	2,271	9	3	4	4
<b>Barnes</b>	<b>10,592</b>	<b>56</b>	<b>13</b>	<b>17</b>	<b>23</b>
Benson	6,860	22	<b>13</b>	7	12
Billings	886	9	1	4	2
Bottineau	6,418	29	8	7	11
Bowman	3,091	4	0	0	3
Burke	2,142	7	5	0	3
<b>Burleigh</b>	<b>95,509</b>	<b>200</b>	<b>37</b>	<b>39</b>	<b>49</b>
<b>Cass</b>	<b>179,937</b>	<b>252</b>	<b>72</b>	<b>66</b>	<b>51</b>
Cavalier	3,769	9	1	4	3
Dickey	4,857	11	3	4	3
Divide	2,289	9	4	4	3
Dunn	4,362	37	12	7	11
Eddy	2,262	8	2	1	2
Emmons	3,262	16	5	2	7
Foster	3,231	4	1	0	1
Golden Valley	1,796	9	3	1	4
<b>Grand Forks</b>	<b>70,243</b>	<b>131</b>	<b>28</b>	<b>37</b>	<b>40</b>
Grant	2,318	9	3	4	5
Griggs	2,414	8	3	1	2
Hettinger	2,510	4	1	0	1
Kidder	2,468	19	5	6	7
Lamoure	4,225	18	8	4	8
Logan	1,743	3	1	1	1
McHenry	5,825	26	7	12	8
McIntosh	2,535	12	4	3	7

<b>McKenzie</b>	<b>13,836</b>	<b>141</b>	<b>31</b>	<b>47</b>	<b>46</b>
<b>McLean</b>	<b>9,531</b>	<b>54</b>	<b>20</b>	<b>13</b>	<b>25</b>
Mercer	8,359	24	3	4	3
<b>Morton</b>	<b>31,118</b>	<b>91</b>	<b>27</b>	<b>24</b>	<b>27</b>
<b>Mountrail</b>	<b>10,348</b>	<b>49</b>	<b>10</b>	<b>12</b>	<b>19</b>
Nelson	2,864	17	5	5	8
Oliver	1,962	9	4	3	2
Pembina	6,850	28	12	5	8
Pierce	4,061	11	4	0	8
Ramsey	11,521	24	4	5	5
Ransom	5,258	14	5	2	5
Renville	2,387	6	1	3	1
<b>Richland</b>	<b>16,245</b>	<b>56</b>	<b>23</b>	<b>11</b>	<b>17</b>
Rolette	14,437	32	17	8	15
Sargent	3,899	20	8	9	5
Sheridan	1,289	9	3	3	7
Sioux	4,339	11	4	1	5
Slope	788	6	2	2	1
<b>Stark</b>	<b>31,164</b>	<b>89</b>	<b>24</b>	<b>17</b>	<b>27</b>
Steele	1,817	6	2	1	3
<b>Stutsman</b>	<b>20,879</b>	<b>64</b>	<b>14</b>	<b>14</b>	<b>16</b>
Towner	2,191	6	2	1	1
Traill	7,999	31	6	8	9
<b>Walsh</b>	<b>10,642</b>	<b>43</b>	<b>16</b>	<b>12</b>	<b>21</b>
<b>Ward</b>	<b>68,968</b>	<b>183</b>	<b>44</b>	<b>51</b>	<b>49</b>
Wells	3,889	7	1	0	5
<b>Williams</b>	<b>36,044</b>	<b>173</b>	<b>46</b>	<b>44</b>	<b>58</b>
<b>Grand Total</b>	<b>760,394</b>	<b>2,125</b>	<b>581</b>	<b>540</b>	<b>667</b>
Total Crashes In High-Risk Counties		1533	425	381	468
Percent of Crashes In High-Risk Counties		72%	73%	71%	70%

**Bolded** counties and counts identify counties where overtime enforcement efforts will be focused

\*Severe crashes include fatal and serious (incapacitating) injury traffic crashes.

\*\*Source: U.S. Census Bureau, 2016-2020 American Community Survey 5-year Estimates

\*\*\*Includes Seat Belt Eligible Vehicles Only: Motorcycles, Pedestrians, Bicycles, School Bus/Bus Passengers, Construction Equipment, Farm Equipment, Off-Highway Vehicles, Snowmobiles, and Trains are excluded from this analysis.

Data analysis, as summarized under the “Description of Highway Safety Problems” portion of this document demonstrates that non-seat belt use, impaired driving, and speed are the primary factors in motor vehicle crashes.

Considering these primary factors in crashes, enforcement resources are deployed as described below to reduce fatal and serious injury crashes on a statewide basis through high visibility enforcement (HVE) campaigns for occupant protection, impaired driving, speed, and distracted driving.

### **Deployment of Resources**

The Highway Safety Division works with the North Dakota Highway Patrol and local law enforcement agencies to schedule HVE based on a predetermined enforcement calendar that correlates to high-risk periods based on crash data history. The high-risk periods are defined as when there’s a greater risk of lack of seat belt use, impaired driving, distracted driving, violation of underage drinking laws, or speed in a county based on North Dakota crash data.

During defined HVE periods, officers will be concentrated in counties that have been identified as hot spots while continuing to maintain a presence in counties with lesser fatalities and serious injury crashes. This approach will address the low law enforcement officer to population ratio that North Dakota experiences that has long been a barrier to effective enforcement by placing increased enforcement emphasis in counties that are identified as high risk.

The Highway Safety Division has developed an enforcement calendar that identifies an enforcement effort to take place during the federal fiscal year for each month except for February. February has been identified as a low-risk crash month based on crash data, and adverse weather is often a factor in preventing officers from effectively conducting HVE in February. The planned enforcement efforts are based on crash data, and the particular serious injury crash causation, and community/statewide events that have been shown to increase traffic and crashes. Media messaging is placed throughout the federal fiscal year to accompany each of the enforcement campaigns. This sustained enforcement plan keeps traffic safety at the forefront throughout the year.

### Impaired Driving

The Highway Safety Division will, through data analysis, determine the locations that have been identified as having the highest number of impaired driving serious injury crashes and will work with the law enforcement agencies that have jurisdiction over those locations to conduct high visible enforcement. The enforcement effort accompanied by paid and earned media will create public awareness and establish a perception of risk.

North Dakota law enforcement agencies will participate in the National Labor Day Drive Sober or Get

Pulled Over campaign, and two additional enforcement periods, December 14, 2022 – January 31, 2023, and March 1-31, 2023. These campaigns were developed to address high-risk times based on crash data. During each enforcement period, each agency must: (1) conduct a minimum of two shifts during each state defined enforcement event and (2) conduct a minimum of four shifts during the National Labor Day Drive Sober or Get Pulled Over campaign. The North Dakota Highway Patrol provides sustained statewide enforcement year-round in addition to the national and state campaigns.

With each planned enforcement period, the agency must: (1) conduct required enforcement activities during the times determined by the state or as required by NHTSA, (2) determine the best enforcement strategy (e.g., sobriety checkpoints vs. saturation patrols, time of day, etc.) that will most effectively deter impaired driving within the jurisdiction, (3) conduct HVE within corridors and times where the occurrence of injury and death from impaired driving is greatest, (4) coordinate with the Highway Safety Division to complete earned media requirements (e.g., provide statistics from the enforcement period for a post-enforcement news release, etc.), and (5) maintain an electronic enforcement log for each enforcement shift conducted that will identify the dates worked, hours worked, number and type of citations or warnings issued and must submit that log with the reimbursement request.

Agencies may conduct additional enforcement activity beyond the required calendar requirements within their jurisdiction to address local high-risk activities if their budget allows.

Drug Recognition Experts (DREs) will be encouraged to attend as many sobriety checkpoints as possible. Operational procedures governing the statewide enforcement program are in place and followed by all participating agencies.

### Occupant Protection

The Highway Safety Division, through data analysis, will identify the locations in which at least 70 percent of the state's unrestrained fatalities and serious injuries have occurred and will work with the law enforcement agencies that have jurisdiction over those locations to conduct HVE. The enforcement effort accompanied by paid and earned media will create public awareness and establish a perception of risk.

Participating law enforcement agencies will conduct HVE of North Dakota's occupant protection laws, including participation in the national Click It or Ticket campaign conducted in May/June of each year.

The State, using crash data, has defined two additional enforcement periods, November 1 – December 15, 2022, and July 1 – July 31, 2023. The North Dakota Highway Patrol provides sustained statewide enforcement year-round in addition to the national and state campaigns.

With each planned enforcement period, the agency must: (1) conduct required enforcement activities during the times determined by the state or as required by NHTSA; (2) conduct HVE within corridors and times where the occurrence of injury and death from lack of seat belt use is at its greatest, (3) coordinate with the Highway Safety Division to complete earned media requirements (e.g., provide statistics from the enforcement period for a post-enforcement news release, etc.), and (4) maintain an electronic enforcement log for each enforcement shift conducted that will identify the dates worked, hours worked, number and type of citations or warnings issued and must submit that log with the reimbursement request.

### Speed and Aggressive Driving Enforcement

The Highway Safety Division will, through data analysis, identify the locations that have been identified as having the greatest number of speed-related serious injury crashes and will coordinate with the law enforcement agencies that have jurisdiction over those locations to conduct HVE. The enforcement effort accompanied by a highly saturated media campaign will create public awareness and establish a perception of risk.

North Dakota law enforcement agencies will participate in the statewide campaign, April 21 – May 21, 2023, and August 1 – 17, 2023 to address high-risk times and locations based on crash data. During the contract period, each agency must: (1) conduct a minimum of two shifts during each state defined enforcement event. The North Dakota Highway Patrol provides sustained statewide enforcement year-round in addition to the state campaign.

With each planned enforcement period, the agency must: (1) conduct required enforcement activities during the times determined by the state, (2) determine the best enforcement strategy (e.g., time of day, location, etc.) that will most effectively deter speeding within the jurisdiction, (3) conduct enforcement within corridors and times where the occurrence of injury and death from speeding is greatest, (4) coordinate with the Highway Safety Division to complete earned media requirements (e.g., provide statistics from the enforcement period for a post-enforcement news release, etc.), and (5) maintain an electronic enforcement log for each enforcement shift conducted that will identify the dates worked, hours worked, number and type of citations or warnings issued and must submit that log with the reimbursement request.

### Distracted Driving

Participating law enforcement agencies will conduct distracted driving HVE during the month of April which is National Distracted Driving Awareness Month, and again in the month of September. These enforcement efforts will have an emphasis on detecting illegal use of a cell phone or other electronic devices while driving.

Agencies who are awarded funding must demonstrate the ability to conduct an HVE distracted driving campaign (adequate officer resources to develop an HVE effort). The Highway Safety Division will offer participating agencies a distracted driving enforcement training that will provide an interpretation of North Dakota's distracted driving law and methods for detecting distracted drivers.

At a minimum, participating agencies will: (1) conduct required enforcement activities during the times determined by the state or as required by NHTSA; (2) conduct HVE within corridors and times where the occurrence of distracted driving is the greatest, (3) coordinate with the Highway Safety Division to complete earned media requirements (e.g., provide statistics from the enforcement period for a post-enforcement news release, etc.), and (4) maintain an electronic enforcement log for each enforcement shift conducted that will identify the dates worked, hours worked, number and type of citations or warnings issued and must submit that log with the reimbursement request.

### Underage Drinking Enforcement

Participating agencies will conduct non-saturation enforcement and educational presentations of North Dakota's underage drinking laws during FFY2023 to prohibit the sale and consumption of alcoholic

beverages to those under 21 years of age. Activities agencies may consider supporting the prevention of underage drinking by conducting non-saturation events (compliance checks, server training, controlled party dispersal, and presentations of evidence based educational materials, such as, but not exclusive to, D.A.R.E., and Lifeskills). Agencies wishing to participate in this program must conduct at least two non-saturation events within their jurisdiction during FY2023. Agencies must demonstrate the need for each non-saturation event selected.

At a minimum participating agencies will: (1) conduct two events during dates determined by their agency that reflect when the violation of underage drinking laws is the greatest, (2) coordinate with the Highway Safety Division to complete earned media requirements (e.g., provide statistics from the effort) and submit a post enforcement news release, (3) maintain an electronic enforcement log for each shift or event conducted that will identify the dates worked, hours worked, number and type of citations or warnings issued, or number of educational events conducted and number of attendees of each educational event, and must submit that log with the reimbursement request.

### Media Plan

A paid media and earned media campaign will occur in conjunction with each enforcement event. Paid and earned media will publicize law enforcement activities before, during, and after planned enforcement events.

#### *Paid Media*

Paid media will be placed by the Highway Safety Division to coincide with each planned enforcement campaign. Media venues will include television, radio, billboards, print (posters, newsprint, etc.) and social media (YouTube, Twitter, Facebook, and other social media) and digital media.

Ads will be tagged with NHTSA slogans Drive Sober or Get Pulled Over, Click It or Ticket, U Drive. U Text. U Pay or Obey the Sign or Pay the Fine.

Weighted media buys, based on the gross rating points (GRP), will be made to assure maximum message saturation to the target demographic. We will also grow our online presence by using social media optimization. Social media optimization allows us to strengthen our “brand,” generate interest, get more visibility online, and connect with our followers.

#### *Earned Media*

Earned media will begin several days in advance of each enforcement period and can include news releases, news conferences, TV interviews, radio announcements, media ride-along, and/or other public awareness activities. Earned media must include the NHTSA enforcement slogans.

Earned media activity for each campaign will be far-reaching and include the following: (1) media activities including news releases, television and radio interviews, etc., (2) internet marketing activities including postings to social networking websites like Facebook and Snapchat, email blasts, etc., and (3) other public awareness activities through partnerships with local entities pertinent to the target populations including businesses, sports venues, health and social services programs, community-based organizations and other locally identified venues that would appropriately reach the target population to advance the campaign messages.

The Highway Safety Division and the Highway Safety Division’s media services vendor provide technical



assistance, resources, and support to law enforcement for earned media purposes throughout the fiscal year.

### Effectiveness Monitoring

The Highway Safety Division will use the NHTSA and State Core Performance Measures as a baseline and guide in determining program effectiveness. The Highway Safety Division will continually monitor progress and outcomes related to HVE and will work toward continuous quality improvement until progress is achieved. In the establishment of the FY 2023 performance goals, consideration was given to 2021 state data.

In addition to monitoring Core Performance Measures, each agency’s performance will be evaluated after each required enforcement event to assure that agencies are performing at a level commensurate with identified enforcement standards of performance measures as established by the Highway Safety Division. Agencies evaluated at lesser performance levels will be allowed to improve performance and will be asked to reevaluate their deployment strategies to ensure they are data driven. Agencies can access and monitor their performance levels through the Law Enforcement Web Reporting (LEWR) system.

## High-Visibility Enforcement Strategies

Table 2 represents HVE planned activities that demonstrate North Dakota’s support and participation in the national HVE mobilizations to reduce alcohol- or drug-impaired operation of motor vehicles and to increase use of seat belts by occupants of motor vehicles and additional state enforcement campaigns that contribute to sustained enforcement in North Dakota throughout the year.

**Table 2**

Unique Identifier	Planned Activity Name
DD2311-02	High Visibility Enforcement – Distracted Driving
ID2310-02	High Visibility Enforcement – Impaired Driving
ID2310-12	Enforcement - Underage Drinking Laws
OP2305-05	High Visibility Enforcement – Occupant Protection
SC2307-04	High Visibility Enforcement – Speed