



North Carolina Governor's Highway Safety Program FY 2012 Annual Report

GOVERNOR BEVERLY EAVES PERDUE
STATE OF NORTH CAROLINA

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GOVERNOR'S HIGHWAY SAFETY PROGRAM

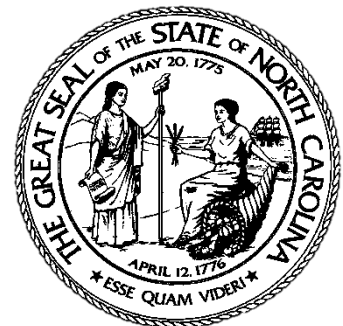


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Executive Summary

The North Carolina Governor's Highway Safety Program (GHSP) works closely with state and local agencies to develop programs which are innovative, cost-efficient and effective in saving lives.

Dear Fellow North Carolinians,

FY2012 was another successful year. Traffic fatalities in North Carolina are at their lowest level since 1960. In fact, traffic fatalities have dropped 27% over the past five years. This accomplishment is the result of a wide range of educational, enforcement and other safety initiatives in our state, and can be credited to the hard work and dedication of many individuals including law enforcement officers, prosecutors, judges, educators, researchers, community groups and safety advocates.

North Carolina achieved many of its highway safety goals for FY2012. In addition to reductions in overall fatalities, many other performance measures have shown great progress:

Fatalities per 100 Million VMT. The fatality rate per 100 million VMT has decreased 27% since 2007. Vehicle miles traveled increased somewhat during 2011. This increase, accompanied by the drop in overall traffic fatalities, resulted in a 9% decline in fatalities per 100 million VMT during 2011.

Serious Injuries. There were 2,424 serious injuries in North Carolina during 2011, a 24% decline from the 2005 – 2009 annual average. The high rate of belt use has helped contribute to the large reductions in serious injuries.

Unrestrained Passenger Vehicle Occupant Fatalities. There has been a steady decrease in unrestrained passenger vehicle occupant fatalities in North Carolina since 2006. The number of unrestrained passenger vehicle occupant fatalities was 379 in 2011, a 23 percent decrease from the 2005 – 2009 annual average of 495.

Speeding. Similar to other performance measures, speeding-related fatalities have gradually declined in North Carolina in recent years. During 2011, there were 148 fewer speeding-related fatalities in North Carolina in comparison to 2007 – a decrease of 24 percent.



Motorcycle Helmets. North Carolina has a universal motorcycle helmet law. Consequently, unhelmeted motorcyclist fatalities are rare. In 2011, only 11 motorcyclists who were killed in crashes in North Carolina were not wearing a helmet. In fact, the Centers for Disease Control (CDC) named North Carolina as number one in the nation for lives saved due to motorcycle helmet use, and number two in the nation for money saved due to helmet use.

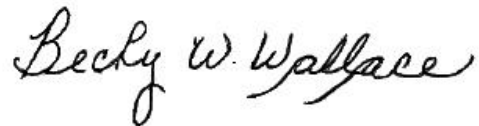
Young Drivers. Since 2007, there has been a substantial decrease in young driver fatal crashes. There were 26 fewer fatal crashes in 2011 than in 2010, a decrease of 13%. GHSP is funding and evaluating several innovative programs to improve young driver safety.

Although considerable progress has been made in recent years toward achieving North Carolina's goals for reducing motor vehicle crashes, injuries and fatalities, there are a number of challenges facing the state in the upcoming years.

- GHSP is very aggressive in the fight to remove impaired drivers from our roadways. Although the number of alcohol-impaired driving fatalities in North Carolina has generally declined since 2006, goals for 2012 have not yet been reached. GHSP supports proven programs such as Booze It & Lose It and sobriety checkpoints to further deter drinking and driving.
- The observed seat belt use rate was 88.7% in 2012, unchanged from the 2005 – 2009 annual average. GHSP continues to fund a variety of educational and enforcement efforts to increase belt use. These activities have targeted specific counties below the 90% threshold, as well as subgroups with lower rates of belt use (e.g., males and young drivers). GHSP is also focusing law enforcement and media attention on nighttime seat belt enforcement.
- Speeding is a factor in 39% of all motor vehicle fatalities in North Carolina. To address this issue, GHSP sponsored the “North Carolina Speed and Safety Symposium” during FY2012. One of the primary recommendations from the Symposium was to pursue limited automated speed enforcement. Research suggests this approach can play an important role in reducing both driver speeds and crashes. GHSP is committed to supporting a comprehensive approach to reducing speed-related crashes in North Carolina.
- Motorcyclists comprise an increasing proportion of traffic fatalities in North Carolina, even as overall motor vehicle fatalities are declining. This likely reflects the growing popularity in motorcycle riding in recent years. GHSP strongly supports efforts to provide training to help motorcyclists become safe riders. North Carolina is expanding its “BikeSafe” program in an effort to reduce motorcycle crashes and fatalities.
- Each year, approximately 160 pedestrians are killed by motor vehicles in North Carolina. Reducing pedestrian fatalities is one of the long-term challenges facing our state. GHSP welcomes new and innovative programs and approaches to reduce pedestrian fatalities.



This FY2012 Annual Report describes the education, enforcement and other safety efforts that have been implemented in North Carolina to reduce motor vehicle crashes and the resulting injuries and fatalities. As the Director of GHSP, I am proud of the Governor's Highway Safety Program and their partners for the work they accomplished during FY2012, and I look forward to another productive year ahead.



Becky Wallace, Director
North Carolina Governor's Highway Safety Program



The North Carolina Governor's Highway Safety Program

GHSP's Mission:

The mission of the Governor's Highway Safety Program is to promote highway safety awareness and reduce the number of traffic crashes and fatalities in the state of North Carolina through the planning and execution of safety programs.

Organizational Structure

The North Carolina Governor's Highway Safety Program (GHSP) is currently staffed with eight professionals and three support personnel. Administration of the program is the responsibility of the Director. There are three primary sections:

Planning, Programs and Evaluation Section. The function of the Planning, Programs and Evaluation section is to develop, implement, manage, monitor and evaluate a grants program that effectively addresses highway safety concerns that have been identified as a result of a comprehensive analysis of crash, citation and other empirical data. The Planning, Programs and Evaluation section is currently staffed with an Assistant Director and four Highway Safety Specialists. Every project is assigned to a specific Highway Safety Specialist. The Highway Safety Specialist is the Project Director's liaison with the GHSP, NHTSA and other highway safety agencies. Highway Safety Specialists have primary areas of responsibility as follows:

1. Traffic Records
2. Impaired Driving and Police Traffic Services
3. Occupant Protection, Youth Traffic Safety, and Motorcycle Safety
4. Minority Outreach

Finance Section. The function of the Finance section is to manage and coordinate the financial operations of the GHSP. The Finance section is currently staffed with a Finance Officer, administrative assistant and clerk.



Public Information and Education. The function of the Public Information and Education section is to increase the level of awareness and visibility of highway safety issues and the visibility of the GHSP. The Public Information and Education section is currently staffed with a Public Affairs Assistant. The NC DOT Communications Office is also supporting GHSP activities in the absence of a Public Affairs Manager at GHSP.

GHSP Staff

- Becky Wallace Director
- Don Nail.....Assistant Director
- Joshua DeFisher Highway Safety Specialist
- Frank Hackney..... Highway Safety Specialist
- Humberto Mercado Highway Safety Specialist
- David Williams..... Highway Safety Specialist
- Bob Stevens.....Traffic Safety Resource Coordinator
- Shannon Bullock..... Finance Officer
- Deidra Joyner Administrative Assistant
- Teresa Hinton..... Office Assistant
- Dean Toler..... Office Assistant

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Performance Measures & Goals

North Carolina has made considerable progress toward achieving its long-term goals. GHSP will continue to serve as a leader for emerging traffic safety issues, funding results-oriented and innovative programs to help us accomplish our vision of saving lives.

NHTSA and the Governor's Highway Safety Association have agreed to a minimum set of performance measures to be used by states in the development and implementation of behavioral highway safety plans and programs. North Carolina's performance measures and goals were developed by the GHSP in collaboration with a team of partner agencies including the Division of Motor Vehicles, the Traffic Safety Systems Management Unit of the North Carolina Department of Transportation, and the University of North Carolina Highway Safety Research Center.

In this section, we describe North Carolina's progress toward the goals established for the performance measures recommended by NHTSA and GHSA. The ten core performance measures and one core behavior measure include:

Core performance measures

- Traffic fatalities
- Fatality rate per 100 million VMT
- Serious injuries
- Alcohol-impaired driving fatalities
- Unrestrained passenger vehicle occupant fatalities
- Speeding-related fatalities
- Motorcyclist fatalities
- Unhelmeted motorcyclist fatalities
- Drivers age 20 or younger involved in a fatal crash
- Pedestrian fatalities

Core behavior measure

- Seat belt use rate

For the nine performance measures related to fatalities, the source is the federal Fatality Analysis Reporting System (FARS). The last outcome measure is serious injuries; the source for

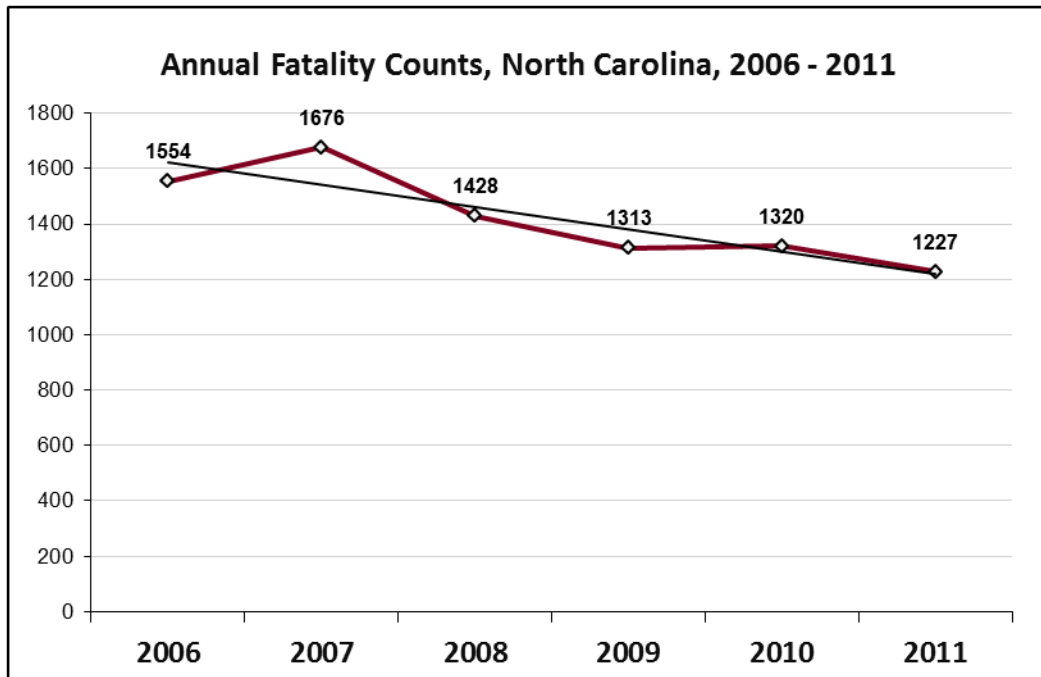


this measure and all other crash measures included in the Annual Report is the North Carolina State Crash Data file. The source for the one core behavior measure, observed seat belt use, is North Carolina’s annual seat belt observation survey.

For each of the performance measures, we first present goals and indicate whether these goals have been achieved. We then provide figures showing 5+ years of trends in each performance measure. This is followed by a brief discussion of North Carolina’s overall progress in addressing each performance measure.

Traffic Fatalities

- **Goal:** Decrease the number of fatalities 20 percent from the 2005 – 2009 annual average of 1,504 to 1,203 during 2012.
- **Outcome:** Goal not yet achieved. There were 1,227 traffic fatalities in 2011, an 18 percent decrease from the 2005 – 2009 annual average of 1,504.

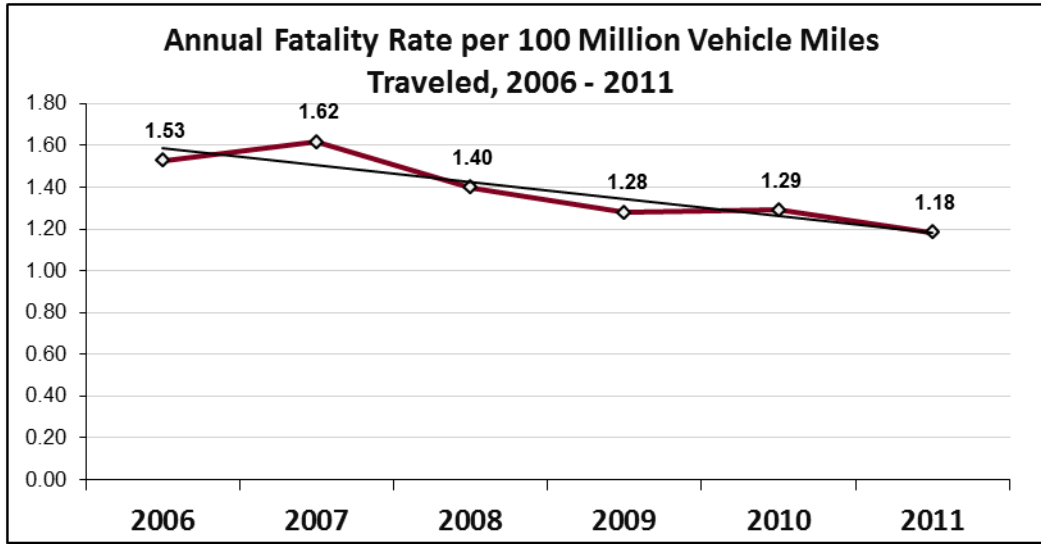


North Carolina has seen a substantial decrease in traffic fatalities over the past five years. In fact, traffic fatalities are at their lowest level since 1960. Nonetheless, North Carolina has not yet reached its 2012 goal for total traffic fatalities. GHSP remains committed to further reducing fatalities in our state. GHSP supports a variety of enforcement and educational efforts to decrease motor vehicle crashes and the resulting injuries and fatalities, as described in subsequent sections of the Annual Report.



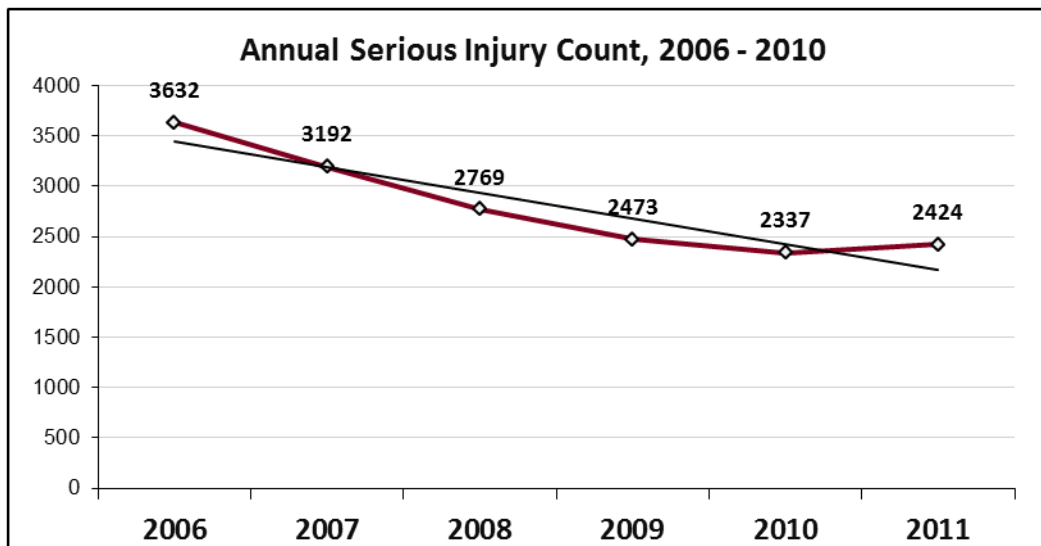
Fatality Rate per 100 Million VMT

- **Goal:** Decrease the fatality rate per 100 million VMT 20 percent from the 2005 – 2009 annual average of 1.47 to 1.18 during 2012.
- **Outcome:** Goal achieved. The fatality rate per 100 million VMT was 1.18 in 2011, a 20 percent decrease from the 2005 – 2009 annual average of 1.47.



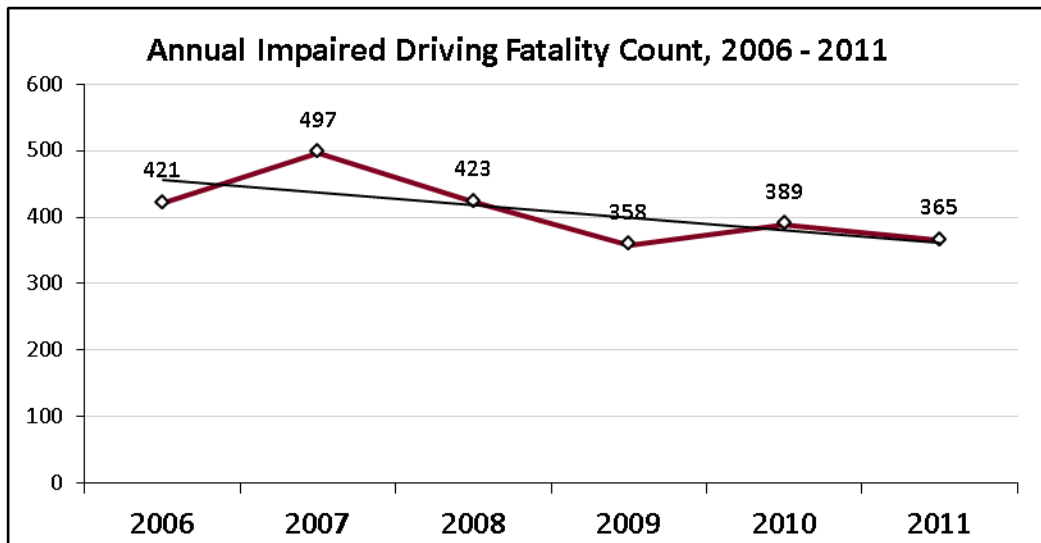
Serious Injuries

- **Goal:** Decrease the number of serious (disabling A) injuries 20 percent from the 2005 – 2009 annual average of 3,188 to 2,550 during 2012.
- **Outcome:** Goal achieved. There were 2,424 serious injuries in 2011, a 24 percent decrease from the 2005 – 2009 annual average of 3,188.



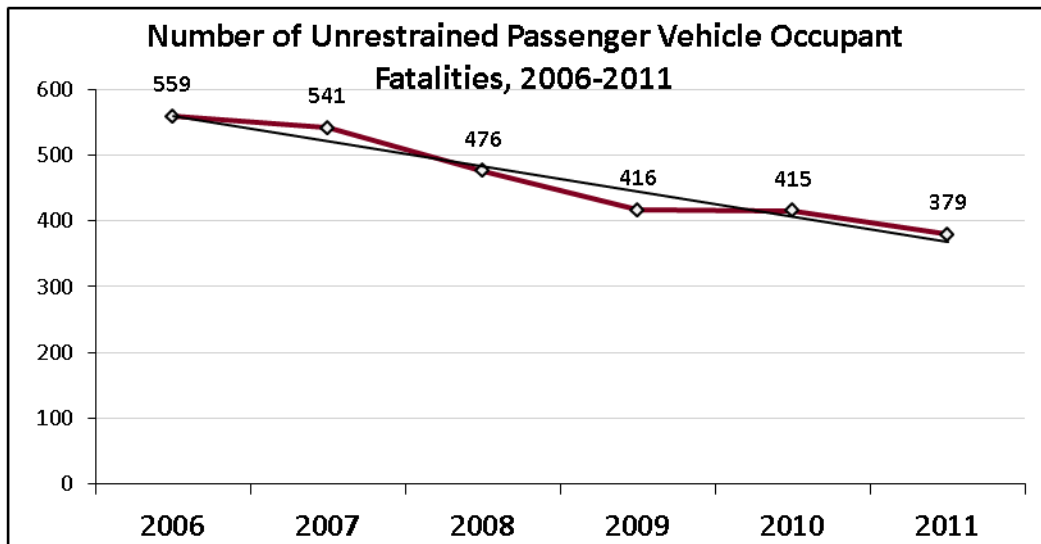
Alcohol-Impaired Driving Fatalities

- **Goal:** Decrease the number of fatalities involving drivers with a BAC of .08 or above by 18 percent from the 2005 – 2009 annual average of 427 to 350 during 2012.
- **Outcome:** Goal not yet achieved. The number of fatalities involving drivers with a BAC of .08 or above was 365 in 2010, a 15 percent decrease from the 2005 – 2009 annual average of 427.



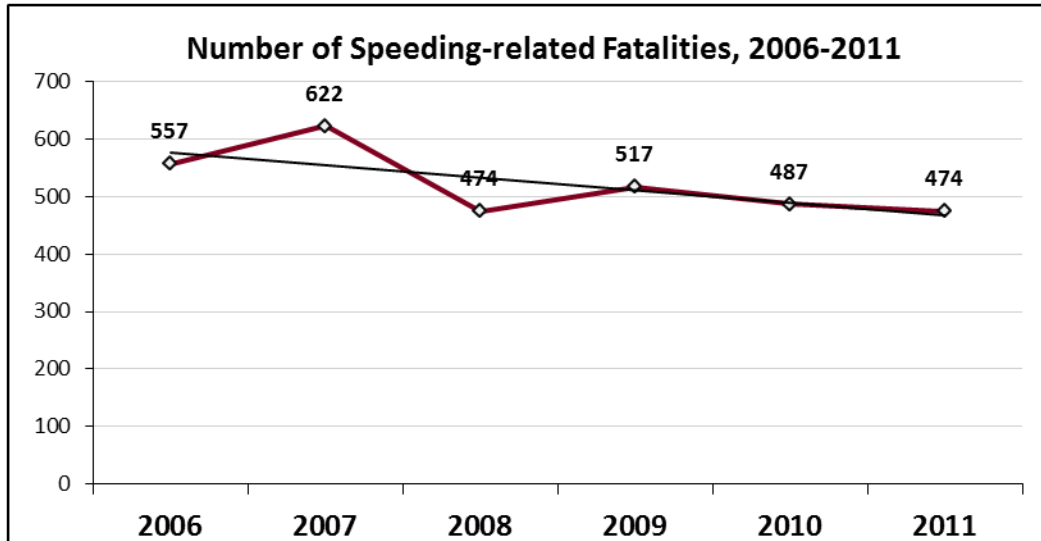
Unrestrained Passenger Vehicle Occupant Fatalities

- **Goal:** Decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions 20% from the 2005 – 2009 annual average of 495 to 396 during 2012.
- **Outcome:** Goal achieved. The number of unrestrained passenger vehicle occupant fatalities was 379 in 2011, a 23 percent decrease from the 2005 – 2009 annual average of 495.



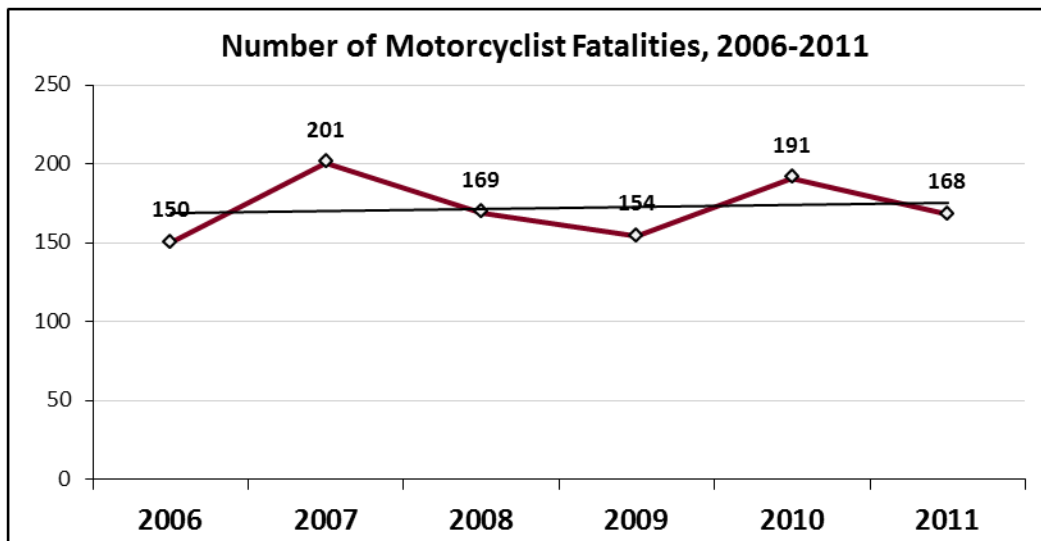
Speeding-Related Fatalities

- **Goal:** Decrease the number of speeding-related fatalities 10 percent from the 2005 – 2009 annual average of 546 to 491 during 2012.
- **Outcome:** Goal achieved. The number of speeding-related fatalities was 487 in 2011, an 11 percent decrease from the 2005 – 2009 annual average of 546.



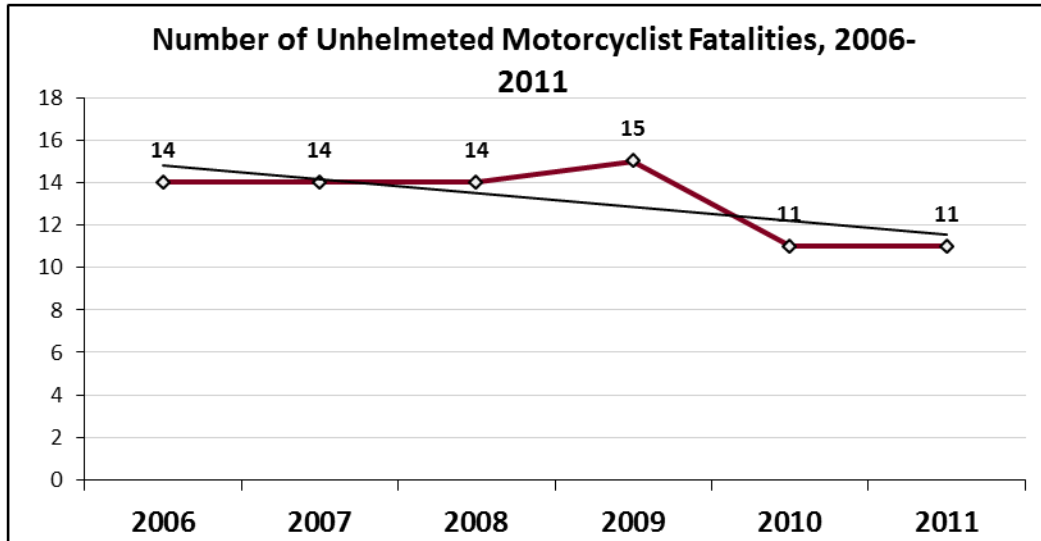
Motorcyclist Fatalities

- **Goal:** Decrease motorcyclist fatalities 10 percent from the 2005 – 2009 annual average of 165 to 148 during 2012.
- **Outcome:** Goal not yet achieved. The number of motorcyclist fatalities was 168 in 2011, a 4 percent decrease from the 2005 – 2009 annual average of 165.



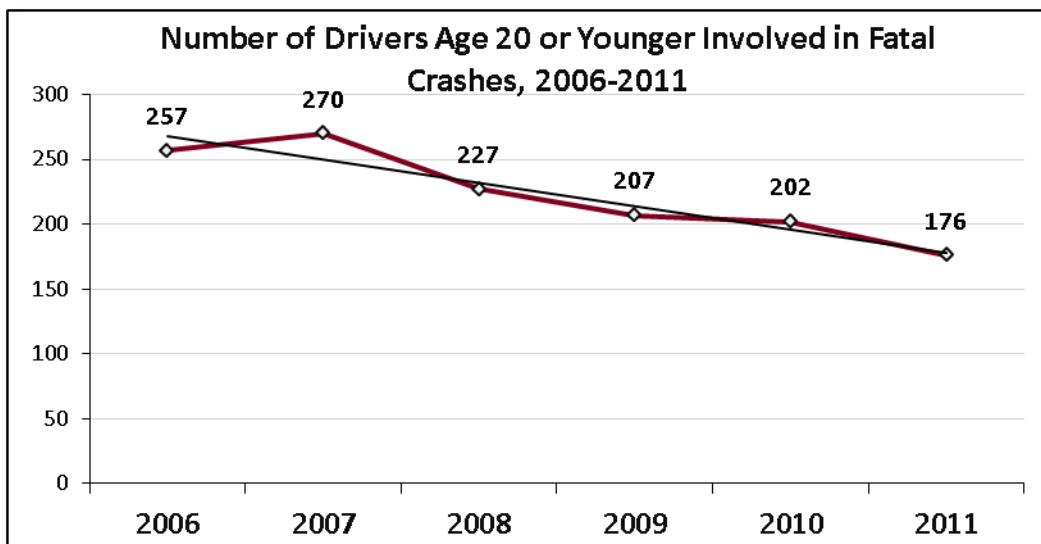
Unhelmeted Motorcyclist Fatalities

- **Goal:** Decrease unhelmeted motorcyclist fatalities 21 percent from the 2005 – 2009 annual average of 14 to 11 during 2012.
- **Outcome:** Goal achieved. The number of unhelmeted motorcyclist fatalities was 11 in 2011, a 21 percent decrease from the 2005 – 2009 annual average of 14.



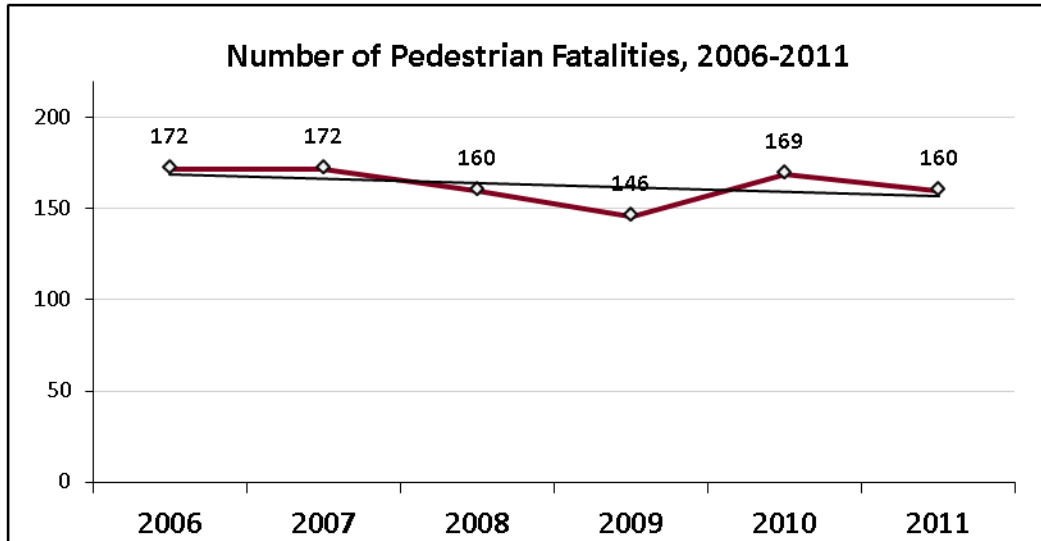
Drivers Age 20 or Younger Involved in a Fatal Crash

- **Goal:** Decrease the number of young drivers involved in fatal crashes by 20 percent from the 2005 – 2009 annual average of 245 to 196 during 2012.
- **Outcome:** Goal achieved. The number of young drivers involved in fatal crashes was 176 in 2011, a 28 percent decrease from the 2005 – 2009 annual average of 245.



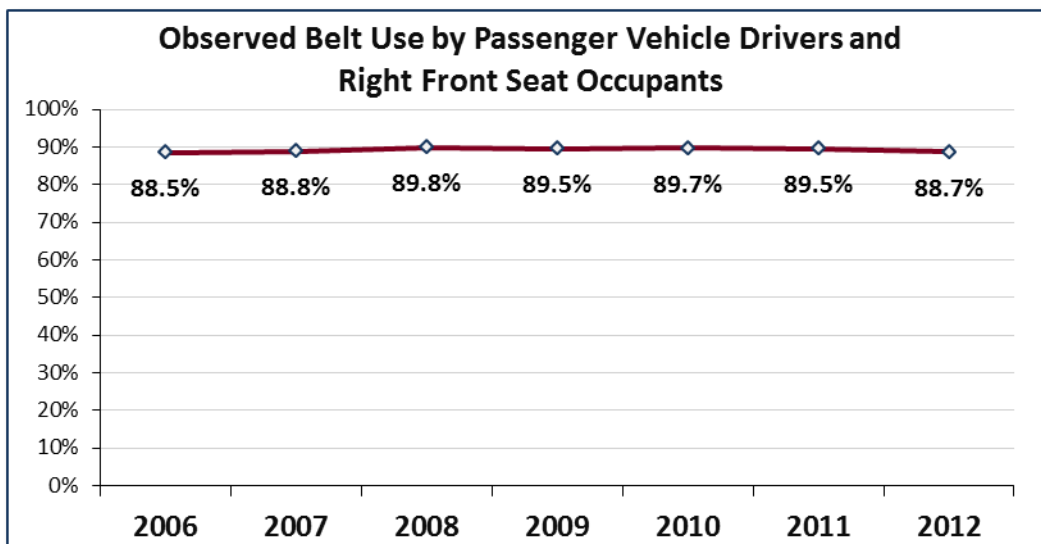
Pedestrian Fatalities

- **Goal:** Decrease the number of pedestrian fatalities by 15 percent from the 2005 – 2009 annual average of 163 to 139 during 2012.
- **Outcome:** Goal not yet achieved. The number of pedestrian fatalities was 160 in 2011, a 2 percent decrease from the 2005 – 2009 annual average of 163.



Seat Belt Use Rate

- **Goal:** Increase observed seat belt use by drivers and right front seat occupants from the 2008 – 2010 average of 88.7% to 92% during 2012.
- **Outcome:** Goal not yet achieved. The observed seat belt use rate was 88.7% in 2012, no change from the 2005 – 2009 annual average.



Summary of North Carolina Traffic Safety Performance Measures

	Year					
	2006	2007	2008	2009	2010	2011
Core Outcome Measures						
Fatalities	1,554	1,676	1,428	1,313	1,320	1,227
Fatality Rate/100 million VMT	1.53	1.62	1.40	1.28	1.29	1.18
Number of "Disabling" (A) Injuries	3,632	3,192	2,769	2,473	2,337	2,424
Number of Fatalities Involving Driver or MC Operator w/ > .08 BAC	421	497	423	358	389	365
Number of Unrestrained Passenger Vehicle Occupant Fatalities	559	541	476	416	415	379
Number of Speeding-Related Fatalities	562	622	474	517	487	474
Number of Motorcyclist Fatalities	150	201	169	154	191	168
Number of Unhelmeted Motorcyclist Fatalities	14	14	14	15	11	11
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	257	270	227	207	202	176
Number of Pedestrian Fatalities	172	172	160	146	169	160
Core Behavior Measure						
Observed Belt Use by Passenger Vehicle Drivers & Right Front Seat Occupants	88.5%	88.8%	89.8%	89.5%	89.7%	89.5%
Activity Measures						
Seat Belt Citations Issued During Grant-Funded Enforcement Activities	42,084	57,421	50,704	49,495	44,700	38,099
Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	11,362	15,303	15,789	16,145	16,096	13,833
Speeding Citations Issued During Grant-Funded Enforcement Activities	116,023	184,969	175,603	176,100	174,250	147,045

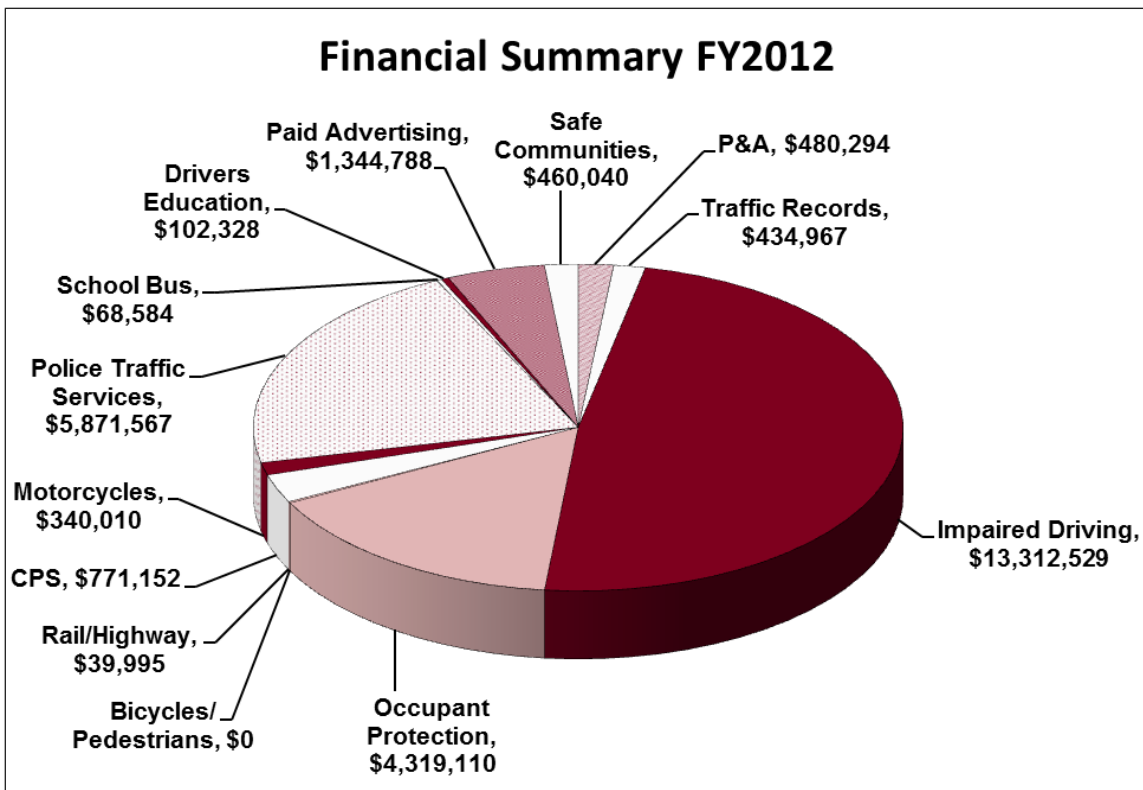


Financial Summary

This section of the Annual Report describes how GHSP funds were distributed during FY2012.

The North Carolina Governor’s Highway Safety Program is designated by the Governor to receive federal traffic safety funds and to coordinate the State’s highway safety program. Each year, GHSP develops a Highway Safety Plan identifying the key highway safety problems in the State and the most effective countermeasures to address those problems. GHSP then solicits proposals statewide, and funds are allocated to agencies to implement traffic safety programs. GHSP supports existing traffic safety efforts and also provides “seed” money for new and innovative programs.

A financial summary is provided below, showing how funds were distributed during FY2012. The figure includes both 402 funding as well as various incentive programs.



The table on the following pages provides more detailed information about how funds were distributed during FY2012.



Financial Summary for FY2012

	402	405	406	408	410	2010	2011	Total
P&A	\$240,147 (federal) \$240,147 (state match)							\$239,155
Traffic Records	\$101,823 (federal) \$1,760 (state match)			\$261,384 (federal) \$70,000 (state match)				\$434,967
Impaired Driving	\$86,859					\$3,260,407 (federal) \$9,965,263 (state match)		\$13,312,529
Occupant Protection	\$422,347	\$553,326 (federal) \$3,343,437 (state match)						\$4,319,110
Bicycle/ Pedestrians								\$0
Rail/Highway	\$39,995							\$76,906
CPS							\$385,576 (federal) \$385,576 (state match)	\$771,152



	402	405	406	408	410	2010	2011	Total
Motorcycles	\$262,543					\$77,467 (federal) \$24,576 (state match)		\$340,010
Police Traffic Services	\$3,457,909 (federal) \$1,765,021 (state match)		\$543,732 (federal) \$104,905 (state match)					\$5,871,567
School Bus	\$68,584							\$68,584
Driver Education	\$102,328							\$102,328
Paid Advertising	\$699,226	\$325,562			\$320,000			\$1,344,788
Safe Communities	\$460,040							\$460,040
Total	\$7,948,729	\$4,222,325	\$648,637	\$311,384	\$13,545,670	\$77,467	\$771,152	\$27,545,364



Alcohol- impaired Driving

North Carolina is very aggressive in the fight to remove impaired drivers from our roadways. GHSP funds a variety of efforts to enforce and educate drivers about the state's impaired driving laws.

Background and Noteworthy Programs

North Carolina has made substantial progress in reducing alcohol-impaired driving fatalities. During 2011, there were 365 alcohol-impaired driving fatalities in the state – a drop of 27% from the 497 fatalities during 2007. A wide variety of programs have helped contribute to this success.

Sobriety checkpoints are conducted regularly in all 100 North Carolina counties as part of the state's anti-drunk driving campaign. A primary purpose of sobriety checkpoints is to detect and apprehend impaired drivers. However, sobriety checkpoints also deter drinking and driving by increasing the perception that impaired drivers will be detected and arrested. Sobriety

checkpoints have been proven through extensive research by NHTSA and others to be highly effective in deterring impaired driving, and they are supported by an overwhelming percentage of the population.

Law enforcement officers in North Carolina use five mobile breath-alcohol testing units, better known as BATMobiles, to increase the efficiency of on-site DWI processing. The BATMobiles are fully functional DWI processing centers. Each BATMobile is equipped with Intoxilyzer 5000 breath test instruments, cellular telephones, computers, officers' workstations, magistrates' work area, lavatory, DWI checkpoint signs, traffic cones, traffic vests, search batons, screening test devices and all other necessary equipment and supplies for processing DWI suspects. Since its inception in 1996, the BAT Mobile program has participated in more than 2,300 checkpoints and netted over 12,000 DWI arrests.

Key Statistics

- During 2011, there were 365 alcohol-impaired driving fatalities in NC, an average of one fatality per day.
- Thirty percent (30%) of traffic fatalities in NC involve a driver with a BAC of .08 or higher.
- Alcohol-impaired driving fatalities in NC have decreased 27% since 2007.
- Alcohol-involvement is more common in crashes involving males, drivers ages 21 to 34, and motorcycle riders.



The most intense periods of enforcement activities for the BAT Mobiles are during the GHSP's annual "Booze It & Lose It" campaigns. Typically, these campaigns run during the weeks surrounding the July Fourth holiday and the Thanksgiving to New Year time period. Since 2010, in an effort to coordinate with the National Impaired Driving Campaigns, additional "Booze It and Lose It" campaigns have been conducted during St. Patrick's Day, Labor Day, and Halloween weekends.



GHSP is also establishing DWI Enforcement Teams in counties that are overrepresented in alcohol-related crashes, injuries, and fatalities. GHSP crafted the initiative to encourage law enforcement agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers are most likely to be on the roadways – typically Thursday, Friday, and Saturday nights between 10 p.m. and 6 a.m.. GHSP provided 410 funds to support DWI Enforcement Teams in a number of jurisdictions during FY2012, including Columbus County, Forsyth County, Brunswick County, Robeson County, New Hanover County, and the Town of Cary. These agencies have set goals to reduce the number of alcohol-related crashes and fatalities, increase the number of officers trained to use breath testing equipment and administer the Field Sobriety Test, and educate the public about the dangers of driving while impaired.

GHSP is dedicated to the continued prosecution of impaired drivers. In recent years, the Governor's Highway Safety Program has worked with the North Carolina Conference of District Attorneys to encourage the County District Attorney's offices to create DWI Courts. These DWI Courts are set up and run according to the guidelines set by the National Association of Drug Court Professionals. North Carolina currently has four such courts in operation that are certified by the NADCP. These courts are based in Cumberland, Mecklenburg, New Hanover, and Union counties. During FY2012, GHSP used 410 funding to support the creation of new DWI courts in Columbus, Harnett, Johnston, Lee, Wake and Wayne counties. Research shows that DWI courts result in quicker disposition of DWI cases, significantly higher conviction rates, and lower rates of offender recidivism.



Programs Results

Booze It & Lose It. During FY 2012, law enforcement agencies in North Carolina conducted five waves of the “Booze It & Lose It” campaign:

- Halloween Booze It & Lose It (October 28-31, 2011)
- Holiday Booze It & Lose It (December 3, 2011 – January 2, 2012)
- St. Patrick’s Day Booze It & Lose It (March 15-18, 2012)
- Booze It & Lose It, Operation Firecracker (June 29 – July 9, 2012)
- Labor Day Booze It and Lose It (August 17 – September 3, 2012)

During these five waves, law enforcement officers conducted 28,249 checkpoints and saturation patrols. The Booze It & Lose It campaign yielded 9,886 DWI arrests and over 244,000 other traffic violations. Additionally, officers arrested 5,942 fugitives, recovered 517 stolen vehicles, discovered 9,882 drug violations, and made a total of 46,355 criminal arrests. Detailed results from Booze It & Lose It activities in FY2012 are presented below.

***BOOZE IT
& LOSE IT.***



Results of “Booze It & Lose It” Activities During FY2012

	Campaign					Totals
	Halloween <i>Booze It & Lose It</i>	Holiday <i>Booze It & Lose It</i>	St. Patrick's Day <i>Booze It & Lose It</i>	<i>Booze It & Lose It: Operation Firecracker</i>	Labor Day <i>Booze It & Lose It</i>	
Checkpoints	353	1,941	683	1,287	1,849	6,113
Saturation patrols	1,311	8,702	1,439	4,687	5,997	22,136
Total Checkpoints and Saturation Patrols	1,664	10,643	2,122	5,974	7,846	28,249
Under 21 DWI charges	123	466	103	218	343	1,253
21 and over DWI charges	635	3,161	716	1,719	2,402	8,633
Total DWI Charges	758	3,627	819	1,937	2,745	9,886
Safety belt violations	1,131	7,041	1,881	5,005	6,691	21,749
Child passenger safety	203	1,423	373	822	1,172	3,993
Total Occupant Restraint Charges	1,334	8,464	2,254	5,827	7,863	25,742
Drug violations	661	3,994	706	1,803	2,718	9,882
Stolen vehicles recovered	29	228	33	92	135	517
Fugitives arrested	308	2,247	416	943	2,028	5,942
Felony arrests	287	2,268	305	821	1,528	5,209
Other criminal violations	1,512	9,937	1,570	4,039	7,747	24,805
Total Criminal Violations	2,797	18,674	3,030	7,698	14,156	46,355
Total Other Traffic Violations†	15,054	100,952	16,355	45,772	65,894	244,027
Total Traffic and Criminal Violations	20,786	136,769	23,222	63,485	94,125	338,387

Note: Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies.

† Total Other Traffic Violations includes speeding, DWLR, GDL, work zone violation, and other traffic violations.



Forsyth County DWI Task Force. In October 2010, a DWI Task Force was created including four officers from the Winston-Salem Police Department, one deputy from the Forsyth County Sheriff's Office, and one officer from the Kernersville Police Department. GHSP provided 410 funds during FY2012 to continue this special DWI Task Force for Forsyth County. The goal of the Task Force is to decrease alcohol-related fatalities in Forsyth County through concentrated enforcement and education. The Task Force conducts DWI checkpoints several times a month at various locations throughout Forsyth County, as well as periodic aggressive patrol campaigns that target high DWI traffic corridors. The results of these activities during FY2012 included the following arrests, citations and seizures:

- DWI – 729
- Open Container – 95
- Seat Belt – 60
- Speeding – 277
- DWLR – 267
- Uninsured Drivers – 39
- Reckless Driving – 30
- Other Traffic – 654
- Misc. Drugs – 76
- Felony Drugs – 8
- Vehicles Seized – 71 (valued at \$310,410)
- Guns Seized – 3
- Marijuana Seized – 217.58 grams
- Cocaine Seized – 2.32 grams
- Other Drugs value - \$471

In June 2012, a revision to the GHSP grant was approved for the purchase of wearable body cameras. Because of the large number of arrests being made by Task Force members, additional recording evidence was needed to ensure successful prosecution of offenders. Six (6) wearable body cameras were purchased and assigned to the Task Force officers.

The Task Force also continued its alcohol education program called IMPACT, which focuses on teen drivers and alcohol. During FY2012, 41 classes were held totaling 1,378 students. The Task Force currently has an agreement with the Winston-Salem/Forsyth County School system to instruct all state sponsored Driver's Education programs in the county.

A.C.E. Team DWI Deputies – Brunswick County. During FY2012, GHSP used 410 funding to support DWI efforts by the Brunswick County Sheriff's Office. Two DWI deputies were granted and placed in service on October 1, 2011, working peak hours of the night to detect impaired drivers. The two granted deputies arrested 169 impaired drivers from October 1, 2011 through September 30, 2012. The deputies also worked 21 Booze It & Lose It campaigns throughout southeastern North Carolina. Other arrests and citations included:



- DWI – 169
- Seat belt – 95
- Child safety seat – 69
- Speeding – 398
- DWLR – 217
- NOL – 305
- MC Helmet – 28
- Other Traffic – 473
- Misc. Drugs – 122
- Felony Drugs – 4
- Fugitives Arrested – 16

The granted DWI deputies also conducted safety programs at local high schools, and gave presentations to civic groups and local businesses in Brunswick County. The deputies have developed a program where participants drive a golf cart while wearing Fatal Vision eyewear. The program shows the potential dangers of driving while impaired.

Another goal of the Brunswick County Sheriff's Office was to train additional deputies on the Intoximeter EC/IR-II breath test instrument and Standardized Field Sobriety Testing. During FY2012, a total of 27 deputies received this training. The total number of DWI arrests by the Brunswick County Sheriff's Office was 302 for FY2012 – 119 more DWI arrests than the prior fiscal year.

Future Strategies

North Carolina will continue to operate "Booze It & Lose It" campaigns in FY2013 and beyond. During FY2013, five statewide campaigns are scheduled. The first will be a short campaign during the weekend of Halloween. This will be followed by the traditional holiday campaign which will run during December, 2012 into January, 2013. Additionally, another short campaign will run over the St. Patrick's Day weekend in March, 2013. North Carolina will run Operation Firecracker from late June through early July, 2013. Finally, there will be a "Booze It & Lose It" campaign coinciding with the National Enforcement Crackdown in August, 2013.

North Carolina's Blood Alcohol Testing (BAT) program provides BAT Mobile Units for DWI activities across the state. The state currently has five of these mobile testing units and will be purchasing an additional unit this year. GHSP will also be funding a BAT coordinator. The expansion of the BAT program will enhance our ability to assist law enforcement agencies across the state in their efforts to remove DWI drivers from the highways by conducting checkpoints upon request from law enforcement agencies.



GHSP is dedicated to the continued prosecution of impaired drivers and will support the North Carolina Conference of District Attorneys' (CDA) efforts to train more prosecutors and law enforcement officers statewide. GHSP supports several DWI Processing Courts and plans to establish and implement more DWI Courts in the state to address the recurring problem of repeat offenders that have chemical dependence issues that are not addressed by the DWI Processing Courts.

GHSP will continue partnerships with the Atlantic Coast Conference (ACC) teams in North Carolina, East Carolina University (ECU), and Appalachian State University (ASU) to address tailgating prior to football games that often includes alcohol and often leads to impaired driving. GHSP will promote the "Booze It & Lose It" efforts at these stadiums and partner with local law enforcement in the towns and cities to address the impaired driving issues surrounding tailgating.

GHSP also plans to continue the partnership with the National Football League (NFL) Carolina Panthers to address impaired driving associated with tailgating and game attendance at Carolina Panther events. This will consist of venue signage and possibly utilizing radio advertising.

Additional advertising will be done at select movie theaters, gas stations, and in both radio and television markets throughout the state during campaign periods. GHSP will focus the paid media in these outlets during the Holiday, Operation Firecracker, and Labor Day campaigns.



Occupant Protection

Increasing seat belt use among drivers and passengers in North Carolina continues to be one of GHSP's highest priorities. Current GHSP-funded activities are focused on nighttime belt enforcement and child passenger safety.

Background and Noteworthy Programs

In 2011, there were 1,227 fatalities in motor vehicle crashes in North Carolina. Of these, 379 (31%) were reported to be unrestrained. The number of unrestrained passenger vehicle occupant fatalities has decreased substantially – by 32% – since 2006. In addition, North Carolina's observed belt use rate for drivers and front seat occupants now stands at 88.7 percent. North Carolina's belt use rate has been consistently above the national average.

North Carolina's goal is to attain a belt use rate of 92 percent by December 31, 2013. To achieve this goal, the state has implemented a number of important safety programs. North Carolina entered its 19th year of "Click It or Ticket" during 2012. The state pioneered Click It or Ticket in 1993 as a statewide safety belt enforcement effort, and the program is now



active in most states across the nation. During FY2012, a primary focus of both law enforcement and media attention has been the enforcement of seat belts at night. GHSP grantees are required to devote at least 50 percent of their enforcement efforts at nighttime. GHSP is sharing county maps with agencies in counties that are overrepresented in unbelted fatalities, showing the locations of these crashes and the time of day they are occurring. GHSP is also using 405 and 406 funds to provide light towers and generators to aid communities in conducting nighttime seatbelt enforcement activities.



North Carolina is also very active in the field of child passenger safety. The NC Child Passenger Safety law (G.S. 20-137.1) requires occupants age 15 and younger to be appropriately restrained in all vehicles required to have seat belts, and requires an age and size appropriate child restraint or booster seat for children who are younger than age 8 and who weigh less than 80 pounds. Additionally, children who are younger than age 5 and who weigh less than 40 pounds must be in the rear seat in vehicles with active front passenger airbags. A law enforcement guide with descriptions of both the Child Passenger Safety Law and the Seat Belt Law has been produced and distributed to law enforcement agencies throughout the state. This guide is designed to provide law enforcement officers, particularly those with little to no training in child passenger safety, a clear outline of how to enforce the law.

Key Statistics

- **During 2011, there were 379 unrestrained passenger vehicle occupant fatalities in NC, a decrease of 32% from 2006.**
- **Forty-eight percent (48%) of motor vehicle occupants killed in crashes during 2011 were unrestrained. The percent unrestrained was highest between 10 p.m. and 6 a.m.**
- **North Carolina's observed belt use rate was 88.7% in 2012.**
- **Males, persons age 15 to 34, and occupants of pickup trucks are overrepresented in unrestrained fatalities.**

A pilot program to increase enforcement of the child passenger safety law, and to provide optional education to drivers who violate the law, originally started in FY2010 with 3 North Carolina Counties (Nash, Watauga, and Rockingham) and one military base (Ft. Bragg, Cumberland County). The current program is active in Harnett, New Hanover, Rockingham,



Watauga, Nash, Wilson, and Pitt counties and Ft. Bragg military base. North Carolina law states that a person shall not be convicted of a child passenger safety law violation if they show proof satisfactory to the court that an appropriate child restraint has been acquired for the vehicle in which the child is most frequently transported. In these pilot communities, drivers are required to visit a permanent checking station with their child restraint to receive education and installation help by a certified child passenger safety technician on staff. Once the technician is comfortable with the driver's understanding on how to properly use their child restraint, they give the driver a form which can then



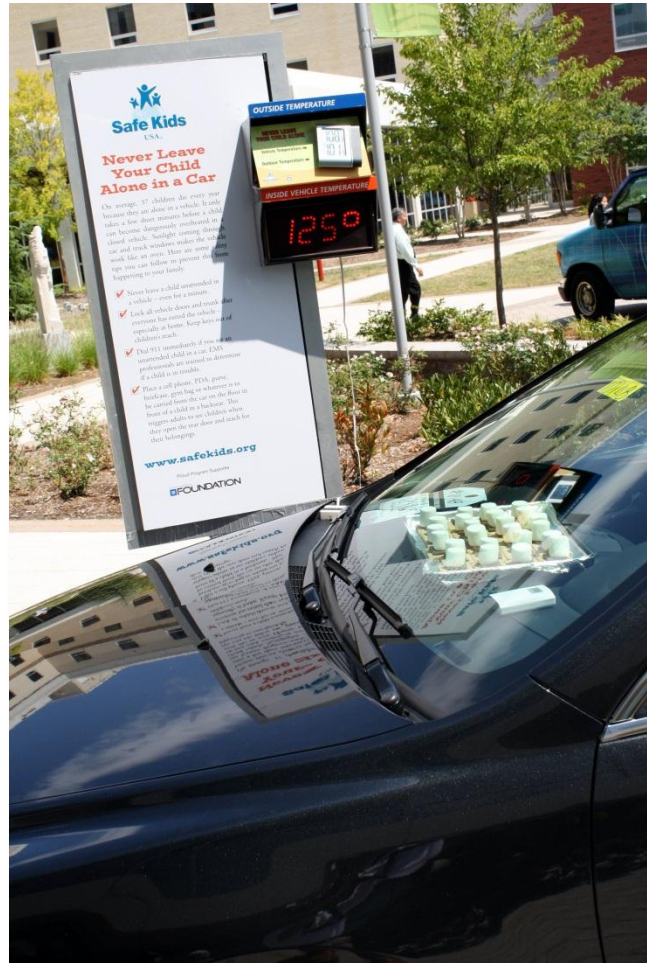
be taken to the District Attorney's office to have the ticket dismissed. The goal of this program is to encourage law enforcement officers to be proactive in identifying and writing tickets for child passenger safety violations, and also to provide education and installation assistance to drivers convicted of child passenger safety violations. The ultimate goal is to increase the number of children who are riding properly restrained in an age and size appropriate restraint.

The North Carolina Buckle Up (BUK) programs assist parents and other caregivers by providing a limited number of low-cost child restraints and education on their use to qualifying families. Only trained, qualified personnel are allowed to provide educational and installation assistance to parents/caregivers, including those receiving BUK seats. Child restraints distributed by BUK programs were purchased through 2011 child seat incentive funds from GHSP. Training and resources are also provided to insure that

trained, qualified personnel are installing the child restraints. There are currently 93 Buckle Up Kids programs operating in 90 counties. Fort Bragg in Cumberland County and Seymour Johnson Air Force Base in Wayne County have set up and operate BUK programs for their bases and the Eastern Band of Cherokee Indians has established a BUK program for tribe members.

In addition, North Carolina offers permanent checking stations (PCS). These are locations where parents/caregivers can receive information about child passenger safety (CPS) and have their child restraints and seat belts checked to be sure they are installed and used correctly. PCS locations provide education and installation assistance by nationally certified CPS Technicians. There are currently 168 Permanent Checking Station programs operating in 66 counties.

Finally, North Carolina has a number of Safe Kids coalitions supported, in part, through GSHP 402 funding. These coalitions are affiliated with Safe Kids Worldwide to combat the causes of deaths among children caused by unintentional injuries, and focus on the major unintentional risk areas of traffic incidents, fire/burns, drowning, falls, poisonings, and choking/suffocation. Local Safe Kids coalitions conduct a number of child passenger safety clinics and educational events throughout the year. There are currently 38 Safe Kids coalitions operating in 38 counties.



Programs Results

Click It or Ticket. During FY 2012, law enforcement agencies in North Carolina conducted two waves of the “Click It or Ticket” campaign:

- Thanksgiving Click It or Ticket (November 21-27, 2012)
- Spring Click It or Ticket (May 21, 2012 – June 3, 2012)

Additionally, a special enforcement campaign was held during Child Passenger Safety Week (September 17-23, 2012). During these three waves, law enforcement officers conducted 12,572 checkpoints and saturation patrols, resulting in 14,009 safety belt citations

and 1,905 child passenger safety violations. In addition to the occupant protection violations, 3,716 DWI arrests were made, 197 stolen vehicles recovered, 2,683 fugitives arrested, 4,037 drug charges issued, and over 100,000 other traffic violations discovered. Detailed results from Click It or Ticket activities in FY2012 are presented on the next page.



Buckle Up Kids. A total of 3,297 child restraints were distributed through the Buckle Up Kids program and reported through the buckleupnc.org Program Management system during FY2012. The majority of these seats were convertible seats (1,738), followed by combination seats (719), high back boosters (483), backless boosters (370), and rear-facing only (infant) seats (193).

CPS Certification. In FY2012, a total of 15 NHTSA Child Passenger Safety Certification classes were held through which 317 individuals became certified as CPS Technicians. Six of the classes were completely sponsored through NC GHSP funding (State-Sponsored), five were co-sponsored classes, three were local classes, and one was an independent class. These courses were held in locations throughout the state.

Additionally, six renewal classes were scheduled and advertised to expired NC CPS technicians and conducted during the year. Renewal classes were located throughout the state. Fifty-eight expired Technicians were recertified through these renewal courses.

As of the end of FY2012, North Carolina had 54 certified Instructors and 2,318 certified Technicians (2,372 total). There was at least one currently certified Technician in all but two of North Carolina’s 100 counties. (Northhampton and Tyrell are the exceptions.)

Child Restraint Inspection Stations. More than 10,500 child restraints were checked at permanent checking stations in FY2012. More than half (58%) of these restraints were for children less than 2 years old. Most of the others (37%) were for 2-5 year olds. Additionally, there are currently 168 Permanent Checking Station programs operating in 66 counties.



Results of "Click It or Ticket" Activities During FY2012

	Campaign			Totals
	Thanksgiving Click It or Ticket	Spring Click It or Ticket	Child Passenger Safety Week	
Checkpoints	706	2,138	271	3,115
Saturation patrols	2,836	5,492	1,129	9,457
Checkpoints and Saturation Patrols	3,542	7,630	1,400	12,572
Under 21 DWI charges	118	239	39	396
21 and over DWI charges	855	2,069	396	3,320
Total DWI charges	973	2,308	435	3,716
Safety belt violations	3,207	10,288	514	14,009
Child passenger safety	492	1,183	230	1,905
Total Occupant Restraint Charges	3,699	11,471	744	15,914
Drug violations	841	2,305	891	4,037
Stolen vehicles recovered	41	116	40	197
Fugitives arrested	547	1,695	441	2,683
Felony arrests	369	1,216	411	1,996
Other criminal violations	2,141	5,946	2,061	10,148
Total Criminal Violations	3,939	11,278	3,844	19,061
Total Other Traffic Violations†	32,658	60,195	9,268	102,121
Total Traffic and Criminal Violations	42,801	88,086	14,783	145,670

Note: Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies.

† Total Other Traffic Violations includes speeding, DWLR, GDL, work zone violation, and other traffic violations.



Future Strategies

The 2012 national annual “Click it or Ticket” campaign will be held from May 20, 2013 to June 2, 2013. GHSP will participate in this effort and will also conduct a second statewide Click It or Ticket campaign encompassing the 2013 Thanksgiving Holiday in November.

In addition to the statewide mobilization efforts for Click It or Ticket, GHSP will conduct a mini-mobilization during April 2013 that will target survey counties below the 90 percent threshold. Those counties include Alamance, Columbus, Franklin, Guilford, Nash, Onslow, Robeson and Wake counties. GHSP will be exploring innovative approaches to ramping up efforts in these counties. GHSP will focus particular attention to nighttime seat belt enforcement, and will conduct meetings with all law enforcement agencies in each of these counties to communicate the importance of improving seat belt compliance rates and their role in reaching the goals set for each county.

GHSP will support all FY2013 seat belt mobilization efforts with earned and/or paid media to draw attention to each of the campaigns. North Carolina utilizes a variety of media modes to raise awareness for enforcement efforts in the state.



Police Traffic Services

Speeding is a factor in 39% of all motor vehicle fatalities in North Carolina. GHSP is committed to supporting proven countermeasures to reduce the frequency of speed-related crashes and fatalities.

Background and Noteworthy Programs

North Carolina has made substantial progress in reducing speed-related fatalities. During 2011, there were 148 fewer speeding-related fatalities in North Carolina in comparison to 2007 – a decrease of 24 percent. Nonetheless, speeding continues to be a major cause of injury and fatality on North Carolina roadways. More than 25,000 speeding-related crashes cost North Carolina, its citizens and companies an average of more than \$1 billion each year in direct economic costs due to injuries and property damage. The social and individual tragedy of loss of life and health are incalculable.

GHSP introduced the safety campaign, “No Need 2 Speed,” in June 2006 to encourage drivers to slow down and follow the speed limit. The initial pilot project was conducted in Robeson, Cumberland, Harnett and Johnston counties. Since that time, the effort has grown substantially.



Implementation of the program has been dependent on overcoming several obstacles. A major challenge has been in the courts, after citations are issued.

To help bring the issue of speed-related crashes and fatalities to the forefront – and to build on recent progress – the UNC Highway Safety Research Center (HSRC), with support from GHSP and the NC Department of Transportation, hosted the “North Carolina Speed and Safety





Symposium” in October 2011. The event brought together local and state government decision-makers, judicial experts, policy-makers, injury-prevention specialists, road planners and engineers, and law enforcement. The Symposium featured presentations by international experts on effective speed management practices worldwide, as well as presentations on the problem of speeding and speed-related crashes in North Carolina.

The following day a stakeholders meeting involving the North Carolina Department of Transportation, HSRC project team members, speed and safety experts, and officials and representatives from nine other North Carolina agencies and a legislative task force, met to continue discussing potential speed management strategies and research needs. HSRC subsequently developed a list of recommendations for the state to consider for improving speed management practices and policies. These recommendations have been presented to the State’s Executive Committee for Highway Safety, to the Child Fatality Task Force, and to engineering groups. Stakeholders continue meeting to prioritize implementable strategies and to pursue policy changes to address speeding in North Carolina.

Programs Results

No Need 2 Speed. During FY2012, law enforcement agencies in North Carolina conducted the “No Need 2 Speed” campaign during April 2-9, 2012. In total, 3,205 checkpoints and saturation patrols were conducted, resulting in 13,435 speeding citations. Additionally, the campaign produced 829 DWI arrests, 3,258 safety belt and child passenger violations, 1,003 drug arrests, and 819 fugitives captured. Detailed results from No Need 2 Speed activities in FY2012 are presented below.

Key Statistics

- During 2011, there were 474 speeding-related fatalities in NC.
- Speeding is more common in crashes involving young drivers (ages 16 to 19) than adult drivers.
- Motorcyclists involved in crashes were more likely to be speeding than drivers of other types of vehicles.
- Speeding is more often a factor in nighttime crashes (between 10 p.m. and 6 a.m.) than daytime crashes.





**Results of “No Need 2 Speed” Activities
During FY2012**

	Spring No Need 2 Speed
Checkpoints	721
Saturation patrols	2,484
Checkpoints and Saturation Patrols	3,205
Under 21 DWI charges	105
21 and over DWI charges	724
Total DWI charges	829
Safety belt violations	2,832
Child passenger safety	426
Total Occupant Restraint Charges	3,258
Drug violations	1,003
Stolen vehicles recovered	51
Fugitives arrested	819
Felony arrests	472
Other criminal violations	2,404
Total Criminal Violations	4,749
Speeding	13,435
All other traffic violations	15,622
Total Other Traffic Violations	29,057
Total Traffic and Criminal Violations	39,150

Note: Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies.



Future Strategies

The FY 2013 annual “No Need 2 Speed” campaign will be held during April 2013. The plan is to continue this campaign and look for continued growth in future years. In addition, GHSP will focus law enforcement and media attention on the enforcement of speeding at night and will share county maps with agencies in counties that are overrepresented in speeding fatalities, showing the locations of these crashes and the time of day they are occurring. GHSP will seek buy in from the agencies to address the problem locations and GHSP will offer incentives or funding as needed to enhance the enforcement efforts.



Young Drivers

Motor vehicle crashes are the leading cause of death among teenagers in North Carolina. GHSP is supporting and evaluating several innovative approaches to improving young driver safety.

Background and Noteworthy Programs

North Carolina has seen substantial reductions in fatal crashes involving young drivers in recent years. Between 2004 and 2011, fatal crashes decreased by 47%, with a drop of 15% in 2011 alone. These decreases have occurred for young drivers of all ages, and are evident even when taking population changes into account. Despite this progress, young drivers continue to be over-represented in crashes compared to adult drivers. In 2011, 16 to 20-year-olds comprised 7% of the population in North Carolina, yet they accounted for 13% of all crashes and 11% of fatal crashes. GHSP is committed to further reducing young driver crashes and the injuries and costs associated with these crashes.

More than half of teens killed in crashes in North Carolina during 2011 were unrestrained. To address this problem, the Governor's Highway Safety Program developed "Click It or Ticket, Securing Your Future" to encourage safety belt use among teenage drivers. Click It or Ticket, Securing Your Future began in 53 high schools in 16 counties in the fall of 2005. The program requires drivers and passengers at participating schools to buckle their seat belts before leaving school property or risk losing on campus parking privileges. Participating schools are provided exit signs, a citation booklet, brochures that have parent/student agreements, and promotional items to use as incentives for students who are buckled. In 2011, over 93,000 students from 312 high schools in over 90 counties participated in the program.

Key Statistics

- During 2011, there were 176 fatal crashes in NC involving drivers age 20 or younger.
- The young driver fatal crash rate per 10,000 population has decreased 54% since 2007.
- In 2011, 16 to 20-year-olds comprised 7% of the NC population, but accounted for 11% of fatal crashes.

GHSP also supports "StreetSafe," a program fashioned after the Emergency Vehicle Operations course used in training law enforcement and fire personnel. StreetSafe is a hands-on driving program for young drivers designed to change the driving behaviors that cause moving violations, crashes, DWI's, injuries and death. During the program, young drivers witness and experience the consequences of improper motor vehicle operation, particularly in dangerous situations, but in a controlled





environment. As a result, they gain the experience and information they need to appreciate driving safely and to become better drivers. StreetSafe focuses on such behaviors as speeding, distractions, following too closely, seatbelt use and the use of alcohol/drugs and driving, emphasizing the decision making process. StreetSafe is a non-profit,

charitable initiative taught by police officers, highway patrolmen, firemen, judges, insurance executives and driver education professionals. Although the program is available to all families in North Carolina who wish to participate, it operates as an alternative to infractions in several districts. During FY2012, StreetSafe received 402 funds to help expand the program. This funding supported a mobile office, two program vehicles, and an equipment trailer and cones.

Another important safety program aimed at young drivers is “VIP for a VIP” (Vehicle Injury Prevention for a Very Important Person). The objective of the program is to educate teenage drivers about the dangers of driving impaired or distracted. The VIP for a VIP program was conceived in 1998 when two off-duty firefighters came upon a vehicle accident that had just occurred involving two teens who had decided to skip school that day. The driver lost control of the vehicle and struck a bridge column, ejecting her from the vehicle, which came to rest on top of her taking her life. In the days following the accident, the firefighters struggled with this senseless loss and purposed to develop a program to educate teens by bringing the reality of what they saw that day to high school students in North Carolina.



The mission of the program is to bring the sight, sounds, and smell of a fatal vehicle accident to high school students in a dramatic way in hopes of embedding the consequences of these often senseless events into the minds of teenage drivers. The vision is that, at the end of the day, students will have a realistic picture of what can happen as a result of one moment of inattention. The program is delivered by volunteers from local Fire, EMS, Police, and State Highway Patrol agencies. There is no cost to the hosting school. Programs are usually scheduled in the spring and fall near prom and



homecoming events. Since 1998, 71,727 students have experienced the VIP for a VIP program. The program has been supported, in part, through 410 Alcohol SAFETY-LU grants provided by GHSP.

Finally, GHSP has used 402 funding to support a Driver Education Consultant within the Department of Public Instruction. This employee works closely with all driver education groups in the state. He has been tasked with the implementation of a statewide standardized curriculum for driver education and will develop a strategic plan for driver education in North Carolina.

Programs Results

StreetSafe Teen Driving Program. StreetSafe used 402 funding from GHSP to expand its efforts during FY2012. StreetSafe conducted nearly 60 sessions, reaching approximately 3,600 young drivers and 1,800 parents. Brunswick County was added during FY2012, bringing the total number of counties in which StreetSafe regularly operates up to five. Students who attend StreetSafe get to experience the dangers of speed, distractions and following too closely, while learning the importance of wearing their seatbelt, not drinking and driving, and valuable information about driving near tractor trailers. Accompanying parents learn the financial liabilities of having a young driver on their insurance policy and are encouraged by a district court judge to better monitor their young drivers.



Exit surveys indicate these young drivers learned and enjoyed the StreetSafe experience. Moreover, District Attorneys regularly offer anecdotal evidence of the positive comments they receive in their communities about StreetSafe. During FY2013, the UNC Highway Safety Research Center (HSRC) will receive 402 funding to begin a formal evaluation of the StreetSafe



program. The evaluation will measure short-term changes in participants' knowledge, beliefs and behavior. Additionally, a comparison group of teenagers who do *not* participate in the program will be included to further clarify the effects of the program. Future years of support will examine the long-term effects of the StreetSafe program on crash rates of participants.

VIP for a VIP. With the help of 410 Alcohol SAFETY-LU funding, the “VIP for a VIP” program was able to expand during FY2012. In total, 34 presentations were held at high schools across North Carolina reaching 19,231 students. To measure success and solicit feedback, schools administered pre- and post-event questionnaires to students attending the program. Results from the questionnaires show that 34% of the students indicated a negative to positive behavior, 54% maintained a positive behavior, 9% maintained a negative behavior, and 3% showed a positive to negative behavior. Often, however, the biggest indicator of the effect of the program is watching large groups of teens brought to silence, some crying, during the program – everyone focused on the message being delivered. After the program, teens often come by to look at the crash car and express personal thanks to the staff. Many letters from students, teachers and parents are received complimenting the program's effectiveness. The program's Facebook page has engaged over 8,000 fans who, in their comments, further testify to the program's impact on students.

Future Strategies

GHSP is committed to exploring and evaluating innovative approaches to training young drivers. GHSP will continue to fund educational presentation activities and hands on driver training. Both approaches utilize law enforcement and rescue personnel in delivering the training. GHSP is interested in determining the impact of these educational and training efforts on teen driving crashes, and is funding evaluation efforts for FY2013.



Motorcycle Safety

Motorcyclists comprise an increasing proportion of traffic fatalities in North Carolina, even as overall motor vehicle fatalities are declining. GHSP strongly supports efforts to provide training to help motorcyclists become safe riders.

Background and Noteworthy Programs

Motorcycles are an increasingly popular form of transportation in North Carolina. Between 2001 and 2010, motorcycle registrations per capita increased by 65%. Not surprisingly, the number of motorcyclist crashes and fatalities during that period increased as well. There were 168 motorcyclist fatalities in North Carolina in 2011, up from 98 in 2000. Motorcyclists now account for 14 percent of all traffic fatalities, compared to just 6 percent of fatalities in 2000.

In North Carolina, all operators and passengers on motorcycles and mopeds are required to wear a helmet that complies with Federal Motor Vehicle Safety Standard (FMVSS) 218. Research shows that a motorcycle rider who is not wearing a helmet is five times more likely to sustain a critical head injury than a helmeted rider. In North Carolina, the vast majority of fatally or seriously injured motorcyclists were wearing a helmet when they crashed. Only 11 fatally injured motorcycle riders in 2011 were not wearing a helmet. The Centers for Disease Control (CDC) has named North Carolina as number 1 in the nation for lives saved due to motorcycle helmet use, and number 2 in the nation for money saved due to helmet use.



A key safety initiative to reduce motorcyclist crashes and fatalities is “BikeSafe North Carolina.” Sponsored by the State Highway Patrol and the Governor’s Highway Safety Program, BikeSafe offers training in riding techniques and discusses safety topics. The training is conducted by law





enforcement motor officers in a non-threatening, non-enforcement environment. Students are typically experienced riders that are interested in improving their riding skills. The training takes place in the classroom and on the streets. Once on the road, students are paired with a motorcycle officer that

observes their riding techniques. The motorcycle officer provides feedback on the riding techniques that were observed on the ride and offers instruction on how the rider can improve his/her techniques to become a safer rider. The on-street assessment is repeated and feedback and instruction are provided a second time. GHSP supports the BikeSafe program through both 402 and 2010 motorcycle safety incentive funds.

Between April 30 and May 6, 2012, state and local law enforcement officers conducted a special campaign as part of Motorcycle Safety Week. The campaign included stepped up patrols as well as education for cyclists and motorists about the importance of motorcycle safety. In addition, GHSP partnered with law enforcement agencies to conduct motorcycle safety rider training courses across the state.

During FY2012, GHSP supported a project using 402 funds to identify the underlying cause(s) of the unusually high motorcycle crash rate in western North Carolina. In fact, 8 of the top 10 counties with the highest rates of crashes per registered motorcycle are in the western part of the state. During the upcoming year, researchers will recommend interventions that are most likely to reduce these motorcycle crashes, and design an evaluation plan to measure the effects of these countermeasure(s).

Key Statistics

- **During 2011, there were 168 motorcyclist fatalities in North Carolina.**
- **There are currently more than 182,000 registered motorcycles in NC, up 65% from 2001.**
- **The fatality rate per 10,000 registered motorcycles is unchanged over the past 10 years.**
- **Riders 45 and older now comprise almost half (48%) of motorcyclist fatalities, up from 36% in 2001.**
- **Only 11 fatally injured motorcycle riders in 2011 were not wearing a helmet.**



Programs Results

BikeSafe North Carolina. Both 402 and 2010 motorcycle safety incentive funding has enabled BikeSafe to expand in recent years. During 2012, there were 14 host agencies for the BikeSafe program. These agencies conducted a total of 65 BikeSafe events with 418 attendees. By comparison, there were 37 BikeSafe events with 202 attendees during 2011. Currently, there are 110 BikeSafe assessors across the state.



A follow-up survey was sent to motorcyclists six months after their participation in the BikeSafe program. Among survey respondents, 88% reported their standard of riding improved and they are safer riders as a result of their participation in BikeSafe.

Motorcycle Safety Week Campaign. State and local law enforcement officers conducted 558 checkpoints and 1,707 saturation patrols during the week-long Motorcycle Safety Awareness Campaign. During the enforcement period, a total of 30,562 motorists were cited for traffic and criminal violations. Citations included 769 DWI charges, 2,855 occupant restraint charges, 38 stolen vehicles recovered, and 638 fugitives arrested.

Future Strategies

BikeSafe North Carolina has become extremely popular. In 2011, GHSP established three Regional Bike Safe Coordinators in addition to the Statewide Coordinator. The long range goal is to have the program available to all riders in North Carolina.

GHSP will conduct a kickoff event for Motorcycle Safety Awareness month in May 2012. GHSP will seek earned media attention that will be gained from partnerships with NC DOT Communications Office, SHP, local law enforcement, rider groups, Camp Leujune Military Base, etc. Typically, the kickoff event will feature the GHSP Director, state law enforcement, local law enforcement, and Camp Leujune’s Marine General. Bike Safe will conduct a training in conjunction with the event. Additional advertising will be done at select movie theaters, gas stations, and in both radio and television markets throughout the state during Motorcycle Safety Awareness month.

GHSP will continue a partnership with Bike Fest held in Raleigh. The event draws approximately 75,000 attendees. A majority of the attendees are riders or are interested in becoming riders.



GHSP will promote rider safety and the various rider education and training opportunities available to riders in North Carolina.

GHSP will conduct a Motorcycle Safety Summit for law enforcement officers statewide during 2013. The summit will focus on motorcycle specific laws, issues, and enforcement efforts. In previous years, these summits have been attended by over 200 law enforcement officers. GHSP plans to continue these summits every other year.



Traffic Records

GHSP's goal is to provide direction and facilitate coordination among the safety data stewards and stakeholders, and to improve the transportation safety information systems in North Carolina.

Background and Noteworthy Programs

GHSP uses 408 funds to support a variety of efforts to improve traffic records systems in North Carolina. During FY2012, GHSP helped the NC Administrative Office of the Courts with eCitation, helped the NC State Highway Patrol with updated laptop computers for troopers, provided new printers for the LE officers issuing traffic citations, helped with resolving discrepancies between FARS and NC fatal crashes, helped NC Department of Transportation: Geographic Information Systems with updates to their systems, and allowed NC Emergency Medical Services an opportunity to develop a matching procedure for linking EMS, ED, and NC patient data to the NC crash data.

GHSP also has a representative on the NC Traffic Records Coordinating Committee (NC TRCC). The NC TRCC was first introduced in 2002 with the goal of getting all key North Carolina data users together to share information and to provide an opportunity to work together across agencies. The NC TRCC is represented by key contacts from a number of organizations including NC DOT, State Highway Patrol, NC Administrative Office of the Courts, NC Public Health, NC Emergency Medical Services, FHWA and NHTSA. This group of representatives is made up of the agency data and data system specialists who know how their data records and database systems work. The NC TRCC makes recommendations to the NC Executive Committee for Highway Safety Committee, which then makes final policy and financial decisions on any recommendations.

The current NC TRCC has a steering committee who worked on assisting the DOT DMV Traffic Records Section with revising the NC DMV 349 Crash Report for the first time in 10 years. The first phase of this process has been completed and the recommendations will be implemented when several other critical NC DOT system changes have been completed first.

GHSP appointed a senior Highway Safety Specialist (HSS) as the new NC Traffic Records Coordinator in the fall of 2012. In this role, the HSS is responsible for coordinating and planning the TRCC meetings. In addition, this individual planned and completed the 2012 Traffic Records Assessment (January 2012), provided input in the development of the new, completely



revamped 2012 Traffic Records Strategic Plan (May 2012), and helped prepare and submit the FY 2012 Section 408 Traffic Records Data Improvement Application (June 2012).

Newly Defined Goals of the NC TRCC

During FY2012, the NC TRCC decided to better identify the goals of the committee and bring them up-to-date. The June 2012 TR Strategic Plan includes the following description of the TRCC goals:

- Consider expanding the membership of the North Carolina TRCC to include additional stakeholders. Examples include local law enforcement, public health professionals, and transportation planners.
- In collaboration with the North Carolina GHSP, review and improve upon the protocol used in the identification, prioritization and selection of projects that are funded under the Section 408 State Traffic Safety Information System Improvement Grant program that was authorized under SAFETEA-LU and is administered by NHTSA.
- Annually review and update the Traffic Safety Information Systems Strategic Plan to measure progress on existing goals and objectives and to establish new goals and objectives. All TRCC members and additional stakeholders as necessary should provide input to the review/update process via facilitated workshops.

Future Strategies

For the last five years, NC has overseen the creation of a basic NC traffic records strategic plan document which served as the application to NHTSA for an allocation of NHTSA 408 Data Improvement monies set aside by Congress for all the states. These application/reports have been compiled through the NC Data Coordinator, along with input from the entire NC TRCC membership. As a result, NC has been awarded monies for the NC Data Coordinator to allocate to needed Traffic Record Data Improvements projects for each of the last five years.

Future projects will increase the number of law enforcement officers on eCitation, with the goal of 100 percent use by law enforcement within a few years. GHSP will also use 408 funds for programmers to develop an interface between eCitation and NCAWARE for arrestable offenses. This would allow law enforcement and magistrates to process on site arrests much more quickly and would allow law enforcement to return to their patrol duties much faster.



Statewide Traffic Survey

Each year, the Governor's Highway Safety Program conducts a statewide telephone survey, including a standard series of questions recommended by NHTSA, to gauge public opinion and awareness of traffic safety issues.

Survey Methodology

The *NHTSA-GHSA* statewide telephone survey, conducted by the Governor's Highway Safety Program of the North Carolina Department of Transportation, was administered by telephone to a randomly selected sample of North Carolina households with a working landline telephone as well as to a randomly selected sample of cell phone numbers. The survey was conducted between November 3 and November 16, 2011 using a random digit dialing call procedure. The use of random digit dialing provides each household possessing a working landline telephone an approximately equal chance of being selected. Use of random cell phone numbers improves the coverage of telephone data collection by including cell-only households. Non-household entities that were called during the survey were eliminated as non-eligible members of the sample.

To maintain the randomness of the respondent selection process, a *within household random selection procedure* was further used to choose a person within the selected household to participate in the survey. This individual needed to meet the screening requirements of age (15 ½ +), residency (full-time resident of North Carolina) and driving habits (drives a motor vehicle as either a licensed driver, a driver with a learner's permit, or a driver not currently licensed to drive in North Carolina due to issues such as suspension or revocation).

The survey was conducted in 14 field sessions over the 14-day period of November 3 to November 16, 2011. Calls were placed during various day-parts throughout the week and on weekends to maximize a cross-section of respondent attributes. Multiple calls were placed to households until an interview was completed or a final disposition code was assigned. The average length of the telephone interview was 12 minutes.

The survey resulted in 606 interviews, yielding a response rate of 34.7% using the American Association for Public Opinion Research's COOP1 equation for calculating cooperation rates. For a sample of this size, the margin of error attributable to sampling is plus or minus four percentage points at the 95% level of confidence. This means in 95 out of 100 samples among the same target population, the results should differ by no more than four percentage points.



The margin of error for survey sub-groups is higher due to the fact that the results for these sub-groups are derived from a smaller number of respondents.

Survey Summary

In this second statewide telephone survey conducted among drivers in North Carolina, the results reveal attitudes and behaviors that are generally consistent with the findings of the first survey conducted in 2010. A strong majority of North Carolina drivers wears their seat belts while operating and riding in a vehicle, though the 2011 survey shows a slight decrease in the proportion who say they wear their safety belt “all the time.” Close to one-half of the survey respondents once again indicate that during the past 30 days they have had at least one alcoholic drink, with nearly eight in ten once more saying that they have not driven a motor vehicle within two hours after having a drink. And while drivers profess to sometimes operating their vehicles faster than the posted speed as they did in 2010, this year’s findings show that the state’s drivers are somewhat more likely to drive faster than they acknowledged a year ago.

The awareness to campaigns and public service announcements regarding seat belt usage and the risks associated with drinking and driving and driving too fast has slipped from one year ago. The proportion of North Carolina drivers familiar with seat belt enforcement campaigns has dropped seven percentage points, while familiarity with speed enforcement messages declined four points and awareness to impaired driving campaigns fell by two percentage points. Some of this may be attributed to the timing in which the surveys have been conducted in relation to when particular safety campaigns are underway.

In spite of the declines in campaign and message recall, drivers believe that the chances of getting caught not wearing a safety belt, speeding, and driving while impaired are better today than they were one year ago. Drinking and driving is regarded as the most likely of the three where drivers will be caught if they ignore the law, with one in two respondents believing that it is “very likely” a driver who has been drinking will be arrested, up eight percentage points from 2010.

Drivers’ attitudes remained generally stable with regard to penalties used to enforce the use of seat belts as well as measures taken to reduce the number of speeders and drunk drivers on the state’s roadways. Survey respondents continue to oppose points being placed on their driver’s license for not wearing their seat belt. They are even more opposed than they were in 2010 for points against their insurance for noncompliance with safety belt laws. Once again, however, drivers in 2011 favor increasing fines for not wearing seat belts. Respondents strongly favor four out of five penalties tested for driving while impaired, with each of the four garnering a minimum of seven in ten supporters. These include increasing fines, lengthening both the suspension and revocation periods, and installing breath testing devices on vehicles. The lone measure that is opposed by drivers is lowering the blood alcohol level to be considered impaired. Slightly more support is present in 2011 for the use of automated speed



enforcement efforts, such as red light cameras and speed cameras, to slow down speeding drivers.

As was the case in the 2010 survey, the 2011 version included a series of driver safety programs and campaigns that were presented to respondents to test their level of familiarity. *Click It or Ticket* is the most widely recognized seat belt usage campaign among North Carolinians, followed at some distance by *Buckle Up for Safety*. These results are consistent with the previous survey findings. *Friends Don't Let Friends Drive Drunk* and *Booze It and Lose It* are the two most familiar impaired driving campaigns in North Carolina, again repeating the results of the 2010 study. Two impaired driving campaigns were added to the 2011 survey – *Sober or Slammer* and *Drive Sober or Get Pulled Over*. In both instances, the survey panel has a limited degree of familiarity with these programs.

Some North Carolina drivers have had experience driving through daytime and nighttime checkpoints during the past twelve months. These are checkpoints used by law enforcement to catch drivers who do not use their seat belts or who drive while impaired, among other offenses. Three in ten survey respondents have driven through a daytime checkpoint in the past year, while one in four has driven through a nighttime checkpoint during the same period.

The survey resulted in 606 randomly selected participants. These individuals represent a diverse and representative mix of the North Carolina population. A total of 91 of North Carolina's 100 counties are represented which include large, medium, small, and rural locations. Gender and age were monitored throughout the data collection phase of the study and closely mirror U.S. Census Bureau statistics for North Carolina. The survey sample consisted of some over-representation of white respondents and under-representation of Blacks and Hispanics. Respondents represent a good cross-section of the state's population with respect to household income, educational achievement, and driving habits.

Survey Results

Safety Belts

Nine out of ten survey respondents (90%) indicate that they wear their seat belt "all of the time." Seven percent say they wear it "most of the time." The proportion of drivers who always wear their safety belt is down slightly from one year ago (93%).

During the 60-day period preceding the telephone survey, 34% of survey participants recall having seen, heard or read information about seat belt law enforcement campaigns and programs in North Carolina. This figure is down seven percentage points from the 2010 survey.

More than four in ten respondents believe that drivers who do not wear their safety belt (42%) are "very likely" to be stopped by law enforcement officials. This represents an increase of six



points over the past year. Thirty-six percent of respondents say it is “somewhat likely” a driver will be issued a ticket for a seat belt violation.

Chance of Receiving a Ticket for Not Buckling Up

	<u>2011</u>	<u>2010</u>
Very likely	42%	36%
Somewhat likely	36%	40%
Not very likely	18%	20%
Don't know/Not sure	3%	4%

Four safety belt campaign programs were presented to respondents to rate based on their level of familiarity with each one. *Click It or Ticket* is once again the most prominent of the four programs, as 91% of the survey panel is “very familiar” with this campaign. Fifty-three percent of respondents are “very familiar” with *Buckle Up for Safety.* The two remaining programs – *Buckle Up America* and *RU Buckled* – are considerably less well known by North Carolinians (“very familiar” ratings of 28% and 12%, respectively). The order of familiarity with these programs and, to a degree, the general proportion of responses within categories has not changed since the 2010 survey.

Familiarity with Safety Belt Programs

	<u>Buckle Up America</u>		<u>RU Buckled</u>		<u>Click It Or Ticket</u>		<u>Buckle Up For Safety</u>	
	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>
Very familiar	28%	19%	12%	15%	91%	90%	53%	55%
Somewhat familiar	25%	24%	12%	12%	6%	8%	29%	28%
Not very familiar	11%	14%	11%	13%	1%	1%	4%	6%
Not at all familiar	35%	41%	62%	58%	2%	2%	14%	12%
Don't know/Not sure	1%	2%	2%	3%	0%	0%	0%	0%

Survey respondents continue to support an increase of the \$25 fine for not wearing a seat belt. The percentage of drivers favoring this penalty remained at 64% from the 2010 survey. Respondents are less favorable to the other two measures presented. Sixty percent oppose points on a driver’s insurance for non-seat belt use (up from 54%), while 53% oppose points on one’s driving record (down from 54%).



Support for Stronger Safety Belt Penalties

	Increase <u>Fine</u>		Points on <u>License</u>		Points on <u>Insurance</u>	
	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>	<u>2011</u>	<u>2010</u>
Favor	64%	64%	44%	44%	38%	42%
Oppose	35%	34%	53%	54%	60%	54%
Don't know/Not sure	1%	2%	3%	2%	1%	3%

Three in ten drivers participating in the survey (30%) say they have driven through a daytime checkpoint during the previous 12 months. This represents a slight decline from 2010 in which 33% reported experience with daytime checkpoints during the prior year.

Driving While Impaired

Forty-three percent of survey respondents say that during the previous 30 days they have consumed at least one alcoholic drink, consistent with the 2010 reporting of 45%. Within this group, 78% say they have not operated a vehicle within two hours after drinking alcohol (again, consistent with the 2010 report of 77%). Still, however, 15% acknowledge that they have driven a vehicle within two hours after consuming alcohol on one to two days during the month. Four percent have driven on three to five days within two hours after drinking alcohol.

Number of Days Driving Within 2 Hours after Drinking

(Among those reporting having a drink in the past 30 days)

	<u>2011</u>	<u>2010</u>
None	78%	77%
1 to 2 days	15%	14%
3 to 5 days	4%	4%
6 to 10 days	2%	1%
11 to 20 days	0%	0%
21 to 30 days	0%	1%
Don't know/Not sure	1%	1%



(Note: Due to the fact that drinking and driving is a socially unacceptable behavior, there may be some under-reporting of the number of days in which respondents drove after consuming alcohol. The proportion of respondents reporting that they have not driven a vehicle within two hours of drinking, as well as those who admit that they have, may actually be higher than what has been reported.)

Six out of ten survey respondents (60%) have seen, read or heard messages and related information during the prior 60 days regarding the risks of drinking and driving. This compares to 62% in the 2010 telephone survey.

One in two respondents (50%) believes the chances of being arrested for drinking and driving in North Carolina are “very likely,” while 43% think the chances are “somewhat likely.” There has been a noticeable shift from the “somewhat likely” category to the “very likely” category since the 2010 survey (42% “very likely” and 48% “somewhat likely”).

Chance of Being Arrested for Drinking and Driving

	<u>2011</u>	<u>2010</u>
Very likely	50%	42%
Somewhat likely	43%	48%
Not very likely	6%	8%
Don't know/Not sure	1%	2%

The survey presented respondents with six impaired driving campaigns to rate based on the level of familiarity drivers have with each one. *Friends Don't Let Friends Drive Drunk* and *Booze It and Lose It* are clearly the most recognizable impaired driving programs in North Carolina, rated as “very familiar” by 91% and 81%, respectively. These figures are five percentage points higher than in 2010. *Over the Limit, Under Arrest* (23% “very familiar”) and *Checkpoint Strikeforce* (13% “very familiar”) poll slightly higher in the 2011 survey. Two other campaigns – *Sober or Slammer* and *Drive Sober or Get Pulled Over* – were introduced for the first time in the 2011 study, with each resulting in a “very familiar” rating of 13%.



Familiarity with Impaired Driving Messages

	Friends Don't Let Friends Drive Drunk		Sober or Slammer		Check-point Strike-force		Booze It and Lose It		Drive Sober or Get Pulled Over		Over the Limit, Under Arrest	
	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010
Very familiar	91%	86%	13%	-	13%	10%	81%	76%	13%	-	23%	21%
Somewhat familiar	6%	11%	14%	-	16%	18%	12%	15%	17%	-	17%	20%
Not very familiar	0%	1%	13%	-	10%	11%	2%	3%	10%	-	7%	12%
Not at all familiar	2%	2%	59%	-	59%	60%	5%	6%	58%	-	51%	46%
Don't know/Not sure	0%	0%	2%	-	2%	1%	0%	0%	2%	-	2%	1%

Survey participants are strongly in favor of four of the five potential penalties that may be imposed on drivers who choose to drink and drive. Eighty-six percent favor increasing the fine for drunk driving, while nearly as many support lengthening the revocation period for convicted offenders (81%) and lengthening the suspension of a driver's license (80%). In each of these cases, the proportion of respondents who favored these measures in 2010 is nearly identical. Attaching a breath testing device on an offender's vehicle – a new item in the 2011 survey – is also strongly supported by 70% of respondents. The only penalty not favored by a majority of respondents is a lowering of the blood alcohol level to be considered driving under the influence, which is favored by 38% of respondents.

Support for Stronger Impaired Driving Penalties

	Increase Fine		Longer Suspension of License		Longer Revocation of License		Lower Blood Alcohol Level		Attach Breath Testing Device	
	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010
Favor	86%	85%	80%	79%	81%	78%	38%	39%	70%	-
Oppose	10%	12%	17%	17%	16%	18%	56%	55%	29%	-
Don't know/Not sure	4%	3%	3%	4%	3%	4%	6%	6%	1%	-



One in four drivers surveyed (26%) has driven through a nighttime checkpoint during the prior 12 months that had been set up by law enforcement officials to catch drivers who elect to drink and drive. This proportion is unchanged from the 2010 survey.

Speeding

North Carolina drivers are driving faster in slower speed zones than they were in 2010. While the proportion of drivers who say they drive more than five miles per hour over the posted speed limit in a 30 MPH zone at least occasionally has remained constant over the past year, a larger subgroup (26%) admits to driving five miles per hour faster over the posted speed “most of the time.” This figure compares to just 22% from the 2010 survey. Seventeen percent say they exceed the posted speed by at least five miles per hour “about half the time,” while 41% indicate they speed occasionally. Sixteen percent say they “never” drive more than five miles per hour over the posted speed.

**Frequency of Driving More than 5 MPH over the Limit
in a 30 MPH Zone**

	<u>2011</u>	<u>2010</u>
Most of the time	26%	22%
About half the time	17%	17%
Occasionally	41%	46%
Never	16%	15%
Don't know/Not sure	0%	1%

This survey also suggests that North Carolina drivers are driving faster in higher speed zones. While the proportion of drivers who say they “never” drive more than five miles per hour faster than the A larger segment of respondents in 2011 (59%) states that it has not read, seen, or heard speed related messages or information from police and law enforcement agencies concerning speed enforcement programs over what was reported in 2010 (55%).



Frequency of Driving More than 5 MPH over the Limit in a 65 MPH Zone

	<u>2011</u>	<u>2010</u>
Most of the time	17%	14%
About half the time	13%	17%
Occasionally	39%	38%
Never	30%	31%
Don't know/Not sure	0%	0%

Eighty-eight percent of North Carolina drivers surveyed believe there is some chance that exceeding the posted speed will result in being pulled over and issued a citation. Forty-two percent believe the chances of receiving a ticket are “very likely,” while 46% say the chances are “somewhat likely.” One in ten drivers, however, does not think the likelihood of being caught speeding is very likely (10%).

Chance of Receiving a Ticket for Speeding

	<u>2011</u>	<u>2010</u>
Very likely	42%	37%
Somewhat likely	46%	52%
Not very likely	10%	10%
Don't know/Not sure	1%	1%

The results of the 2011 version of the survey reveal a statistical split between North Carolina drivers who favor the use of automated traffic enforcement efforts like speed cameras and red light cameras, and drivers who oppose these efforts. There has been a decrease in the percentage of drivers in favor of these types of measures during the past year. Today, 19% of respondents “strongly favor” automated enforcement efforts and 30% “somewhat favor” them, while 21% “somewhat oppose” these actions and 27% “strongly oppose” them. Three percent are undecided.



Support for Automated Traffic Enforcement Efforts

	<u>2011</u>	<u>2010</u>
Strongly favor	19%	25%
Somewhat favor	30%	28%
Somewhat oppose	21%	18%
Strongly oppose	27%	26%
Don't know/Not sure	3%	3%

Demographics

The survey results represent the attitudes and behaviors of North Carolina citizens from 91 of the state's 100 counties. These counties and their locales depict a cross-section of the characteristics and geography that make up North Carolina as illustrated in the following tables. Females account for 53% of the sample, and respondents are closely aligned by age group with the current age statistics of the state.

Respondent Age Distribution

15 to 17	3%
18 to 21	6%
22 to 29	14%
30 to 39	17%
40 to 49	19%
50 to 59	18%
60 to 69	13%
70 or over	10%

The survey results do, however, represent some over-sampling of white respondents and under-sampling of Blacks and Hispanics. The distribution of respondents by educational attainment, household income, and weekly miles driven indicates good diversity among the sample.



Respondent Race Distribution

White/Caucasian	79%
Black/African-American	17%
Hispanic/Latino	2%
Asian/Pacific Islander	1%
Indian/Native American	1%
Other/Mixed race	1%

Respondent Education Distribution

Less than high school	8%
High school diploma	20%
Some school beyond high school	30%
Associate degree or equivalent	10%
Bachelor's degree	18%
Master's degree	8%
Doctorate or professional degree	4%

Household Income Distribution

Less than \$24,000	15%
\$24,001 to \$36,000	18%
\$36,001 to \$50,000	13%
\$50,001 to \$75,000	19%
\$75,001 to \$100,000	15%
\$100,001 to \$150,000	11%
\$150,001 or above	8%



Weekly Miles Driven

10 miles or less	4%
11 to 25 miles	12%
26 to 50 miles	17%
51 to 100 miles	27%
101 to 250 miles	23%
251 to 500 miles	9%
More than 500 miles	6%
Don't know/Not sure	2%



Paid Media Plan

The GHSP participated in a number of media partnerships during FY2012. These partnerships are described in detail below.

NHL Hockey (\$135,000)

Carolina Hurricanes. The GHSP continued its partnership with the Carolina Hurricanes and the PNC Arena in Raleigh. The hockey season ran from September 2011-March 2012.

Reach During the 2011-2012 season, 41 home games were attended by 657,747 fans, with an average of 16,042 fans per game. The PNC Arena has over 1.5 million visitors each year.

Elements of the Media Plan One in-ice logo on center ice (one of only four logos), with an average of 8 to 10 minutes of visibility during televised games.
Sponsorship of a team poster giveaway night, which included 15,000 posters with the Click It or Ticket logo.
Posting of 20 signs located on the stop signs around the parking lots to encourage motorists to buckle up as they enter and exit the venue.



NFL Football (\$110,000)

Carolina Panthers. The GHSP renewed its partnership with the Carolina Panthers and the Bank of America Stadium in Charlotte. The NFL season ran from August 2011-January 2012.

Reach The Panthers had the seventh highest attendance of any NFL team during the 2011-2012 season. Eight home games were attended by 578,342 fans.

Elements of the Media Plan One “Booze It & Lose It” end zone sign that is visible throughout the stadium.

Radio advertising for both “Click It or Ticket” and “Booze It & Lose It” in both the pre-game and post-game shows.

Posting of arena signs located on the entrances and exits throughout the stadium, reminding motorists to not drink and drive as they enter the stadium and to encourage motorists to buckle up as they exit the venue.

Minor League Baseball (\$91,100)

Asheville Tourists. The Asheville Tourists season ran from April-September 2012.

Reach The 70 home games at McCormick Field were attended by 157,199 fans.

Elements of the Media Plan Sponsorship of “Click It or Ticket” night. On this night, anyone who showed a badge at the box office received half price admission to the game. That night included a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP also had public service announcements during the game.

Grandstand sign at McCormick Field. The dimensions of the sign were 8’ x 20’ and the sign was visible to all through the ballpark.

Carolina Mudcats. The Carolina Mudcats season ran from April-September 2012.

Reach The Mudcats 70 home games at Five County Stadium were attended by 255,216 fans.

Elements of the Media Plan Sponsorship of “Click It or Ticket” night. On this night, anyone who showed a badge at the box office received free admission to the game. The night included a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP also had



public service announcements during the game.

Grandstand sign measuring 10' x 20'.

Muddy's (mascot) entrance during each home game. Every home game during the season Muddy made a grand entrance during the first inning. Muddy rode around the warning track on his four-wheeler and stopped in front of the fans to giveaway T-shirts with his very own T-shirt shooter. Public Service announcement mentioned and the "Click It or Ticket" logo appeared on the video board during Muddy's entrance.

Charlotte Knights. The Charlotte Knights season ran from April-September 2012.

Reach The 72 home games at Knight's Stadium were attended by 279,107 fans.

Elements of the Media Plan Sponsorship of "Click It or Ticket" night. On this night, anyone who showed a badge at the box office received half price admission to the game. That night included a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP also had public service announcements during the game.

Grandstand sign at Knight's Stadium. The dimensions of the sign were 8' x 20' and the sign was visible to all through the ballpark.

Durham Bulls. The Durham Bulls season ran from April-September 2012.

Reach The 71 home games at the Durham Bulls Athletic Park were attended by 472,682 fans.

Elements of the Media Plan Sponsorship of "Click It or Ticket" night. On this night, anyone who showed a badge at the box office received half price admission to the game. That night included a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP also had public service announcements during the game.

Grandstand sign at Durham Bulls Athletic Park.

Exit signs in the concourse.

Public service announcements throughout each game.





Greensboro Grasshoppers. The Grasshoppers season ran from April-September 2012.

Reach The 70 home games at NewBridge Bank Park were attended by 388,218 fans.

Elements of the Media Plan Sponsorship of “Click It or Ticket” night. On this night, anyone who showed a badge at the box office received half price admission to the game (first 200 in free). That night included a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP also had public service announcements during the game.

Grandstand sign at NewBridge Bank Park. The dimensions of the sign were 8’ x 20’ and the sign was visible to all throughout the ballpark.

A promotional spot every Friday and Saturday night during home games throughout the season. Prior to the fireworks show, GHSP had a public service announcement that appeared on the scoreboard to the waiting audience.

Hickory Crawdads. The Hickory Crawdads season ran from April-September 2012.

Reach The 69 home games at LP Frans Stadium were attended by 131,131 fans.



Elements of the Media Plan Sponsorship of “Click It or Ticket” night. On this night, anyone who showed a badge at the box office received free admission to the game. That night included a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP also had public service announcements during the game.

Grandstand sign measuring 8’ x 20’.

Nightly public service announcements.

Kannapolis Intimidators. The Kannapolis Intimidators season ran from April-September 2012.

Reach The 67 home games at CMC-NorthEast Stadium were attended by 138,487 fans.

Elements of the Media Plan Sponsorship of “Click It or Ticket” night. On this night, anyone who showed a badge at the box office received free admission to the game. That night included a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP also had public service announcements during the game.

Grandstand sign at CMC-NorthEast Stadium. The dimensions of the sign were 8’ x 20’ and the sign was visible to all through the ballpark.

Winston-Salem Dash. The Winston-Salem Dash season ran from April-September 2012.

Reach The 70 home games at BB&T Ballpark were attended by 312,416 fans.

Elements of the Media Plan Sponsorship of “Click It or Ticket” night and “Booze It & Lose It” nights. On these nights, anyone who showed a badge at the box office received half priced admission to the game. Each night included a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP also had public service announcements during the games.

Grandstand sign at BB&T Ballpark. The electronic sign was visible to all through the ballpark.



College Athletics (\$268,600)

During FY2012, GHSP partnered with the following college teams: Duke University, North Carolina State University, University of North Carolina at Chapel Hill, Wake Forest University, Appalachian University, East Carolina University, and UNC-Wilmington. “Click It or Ticket” and “Booze It & Lose It” radio public service announcements were aired during each game. Other elements included advertising during tailgating and on the transportation passes to games.

ISP. ISP, America's Home for College Sports, broadcasted the 2011-2012 football and basketball seasons, which occurred from August-March.

Reach On average, two million people a month tuned into these radio networks and listened to the games, most of whom matched our 18-44 target demographic.

Elements of the Media Plan During Appalachian’s football season, GHSP received two (2) :30 spots during the pre and post-game radio broadcast along with a PA announcement during the home games. GHSP was also the sponsor of a tee shirt toss at each home game.

During Duke University’s football season, GHSP received two (2) :30 spots during the pre- and post-game radio broadcast along with a PA announcement during home games. GHSP also received an ad for “Booze It & Lose It” on the scoreboard screen. GHSP sponsored the Duke versus Georgia Tech football game, partnering with Forensic Tests for Alcohol, the Durham Police Department, and the Duke University Police Department to educate game attendees on impaired driving. During the Duke basketball season, GHSP received one (1) :30 radio spot, a PA announcement during the home games, and a web banner on goduke.com.

During East Carolina University’s football season, GHSP received two (2) :30 spots during the pre and post-game radio broadcast along with a PA announcement during the home games.

During Wake Forest University’s football season, GHSP received two (2) :30 spots during the pre- and post-game radio broadcast along with a PA announcement during home games. GHSP also received an ad for “Booze It & Lose It” on the scoreboard screen.

N.C. State. N.C. State’s football and basketball seasons occurred from August 2011-March 2012.

Reach The 8 football home games at Carter-Finley Stadium were



attended by 442,654 fans. The 16 basketball home games at the RBC Center were attended by 238,571 fans. For both sports, most of the fans who attended games matched our 18-44 target demographic.

Elements of the Media Plan Sponsorship of “Drive the Game” feature during each (12) football game radio broadcast, and one (1) :30 second commercial during all 28 regular season basketball games. In addition, GHSP was a supporting partner for the WITH (Wolfpack In the House) program, who promote safety before the football games in the Fan Zone. This partnership includes signage in the Fan Zone, GHSP logo placement on golf carts used by the WITH team and inclusion on the video board messages as a supporting partner of WITH. GHSP also received a replay sponsorship during the 4th quarter of each home football game that included a visual on the message boards in the stadium.

For N.C. State basketball, GHSP received one (1) :30 video board PSA during the second half of all 16 home games, which also included a live read announcement. During all home football and basketball games GHSP received logo placement on signage as fans entered and exited Carter-Finley and the RBC Center, which included both the “Click It or Ticket” and “Booze It & Lose It” messaging.

UNC Chapel Hill. UNC Chapel Hill’s football and basketball seasons occurred from August 2011-March 2012. The media plan was implemented through Tar Heel Sports Marketing.

Reach The 7 football home games at Kenan Memorial Stadium were attended by 392,000 fans. The 18 basketball home games at the Smith Center were attended by 362,867 fans. For both sports, most of the fans who attended games matched our 18-44 target demographic.

Elements of the Media Plan Two (2) :30 second commercials during all 12 football games and one (1) :30 second commercial during all 32 basketball games. In addition, one Public Address Announcement at each basketball and football home game was aired. During the football and basketball season over 100,000 fans attend games via the Park and Ride buses which transport fans from various locations. Each person receives a wrist band, which they wear and serves as their return ticket. GHSP sponsored the Park and Ride passes and had the “Booze It & Lose It” logo on all wristbands.



UNC Wilmington. UNC Wilmington’s basketball and baseball seasons occurred from August 2011-March 2012.

Reach The 15 basketball home games were attended by roughly 2,500 to 3,500 fans each. The 28 baseball home games were attended by up to 1,200 fans each.

Elements of the Media Plan During UNC-Wilmington’s basketball season, GHSP received two (2) :30 spots during the pre and post-game radio broadcast along with a PA announcement during the home games. GHSP was also featured on the Seahawk’s jumbotron scoreboard during home basketball games and received one game sponsorship with display opportunities.

During UNC-Wilmington’s baseball season, GHSP received signage in the stadium and had a game sponsorship featuring local law enforcement agencies and traffic safety partners.

NASCAR (\$125,000)

GHSP continued its partnership with Charlotte Motor Speedway in Charlotte. The NASCAR season took place from May-October 2012.

Reach On average, one million people visit the track each year. Many of these individuals were male and matched our 18-44 target demographic.

Elements of the Media Plan Public service announcement on all jumbo-trons and 125 close circuit TVs prior to and after driver introductions at no cost.

Public address announcements throughout event weekends, and “Click It or Ticket” signage around the track.

Charlotte Motor Speedway provided GHSP with 50 tickets to all NASCAR events to use for law enforcement promotional purposes.





Huddle High Schools-Sporting Events (\$225,000)

GHSP began a partnership with Huddle that provides sporting event tickets to all high schools in North Carolina. GHSP receives messaging on all tickets at 430 high schools across the state and targets traffic safety messaging to teens and parents on these tickets. Additionally, GHSP utilizes QR codes that can be scanned by ticket holders and video messages concerning traffic safety are shown on the users' smart phone. Approximately 8.6 million tickets are being distributed for the 2012-2013 school year.

Other Components of the Media Plan

In the area of occupant protection, North Carolina participated in the national "Click It or Ticket" mobilization in FY 2012. A primary focus of media efforts was the counties and demographic groups which demonstrated low seat belt usage as indicated in the Occupant Protection section of the Highway Safety Plan. Paid media spots conveyed an enforcement message to compliment the national media placement. In addition to paid public service announcements on television and radio, the spot was strategically placed in movie theaters across the state airing prior to the feature presentation. The GHSP also used gas station advertising in low seat belt usage counties to promote the Click It or Ticket message. Finally, earned media was conducted statewide with planned campaign kickoffs and approximately 1,500 checkpoints planned for the mobilization.



North Carolina also participated in all national impaired driving mobilizations. A state specific public service announcement was placed across the state during the holiday campaign (Dec 2011 – Jan 2012). In addition, the spot was strategically placed in movie theaters across the state airing prior to the feature presentation. The GHSP also used gas station advertising in high alcohol-related crash areas to promote the “Booze It & Lose It” message during each impaired driving mobilization. Earned media was gained from kickoff events as well as high visibility checkpoints throughout the campaigns.

North Carolina continues to implement the “Click It or Ticket, Securing your Future” initiative, which targets high school age drivers. This program was launched in the fall of 2005 in 53 high schools across the state and is now in more than 317 schools, reaching almost 95,000 student drivers. North Carolina’s goal is to eventually have this initiative in every high school in North Carolina.

For the fifth year in row the GHSP also published a Law Enforcement Calendar which featured a different law enforcement agency each month. The calendar included all campaign and GHSP event dates. This is very popular calendar that allows for our messages and schedule of activities to reach those who need the information.



Looking to the Future

GHSP will continue to serve as a leader for emerging traffic safety issues, funding results-oriented and innovative programs to help accomplish our vision of saving lives.

Although considerable progress has been made in recent years toward achieving North Carolina's goals for reducing motor vehicle crashes, injuries and fatalities, there are a number of challenges facing the state in the upcoming years.

Seat Belt Use. North Carolina's observed rate of seat belt use is above the national average. However, it has proven difficult to achieve a seat belt rate over 90%. GHSP continues to fund a variety of educational and enforcement efforts to increase belt use. These activities have targeted specific counties below the 90% threshold, as well as subgroups with lower rates of belt use (e.g., males and young drivers). GHSP is also focusing law enforcement and media attention on nighttime seat belt enforcement.

Speeding. Speeding is a factor in 39% of all motor vehicle fatalities in North Carolina. To address this issue, GHSP sponsored the "North Carolina Speed and Safety Symposium" during FY2012. One of the primary recommendations from the Symposium was to pursue limited automated speed enforcement. Research suggests this approach can play an important role in reducing both driver speeds and crashes. Presently, North Carolinians are split on their approval of automated traffic enforcement. Moreover, legislative leadership changed in 2012, and it appears the current legislative climate may be less favorable to automated enforcement. Nonetheless, GHSP remains committed to supporting a comprehensive approach for reducing speed-related crashes in North Carolina.

Motorcycle Safety. Motorcyclists comprise an increasing proportion of traffic fatalities in North Carolina, even as overall motor vehicle fatalities are declining. This likely reflects the growing popularity in motorcycle riding during recent years. GHSP strongly supports efforts to provide training to help motorcyclists become safe riders. North Carolina will be expanding its "BikeSafe" program in an effort to reduce motorcycle crashes and fatalities.

Hispanic Drivers. The Hispanic/Latino population has grown substantially in North Carolina during the last decade. In 2004, GHSP partnered with Latino non-profit El Pueblo to create *Nuestra Seguridad, The Hispanic Highway Safety Education Campaign*. Nuestra Seguridad is an initiative to reduce the disproportionate amount of highway safety fatalities and injuries among Hispanic drivers in North Carolina. The focus of the program is to increase awareness of driving laws and safety issues among Hispanics. This is likely to become even more important in upcoming years as the Hispanic population continues to grow in North Carolina.



Traffic Records. North Carolina needs assistance from the federal level to continue its efforts to upgrade its traffic records. This would include improvements in providing complete data to the general population as well as those who need the data for decision making.

Pedestrians. Each year, approximately 160 pedestrians are killed by motor vehicles in North Carolina. Reducing pedestrian fatalities is one of the long-term challenges facing our state. GHSP welcomes new and innovative programs and approaches to reduce pedestrian fatalities.

GHSP is receptive to new ideas. We encourage our current grantees, and those organizations with which we have not worked in the past, to bring us their best ideas for solving traffic safety challenges in their communities.

