



Highway Safety Plan Annual Report Federal Fiscal Year 2022

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VISION ZERO 
Zero fatalities. Zero excuses.

Prepared by

**NORTH DAKOTA DEPARTMENT OF
TRANSPORTATION**

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Executive Summary

Over the past five years (2017-2021), North Dakota has experienced a 12.9% reduction in motor vehicle crash fatalities.

This reduction can be attributed to North Dakota's continued commitment to traffic safety in federal fiscal year (FFY) 2022 through Vision Zero – a statewide initiative to reduce motor vehicle crash fatalities and serious injuries in North Dakota to zero.

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

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

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

This Annual Report is an account of previous FFY activity and progress toward achieving the safety goals set forth in the FFY 2022 HSP.

Progress Toward FFY 2022 Performance Targets

The FFY 2022 North Dakota HSP included performance measures and targets to be achieved through projects and activities conducted to address motor vehicle crash problems.

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

North Dakota is on target to meet 4 of 12 identified core performance and behavior targets for FFY 2022. See the attachment titled, Assessment of Results in Achieving Performance Targets for FFY 22 and FFY 21, for results.

A1-A3 Core Activity Performance Measures

Activity Measures	2017	2018	2019*	2020**	2021
A-1) Seat Belt Citations	3,879	3,243	1,341	2,742	2,673
A-2) Impaired Driving Citations	723	400	253	480	471
A-3) Speeding Citations	4,902	4,141	3,713	5,828	6,545

*Core activity performance measures were decreased due to canceled enforcement campaigns and fewer overtime hours worked during enforcement campaigns due to the COVID-19 pandemic. **FFY 2020 saw fewer overtime hours worked as agencies continued to be affected by the COVID-19 pandemic.

Adjustments to Achieve Progress

North Dakota is on target to meet 4 of 12 identified core performance and behavior targets for FFY 2022. The following targets are not on track to be met based on current year reporting.

Core Targets

- C-1) Number of Traffic Fatalities
- C-2) Number of Serious Injuries in Traffic Crashes
- C-3) Fatalities/VMT
- C-4) Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions
- C-6) Number of Speed-Related Fatalities
- C-7) Number of Motorcyclist Fatalities
- C-9) Number of Drivers Age 20 or Younger Involved in Fatal Crashes
- C-10) Number of Pedestrian Fatalities
- B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants

Non-Core Targets

- A-4) Percentage of Traffic Citations Electronically Submitted
- A-6) Distracted Driving Citations (All Violations – DOT Data)
- A-7) Drug Impaired Driving – Number of DUI Blood Samples Tested for Drug Metabolites (State Toxicology Data)

To better achieve progress toward identified targets, the NDDOT and Vision Zero partners began to update the North Dakota SHSP/Vision Zero Plan in FFY 2022. The SHSP update process will include:

- A consultative approach with multidisciplinary stakeholders.
- Strategic direction and coordination by the NDDOT.
- Data driven problem identification.
- A performance-based approach.
- Use of effective strategies (i.e., countermeasures).
- Strategy implementation processes.
- Evaluation processes.

Priorities for North Dakota's SHSP/Vision Zero Plan are to:

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

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

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

Additionally, Priority Emphasis Area (PEA) Teams comprised of Vision Zero stakeholders continue to work actively toward the following strategy implementation activity. This strategy implementation, once complete, will substantially advance progress toward safety performance targets.

- The Occupant Protection PEA is preparing to advance a Primary Seat Belt law through the 2023 North Dakota Legislature.
- The Impaired Driving PEA is working toward data system improvements to track DUI offenses from arrest through adjudication to better inform DUI prevention programs; and continuing with an oral fluid testing pilot program to better identify the problem of drug-impaired driving in North Dakota through data collection. The NDDOT Highway Safety Division has also added the services of a Judicial Outreach Liaison who is actively working to build judicial and court system capacity for DUI prevention and recidivism reduction.
- The Speed/Aggressive Driving PEA is considering strategies that will more effectively deter speed and aggressive driving.

State Attitudes Survey Results

The NDDOT Highway Safety Division completes a survey of North Dakota motorist knowledge, attitudes, behaviors and beliefs (KABB). The KABB survey is conducted annually and includes the questions identified in NHTSA's *Performance Measures for States and Federal Agencies* (DOT HS 811 025). Results of the KABB survey over the past five years, including the most recent 2021 results, are as follows. Fields with an asterisk indicate the question was not asked during the survey year.

Occupant Protection					
Survey Question	2017	2018	2019	2020	2021
How often do you use seat belts when you drive or ride in a vehicle? (Always)	74%	78%	77%	77%	78%
Have you recently read, seen, or heard anything about seat belt law enforcement? (% Yes)	71%	72%	75%	79%	83%
What do you think the chance is of getting a ticket if you don't wear your seat belt? (% very likely, likely, and somewhat likely)	75%	73%	73%	72%	68%
To what extent do you favor (strongly favor, somewhat favor) a primary seat belt law?	62%	62%	58%	61%	57%

Impaired Driving					
Survey Question	2017	2018	2019	2020	2021
Have you recently read, seen, or heard anything about drunk driving enforcement? (% Yes)	86%	88%	87%	89%	92%
Chance of someone getting arrested if they drive after drinking alcohol? (% very likely, likely, and somewhat likely)	95%	93%	93%	92%	*
How often do you designate a sober driver? (Always, Nearly Always)	*	*	81%	83%	*
In the past year, have you driven even though you felt your ability to drive may have been compromised by drugs? (Yes)	*	*	1%	2%	*

Speed					
Survey Question	2017	2018	2019	2020	2021
On a road with a 75 mph speed limit, how often do you drive faster than 80 mph? (Always, Nearly Always)	11%	9%	10%	10%	*
What do you think the chance is of getting a ticket if you drive over the speed limit? (% very likely, likely, and somewhat likely)	94%	94%	95%	94%	94%

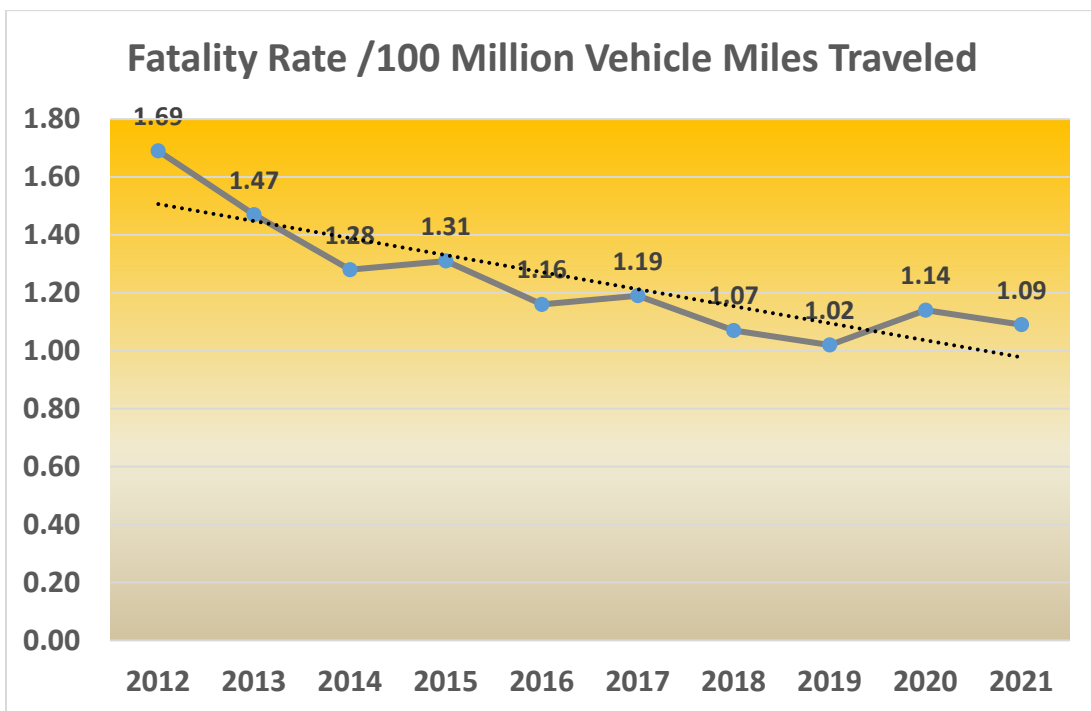
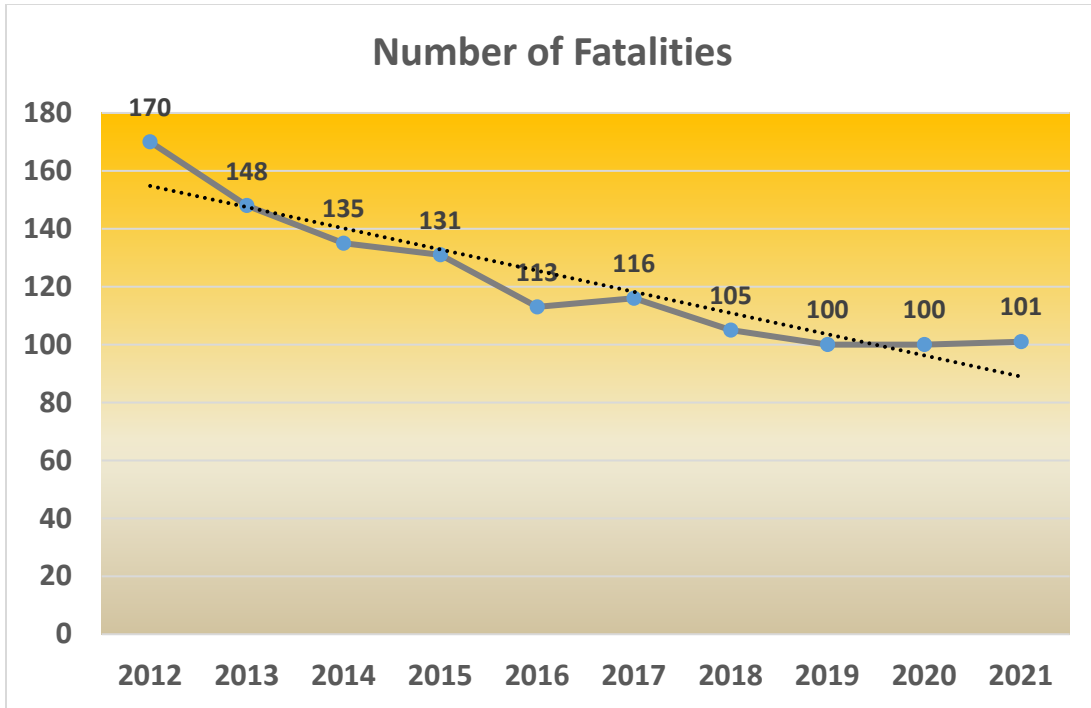
Have you recently read, seen, or heard anything about speed enforcement? (% Yes)	35%	36%	40%	38%	*
To what extent do you favor (strongly favor, somewhat favor) higher speed penalties?	36%	36%	37%	37%	*

Distracted Driving					
Survey Question	2017	2018	2019	2020	2021
How often do you text message on a cell phone while driving a vehicle? (Never)	43%	55%	47%	49%	*
How often do you talk on your cell phone while driving a vehicle? (Never)	13%	19%	16%	18%	*
Have you recently read, seen, or heard anything about distracted driving? (% Yes)	68%	66%	66%	66%	*
What do you think the chance is of getting a ticket for distracted driving? (% very likely, likely, and somewhat likely)	*	*	70%	70%	69%
To what extent do you favor (strongly favor, somewhat favor) banning handheld cell phone use while driving?	*	*	56%	52%	52%

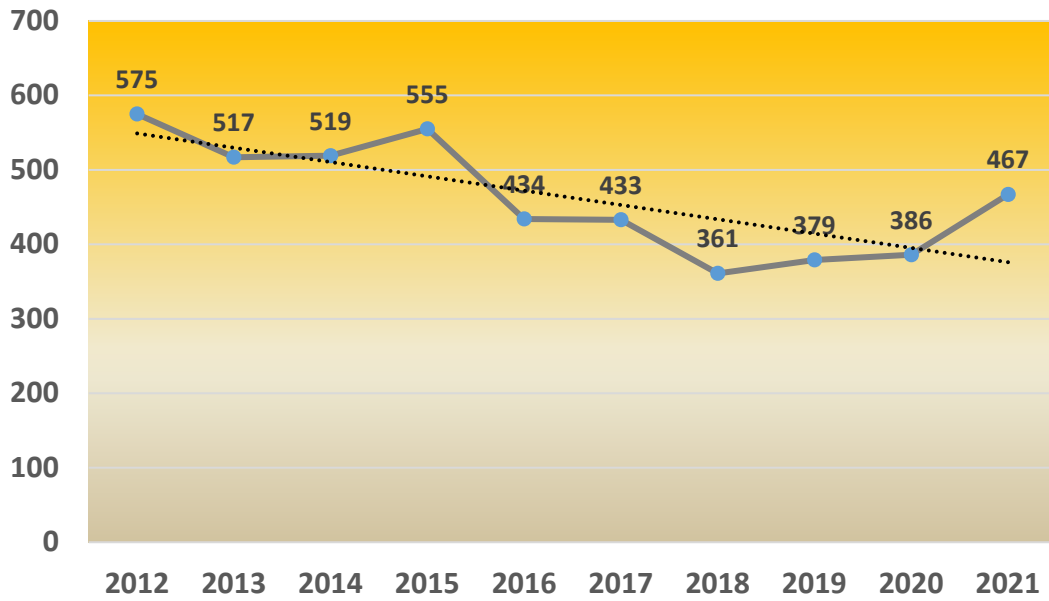
Vision Zero					
Survey Question	2017	2018	2019	2020	2021
Have you recently read, seen or heard traffic safety messages related to Vision Zero?	*	*	38%	48%	*

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

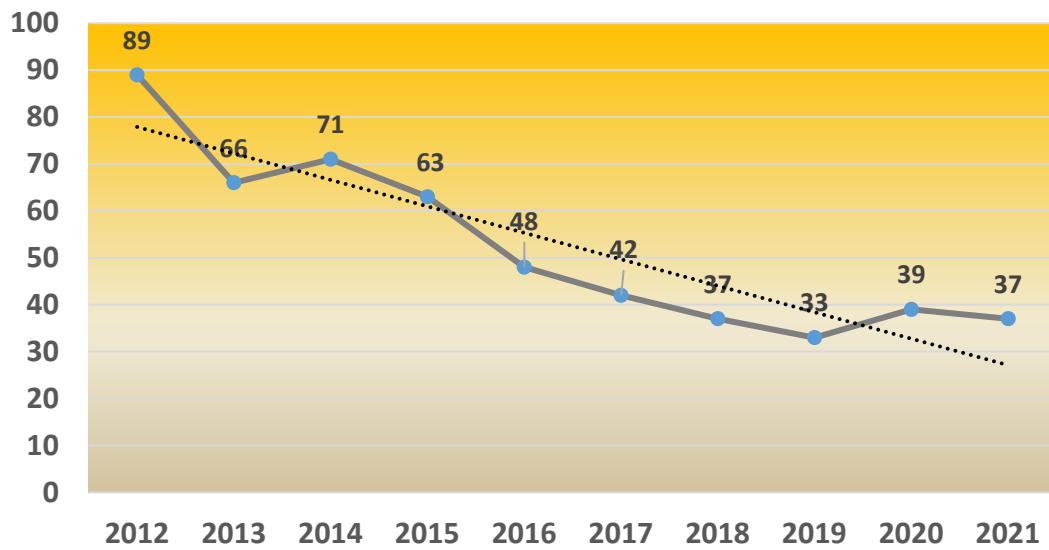
Core Performance Measures



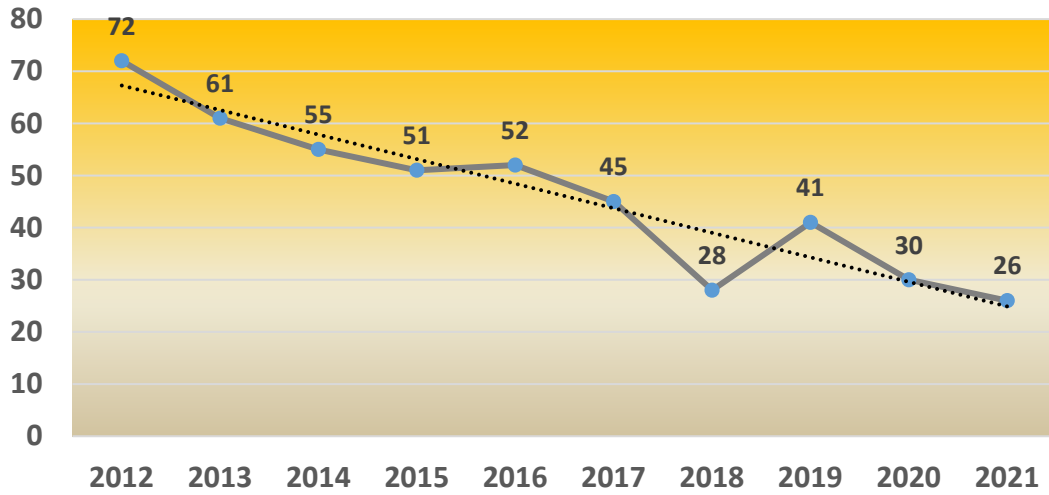
Number of Serious Injuries



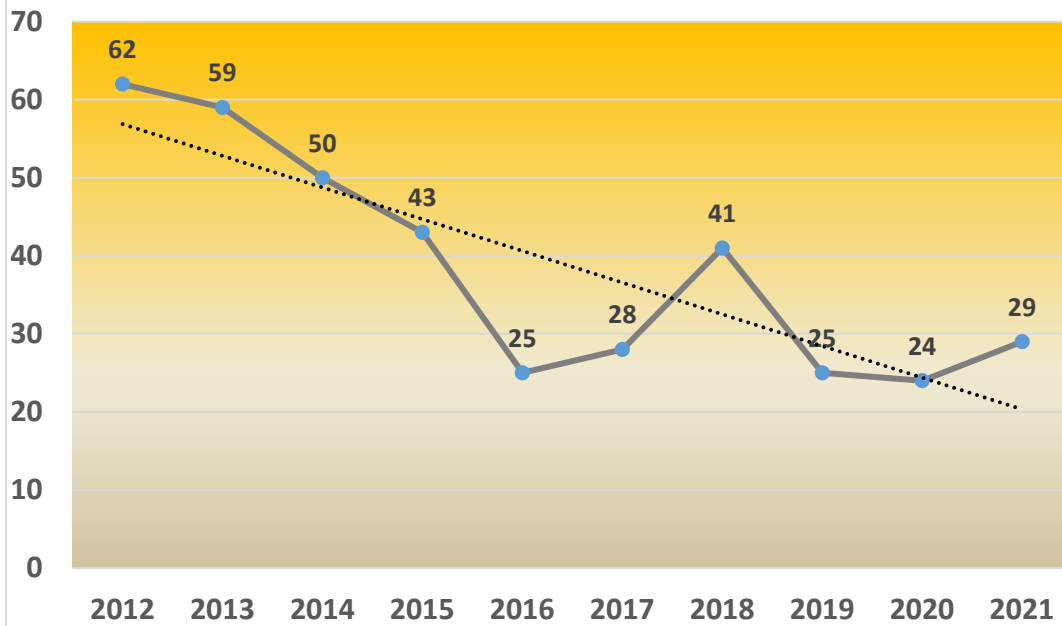
Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

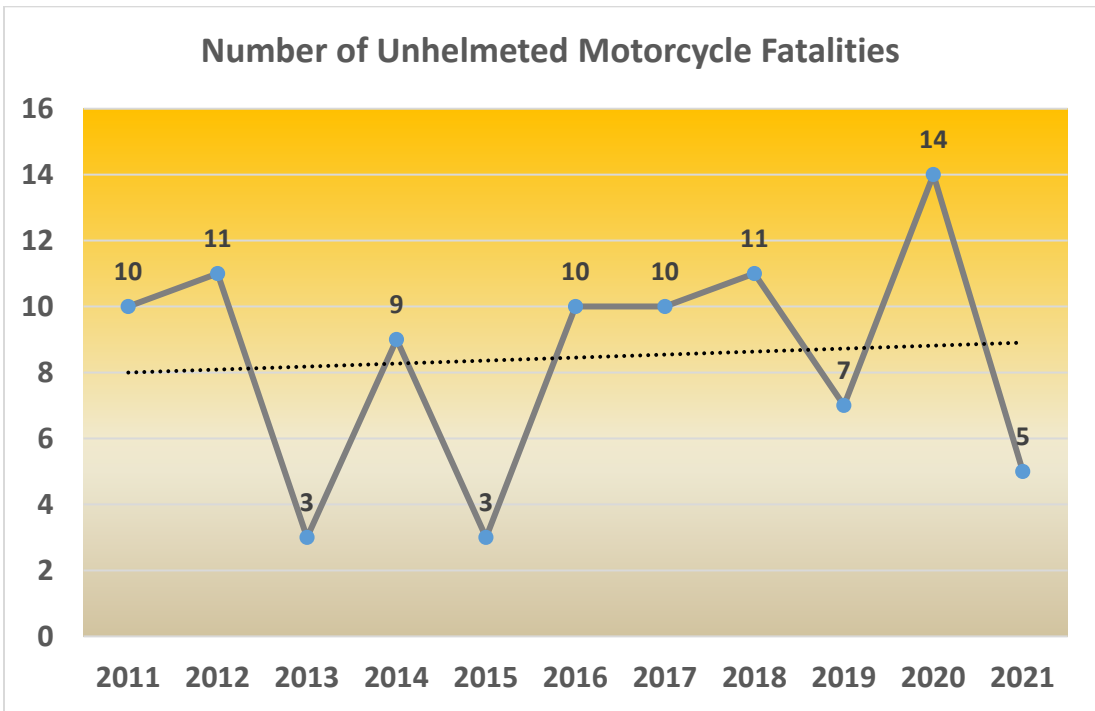
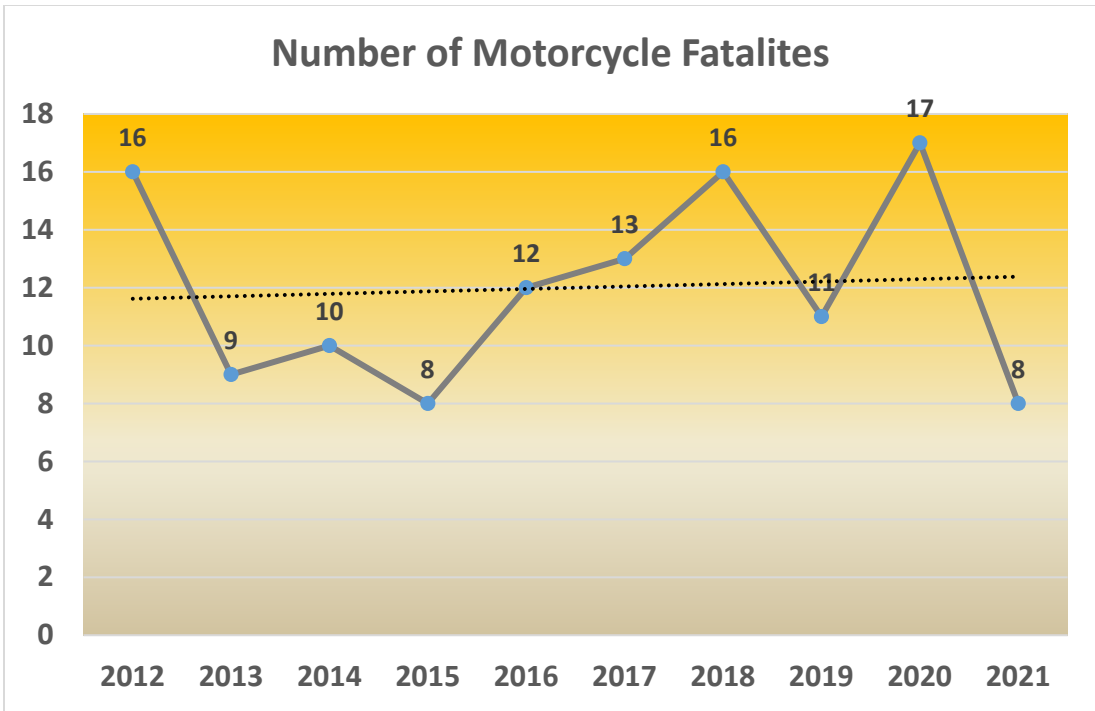


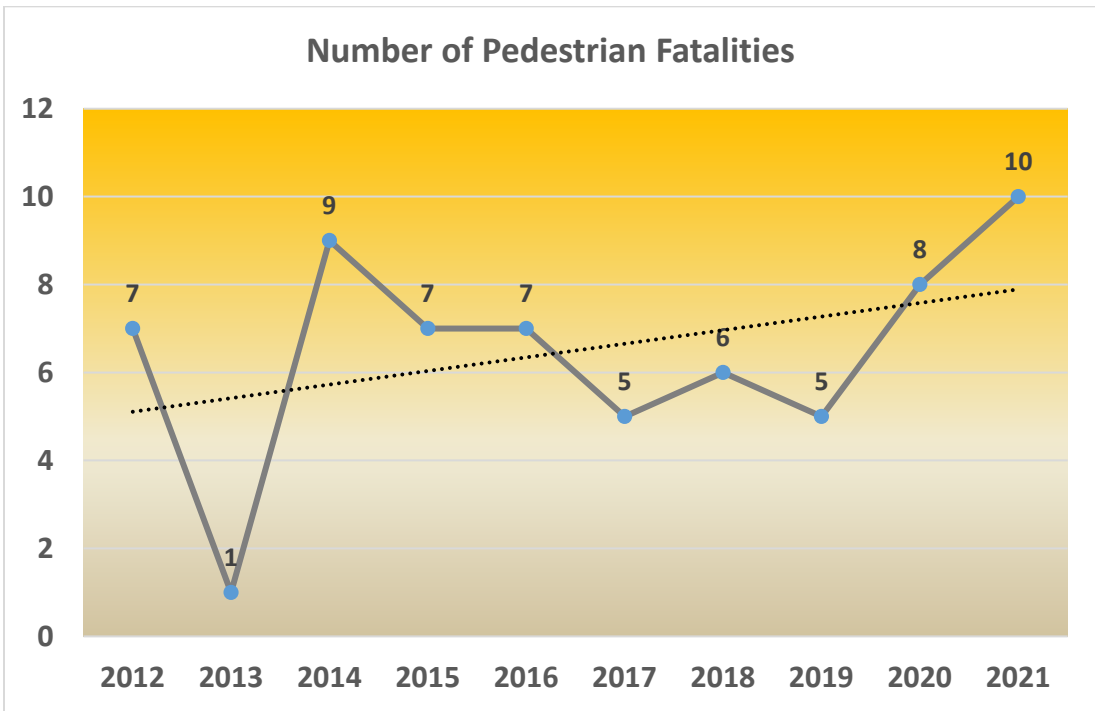
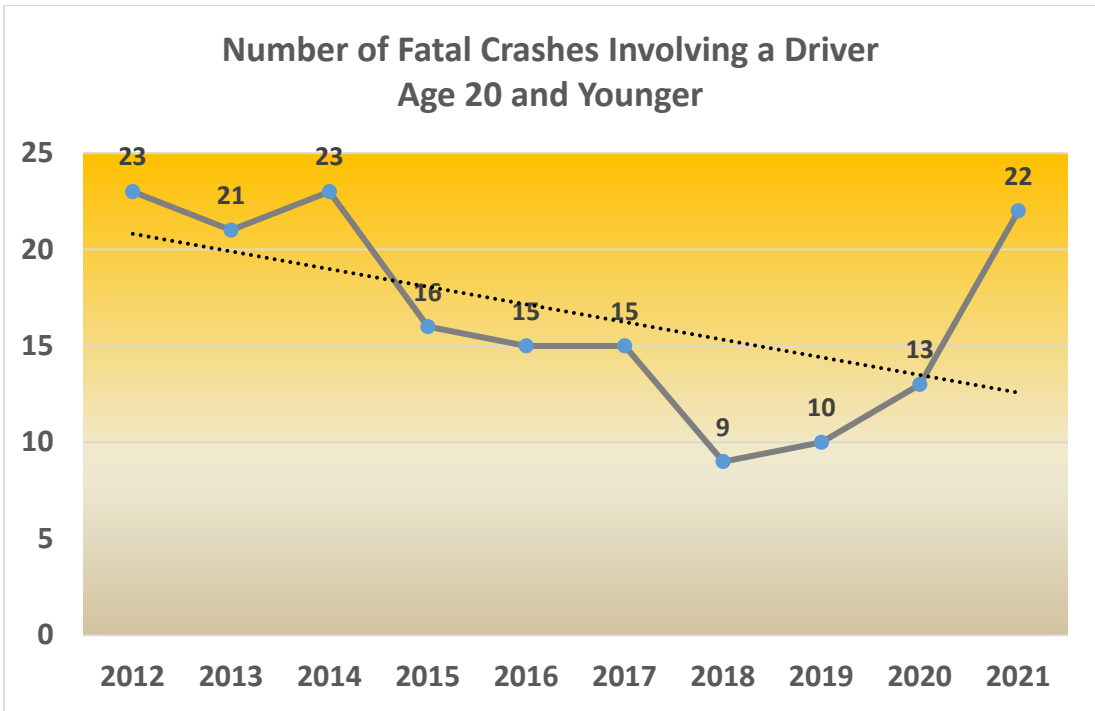
Number of Fatalities Involving a Driver or Motorcycle Operator with a Blood Alcohol Content (BAC) of .08 and Above

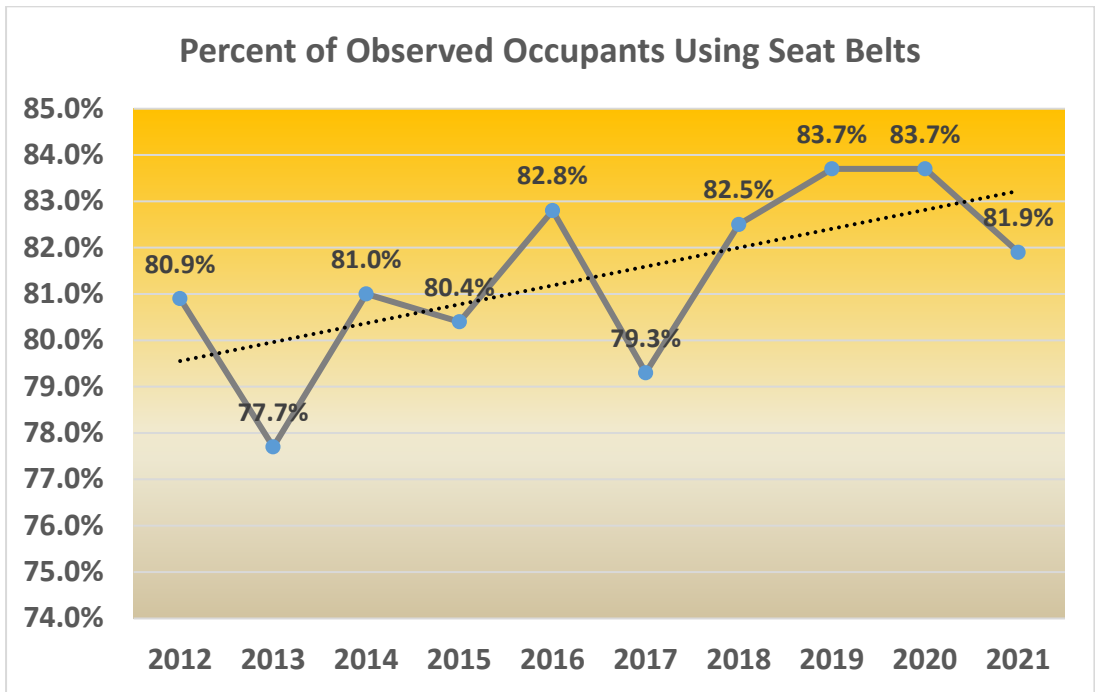
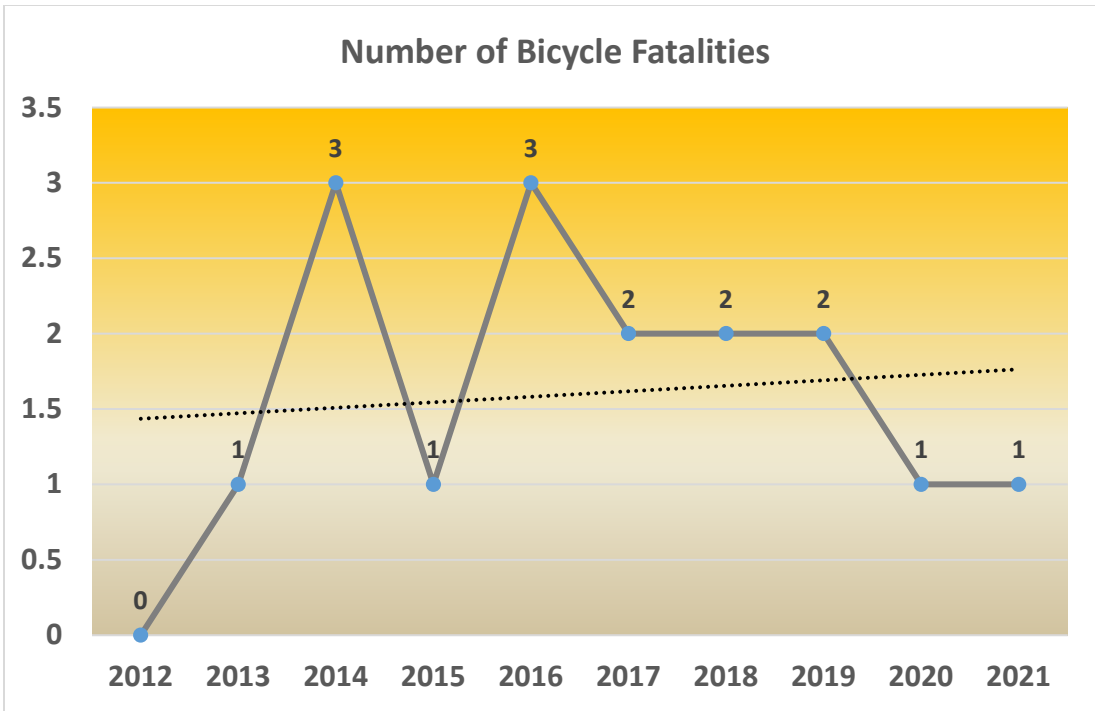


Number of Speed-Related Fatalities









FFY 2022 Project and Activity Summary

Planning and Administration

Contributions to HSP Performance Measures: This program area supported performance measure (C1) Number of Traffic Fatalities. The project provided funds toward program planning, implementation and evaluation.

Planning and Administration – PA2201-01

Budget Obligated: \$300,000

Budget Expended: \$93,000

Project Description and Activity

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

Community Traffic Safety Programs

Contributions to HSP Performance Measures: This program area supported performance measures (C1) Number of Traffic Fatalities, (C4) Unrestrained Passenger Vehicle Occupant Fatalities, and (C6) Speed Related Fatalities. Projects provided funds for research-based education and outreach.

Program Management – CP2209-01

Budget Obligated: \$330,000

Budget Expended: \$228,200

Project Description and Activity

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

Vision Zero Community Outreach Program – CP2299-01

Budget Obligated: STATE FUNDS

Budget Expended: \$686,944

Project Description and Activity

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

The NDACo's Vision Zero Outreach Manager is funded through this project and oversees the work of the four Vision Zero Coordinators who serve multi-county quadrants of the state.

Vision Zero Coordinators attended county and city commission meetings to discuss traffic safety outreach opportunities; spoke at civic group meetings; conducted Impact Teen Driver presentations; and sponsored athletic, rodeo, and speedway events. In addition, the coordinators set up booths at community events and utilized the Fatal Vision Goggles, Simulated Impaired Driving Experience (SIDNE) cart and driving simulators to engage the public as they provided traffic safety information about occupant protection, impaired driving, and distracted driving. Four Click-It for Coffee events were held during the national Click It or Ticket campaign to increase awareness of the importance of wearing seatbelts. The coordinators facilitated the launch of four Vision Zero School programs and assisted schools with traffic safety outreach projects.

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

Costs consisted of the direct management of the program including the Vision Zero Outreach Manager and coordinator salaries, travel, sponsorship packages and other direct costs.



CarFit Pilot Project – CP2209-03

Budget Obligated: \$25,000

Budget Expended: \$161

Project Description and Activity

This project was not fully completed in FFY22. North Dakota State University (NDSU) Upper Great Plains Transportation Institute (UGPTI) planned to evaluate a CarFit program to determine where the aging driver population might require additional education or intervention in order to more safely and successfully operate their vehicles. Due to COVID-19, the CarFit program continued to conduct virtual events only and UGPTI was not able to design and implement a CarFit pilot project statewide.

Costs included salary and approved indirect costs.

Media and Outreach – Commercial Motor Vehicle – CP2209-04-01

Budget Obligated: \$25,000

Budget Expended: \$24,744

Project Description and Activity

A new commercial motor vehicle creative campaign was launched in 2022. The video educates and encourages all drivers to take personal responsibility and drive safely around large vehicles. The campaign ran in July 2022 which was selected due to higher traffic volumes of commercial vehicles. The campaign consisted of digital and social media ads.

Costs included consultant fees and media purchases.

Media and Outreach – Native American Populations – CP2209-04-02

Budget Obligated: \$30,000

Budget Expended: \$23,021

Project Description and Activity

Native Americans in North Dakota are over-represented in fatal crashes. This campaign focused on “protecting life” – reinforcing the importance of buckling up and using the correct child safety seats. Campaign messages were distributed to North Dakota reservations via radio, digital and social media. Standing Rock Transit Bus advertising featured a buckle up ad.

Costs included consultant fees and costs for media purchases.



Media and Outreach – Other Areas of Emphasis – CP2209-05

Budget Obligated: \$25,000

Budget Expended: \$3,985

Project Description and Activity

Media and outreach activity under this project addressed the Other Areas of Emphasis within the Vision Zero Plan not addressed through other campaign activity. This included older drivers, vulnerable users (primarily pedestrians and bicyclists), ATV/OHV users and rural/local system roads. The outreach consisted of organic and paid social media.

Costs included consultant fees and costs for media purchases.

Program Development and Evaluation – CP2209-06

Budget Obligated: \$130,000

Budget Expended: \$44,026

Project Description and Activity

NDSU UGPTI completed the following evaluation projects.

- Completed the annual knowledge, attitudes, behaviors and beliefs (KABB) traffic safety survey which is consistent with NHTSA/GHSA-established performance measures.
- Analyzed crash and driver data sets requested to meet specific analysis needs of the NDDOT Highway Safety Division.
- Developed and conducted a young teen driver analysis to advance the understanding of how teen driver education preparation, in the graduated driver license process, influences traffic safety outcomes among young, novice drivers.
- Completed an observational study on the use of cell phones among drivers.

Project evaluation results were used to strengthen programs for improved outcomes.

Costs included consultant fees, sub-consultant fees, operating expenses and an approved indirect cost rate.

Vision Zero Partner Conference and Events Coordination – CP2209-07

Budget Obligated: \$145,000

Budget Expended: \$87,094

Project Description and Activity

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

Events completed under this project in FFY 2022 included:

The Vision Zero Partner Conference

- The conference was scheduled for April and was rescheduled to May due to a spring blizzard.
- Conducted a hybrid conference by building a website, sending and tracking email registrations and all virtual components, coordinating with Light and Sound for virtual and on-site sound and video and creating an evaluation.
- Worked with the hotel to reserve rooms for participants and speakers.
- Created flyers, name badges, a conference book, an awards program, evaluation design and report, and the Vision Zero Partner Awards.
- Provided earned and social media support.

Boundary Spanning Leadership

- Coordinated with the NDDOT to provide events planning for Boundary Spanning Leadership training to Vision Zero partners.

Capitol Christmas Tree

- Secured traffic safety items for the North Dakota Capitol Christmas Tree display.

Vision Zero Water Bottles

- o Partnered with North Dakota Local Technical Assistance Program with water bottle label design and vendor coordination. Bottles of water were distributed at various Vision Zero events.

Costs consisted of the consultant fees and direct costs associated with the Vision Zero Partner Conference and other events.

Media and Outreach – Lane Departure – CP2209-08

Budget Obligated: \$40,000

Budget Expended: \$24,998

Project Description and Activity

Lane departure is the number one reason for severe crashes in North Dakota. Lane departures occur when a vehicle leaves the traveled way such as crossing an edge or center line. The campaign used the existing media campaign “Lane Departure” which provided information about lane departure crashes, causal factors and prevention. The lane departure media campaign consisted of earned, social and digital media. Ads were geographically targeted to include adults 25-44 age group in North Dakota and were aired during times where lane departure crashes were prevalent.

Costs consisted of consultant fees and social and direct media costs.



Media and Outreach – Highway Safety Corridors – CP2209-09

Budget Obligated: \$25,000

Budget Expended: \$9,864

Project Description and Activity

The NDDOT developed and implemented Vision Zero Highway Safety Corridors (HSC) on select roadway segments with a higher number of severe crashes. There are now four HSCs in the state. Motorists traveling within the HSCs saw enhanced safety features including signage, pavement markings and increased law enforcement presence. A media campaign used existing radio and social creative to create public awareness about the HSCs. The media campaign consisted of earned, paid and social media and was distributed in the geographic locations of the HSCs.

Costs consisted of consultant fees and direct media costs.



Safe Kids Grand Forks- Child Passenger, Bicycle and Pedestrian Safety Education and Outreach – CP2209-10-01

Budget Obligated: \$60,000

Budget Expended: \$54,000

Project Description and Activity

The NDDOT Highway Safety Division contracted with Safe Kids Grand Forks, a program of Altru Health Systems, to conduct child passenger, bicycle and pedestrian safety education and outreach in a nine-county service region in northeast North Dakota. Safe Kids Grand Forks provided community child passenger safety (CPS) services to parents, caregivers and medical personnel through CPS education and outreach locations and events including Safe Kids Day and Bringing Home Baby class. Safe Kids also provided CPS education and outreach through Head Start programs, schools, Altru Clinic, Grand Forks Social Services, UND School of Nursing, UND School

of Medicine, Grand Forks Public Health Department and others. Education and outreach were conducted through newsletters, radio interviews, news articles, social media, stakeholder activities, etc.

Safe Kids promoted bicycle and pedestrian safety in the service region through school events including Safety on Wheels, Back to School on-site events, crossing guard safety and safety patrol training.

Costs included salary and benefits, travel and costs related to education materials for distribution.

Boundary Spanning Leadership Training – CP2209-10-02

Budget Obligated: \$30,000

Budget Expended: \$22,000

Project Description and Activity

The Center for Creative Leadership (CCL) facilitated the Boundary Spanning Leadership (BSL) sessions with the Vision Zero Steering Committee and other key partners to increase cross sector engagement and commitment to reduce crash fatalities and injuries. Through facilitated sessions, members and partners learned more about Vision Zero and a clearer purpose of the committee and member expectations. State agency staff were also trained as BSL facilitators. Due to the CCL COVID-19 policy, all training sessions were virtual.

Costs incurred were for the purchase of the training.

Vision Zero Priority Emphasis Team Orientation Training – CP2209-11

Budget Obligated: \$30,000

Budget Expended: \$518

Project Description and Activity

This project was not fully completed and was deferred for completion in FFY23 after the updated 2023-2027 Strategic Highway Safety Plan (SHSP)/Vision Zero Plan is completed. Priority Emphasis Area teams exist to implement the strategies within the SHSP/Vision Zero Plan.

Cost was for consultant fees.

Media and Outreach - Vision Zero Schools – CP2209-12-01

Budget Obligated: \$30,000

Budget Expended: \$8,525

Project Description and Activity

The NDDOT Highway Safety Division developed and implemented Vision Zero Schools for local school staff and student leaders to create a culture of personal responsibility where motor vehicle fatalities and injuries are recognized as preventable. Vision Zero Schools instill the belief that the only acceptable number of fatalities and injuries caused by motor vehicle crashes is zero. Student leaders were selected to participate and appear in a traffic safety campaign developed specifically for the school to influence change in behavior and choices of the students and the community.

Costs consisted of consultant fees and direct costs associated with Vision Zero Schools.

BUCKLE UP LAKERS



Media and Outreach - Vision Zero Communities – CP2209-12-02

Budget Obligated: \$30,000

Budget Expended: \$1,283

Project Description and Activity

Vision Zero Communities was implemented for local community leaders to create a culture of personal responsibility where motor vehicle fatalities and injuries are recognized as preventable. The designated communities commit to create an action plan to lay out a roadmap for the strategies, roles and responsibilities that will move their community from vision to action to achieve the goal of zero motor vehicle fatalities and serious injuries.

Costs consisted of consultant fees and direct costs association with the Vision Zero Communities.

Distracted Driving

Contributions to HSP Performance Measures: This program area supported activity measure (A6) Number of Distracted Driving Citations. Projects provided funds for enforcement and research-based education and outreach.

Program Management – DD2211-01

Budget Obligated: \$6,000

Budget Expended: \$2,710

Project Description and Activity

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

High Visibility Enforcement – DD2211-02

Budget Obligated: \$300,000

Budget Expended: \$47,466

Project Description and Activity

The NDDOT Highway Safety Division provided grants to 19 law enforcement agencies in North Dakota to conduct overtime enforcement of the state's ban on texting while driving with a focus in areas more prominently impacted by severe distracted driving crashes.

The Highway Safety Division planned two distracted driving enforcement campaigns for April and September 2022. There were 961 hours of distracted driving overtime conducted in FFY 2022. For the April campaign, 18 agencies participated; however, in September, only 15 agencies participated due to agencies with staffing difficulties. There were 287 distracted driving citations written during overtime events and 741 traffic citations were issued overall. A statewide spring blizzard in April reduced enforcement efforts due to the large snow accumulations and road closures.

Costs included overtime enforcement hours and mileage.

Media and Outreach – Distracted Driving – DD2211-03

Budget Obligated: \$300,000


Budget Expended: \$123,590

Project Description and Activity

Media and outreach campaigns were developed and distributed to educate North Dakota residents of the risks and consequences of distracted driving. Two distracted driving media campaigns were planned to occur in April and September 2022. The media campaign occurred in conjunction with the enforcement campaigns and distributed messages through radio, paid social media, posters, webpage/social media cover photos and earned media.

New creative consisted of a North Dakota deputy sharing his story of losing his son in a distracted driving crash. Deputy Earl shares how losing his son has impacted him and he shares his message that your friends, family and people around you are more important than that text.

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




Deputy Earl's son died in a distracted driving crash.

"Your family is more important than that text."

Deputy Bill Earl,
Ramsey County Sheriff's Office

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**U DRIVE.
U TEXT.**



Impaired Driving

Contributions to HSP Performance Measures: This program area supported performance measures (C5) Fatalities Involving an Operator with .08 BAC or Above and (A7) Drug-Impaired Driving-2021 (Statewide – All State Toxicology Data). Projects provided funds for law enforcement training, enforcement and research-based education and outreach strategies, and program evaluation.

Program Management – ID2210-01

Budget Obligated: \$300,000

Budget Expended: \$131,238

Project Description and Activity

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

High Visibility Enforcement – ID2210-02 and ID2210-12

Budget Obligated: \$515,000

Budget Expended: \$240,329

Project Description and Activity

The NDDOT Highway Safety Division continued to coordinate the deployment of regional DUI enforcement bringing state, county, and city law enforcement agencies together to conduct sustained impaired driving High Visibility Enforcement (HVE) including saturation patrols and checkpoints. Agencies conducted five HVE campaigns in FFY 2022 targeted to high-risk times with greater risk of impaired driving such as holidays, community celebrations, etc.

Grants were provided to the North Dakota Highway Patrol (NDHP), 20 police departments and 19 sheriff's offices. Agencies conducted three *Drive Sober or Get Pulled Over* campaigns in FFY 2022 including participation in the national *Drive Sober or Get Pulled Over* campaign in August/September 2022. More than 4,100 hours of overtime was performed and a total of 1,970 citations were issued that included 258 DUIs and 228 other alcohol- and drug-related violations. Several agencies noted staffing was limited during the campaigns due to shortages and officer burnout. Funding was provided to 10 police departments and four sheriff's departments to conduct underage drinking prevention activities within their communities. These activities included server training, compliance checks and presentations that focused on underage drinking prevention.

Costs included overtime enforcement hours and mileage.

Media and Outreach – Impaired Driving – ID2210-03-01 & ID2210-03-03

Budget Obligated: \$485,000

Budget Expended: \$388,751

Project Description and Activity

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

Five campaigns were planned for FFY 2022 including three campaigns for state and national DUI HVE periods and two campaigns focused on underage drinking prevention. Media included radio, Snapchat geofilters, TV, social and digital media, and earned and organic media.

Creative using Tigirlily, a North Dakota singing duo, now national recording artists, showcased their hit single “Somebody Does” to encourage people to make the right choice behind the wheel because somebody does care. Other new creative told the story of Shayna Monson, a North Dakota native, who was the driver in a crash with another vehicle where the driver was impaired. The crash killed her passengers and left her severely injured and permanently disabled. The underage impaired driving prevention ad “What If” creative features young drivers challenging peers to make the decision to be sober. The ads ran on Facebook, TikTok and Snapchat. The Tigirlily ads were also used for this audience.

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



Media and Outreach – Impaired Driving – Fargo Police Department – ID2210-03-02

Budget Obligated: \$7,000

Budget Expended: \$1,547

Project Description and Activity

Funding was provided to the Fargo Police Department (PD) to develop and conduct a local media campaign for the community of Fargo that included messages on Facebook, Instagram and Snapchat. The Fargo PD collaborated with a local media firm to develop media content that resonated with the demographic that patronize the local liquor establishments. Placement was made during high-incident times, such as, Halloween, December/January holiday parties, Saint Patrick's Day and the Fourth of July.

Costs included media placement.

Video Camera Surveillance Systems – ID2210-05

Budget Obligated: \$175,000

Budget Expended: \$154,000

Project Description

Law enforcement agencies that participated in the regional overtime enforcement program were eligible to apply for funds to purchase in-car video surveillance systems based on demonstrated need. Video cameras have been proven to reduce court time associated with DUI adjudication and aid in officer safety. Video cameras continue to be an integral tool for the impaired driving investigation. The NDHP and two local law enforcement agencies were awarded funds for the purchase of video cameras in FFY 2022. One agency was unable to purchase the equipment due to local funding restraints.

Costs consisted of equipment.

Alcohol-Testing Equipment and Training – ID2210-06-01

Budget Obligated: \$300,000

Budget Expended: \$300,000

Project Description and Activity

Funds were provided to the North Dakota Attorney General's Office State Toxicology Lab (Lab) to purchase equipment for testing samples of alcohol and drugs. Funding was also provided for analyst training. The Lab purchased alcohol testing equipment including Intoxilizer 9000s, Avoximeter, various consumables and analyst training courses.

Costs consisted of equipment, supplies and training registration and travel.

Traffic Safety Resource Prosecutor Program – ID2210-07

Budget Obligated: \$203,000

Budget Expended: \$127,687

Project Description and Activity

During FFY 2022, the Traffic Safety Resource Prosecutor (TSRP) program trained over 500 individuals on topics of search and seizure, prosecuting the drugged driver, criminal and traffic legislative changes, DUI case law update, effective witnessing and administrative law. Participants included law enforcement, prosecutors and judges. The TSRPs also provided approximately 70 prosecutors and law enforcement personnel with technical assistance throughout the fiscal year.

The TSRPs continued to administer the TSRP webpage for prosecutors and law enforcement to provide information on impaired driving enforcement, courtroom testifying, Standardized Field Sobriety Test (SFST) training manuals, Supreme Court opinions, memos regarding interpretations of case law, etc.

The TSRPs co-chaired the Vision Zero Priority Emphasis Area Team for Impaired Driving Prevention (DUI Task Force). The DUI Task Force reviewed/researched current state laws, incarceration issues, current treatment practices and data gaps for recommended improvements. The TSRPs are members of the Oral Fluid Technical Advisory Committee, Driving Under Suspension Committee and a pilot program to strengthen data collection processes to track a DUI offense from arrest through adjudication.

The TSRPs are instrumental in the planning and facilitation of the North Dakota States Attorney Association/Drug Recognition Expert (DRE) Joint Conference held each June. The conference brings together prosecutors and DREs to learn about each role in DUI arrest and prosecution.

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

Program Development and Evaluation – ID2210-08-01

Budget Obligated: \$200,000

Budget Expended: \$74,143

Program Description and Activity

The NDDOT Highway Safety Division provided funds to the NDSU UGPTI for program evaluation to strengthen programs for improved outcomes.

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

- Analyzed alcohol/drug-related crash, driver and other data sets to meet NDDOT Highway Safety Division requests.
- Continued longitudinal evaluation of North Dakota's 24/7 Sobriety Program – a driver-based intervention for DUI offenders. Program evaluation continues to demonstrate positive participant outcomes with reduced recidivism.

- Continued to work with the State Toxicology Laboratory to develop a dashboard that shows the results of the samples tested by the State Toxicology Laboratory and the types and counts of drugs identified.
- Analyzed contributing factors to DUI recidivism to identify the contributing factors after a first DUI. Identifying the contributing factors can be valuable information to determine appropriate judicial and administrative sanctions for DUI offenders. Also, a Subject Matter Expert (SME) group was convened to generate ideas for devising sample case records with the collection of secondary information to better identify the elements of a DUI case from arrest through treatment.

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

State Judicial Outreach Liaison – ID2210-08-02

Budget Obligated: \$150,000

Budget Expended: \$147,504

Program Description and Activity

Funding was allocated to implement a State Judicial Outreach Liaison (SJOL) outreach position. The SJOL provides a foundation for outreach efforts to educate and inform local judges on impaired driving and highway safety issues. Duties include serving as an educator, writer, community outreach advocate, consultant and liaison, regarding impaired driving and other traffic issues in North Dakota.

The SJOL continues to add value to meetings, stakeholder groups, and insight to the judicial perspective. The SJOL has:

- Collaborated with the First Lady's office to communicate the issues seen at the local level for access to treatment and is looking for solutions to these problems.
- Acted as a resource for the judicial branch to answer questions feedback.
- Facilitated a communication with DOCR and UGPTI to conduct an evaluation of the STEP program.
- The SJOL has been asked by the NDHP Colonel to participate in opioid roundtable discussions around the state.
- Started a partnership with NDSU UGPTI Tribal Transportation Program Manager regarding outreach and availability of SJOL for tribal impaired driving issues and had a Zoom meeting with American Bar Association (ABA) Tribal Fellow Judge to demonstrate what the SJOL position can do for our tribal partners.
- Develops a quarterly newsletter that is distributed to judges, ABA JOLs, and tribal officials.
- Authored an article for the North Dakota State Bar publication.

Costs consisted of salary, equipment and program costs associated with the SJOL program.

SCRAM NEXUS Software DUI/Drug Court Tracking Pilot Program – ID2210-08-03

Budget Obligated: \$4,995

Budget Expended: \$4,995

Program Description and Activity

The NDDOT Highway Safety Division provided funding to the North Dakota Department of Corrections (DOCR) to purchase SCRAM Nexus software. This software will enable the DOCR to have an application that will automate in-take, data collection, data analysis, etc., and will be part of a comprehensive effort to improve the outcomes of a supervision and reduce recidivism.

The DOCR installed and implemented the SCRAM Nexus Software and uses the software to track Drug Court participants. However, a service provider refused to input the required information into the software, so the full extent of the software was not used. The DOCR did identify many aspects of the software that they will build into their current software to enhance their tracking abilities.

Costs included software expense.

DUI Enforcement Training – ID2210-09-01

Budget Obligated: \$103,500

Budget Expended: \$99,954

Program Description and Activity

The NDDOT Highway Safety Division contracted with a professional event planner to assist with training, conferences and other impaired driving program events. The event planner coordinated and completed event logistics and acted as a fiscal agent to reimburse the on-site and participant expenses associated with each. Events completed under this project in FFY 2022 included reimbursement of travel expenses for law enforcement to attain the following training:

- DRE/SFST Instructor Inservice held in Bismarck, ND
- Oral Fluid Training/Pilot Project held in Bismarck, ND
- New DRE Officer Training held in Bismarck
- DRE Certification held in Arizona
- NDSAA/DRE Joint Conference held in Fargo, ND

Costs consisted of the consultant fees and direct costs associated with printing, creative development, meeting room, lodging, per diem and training materials.

Drug Recognition Expert Call-Out Overtime and Travel – ID2210-09-02

Budget Obligated: \$5,000

Budget Expended: \$293

Project Description and Activity

Funds were set aside to allow for reimbursement of overtime expenses to law enforcement agencies if their off-duty DRE was needed to assist another law enforcement agency. This encouraged DREs to promote their services to surrounding agencies for increased drugged driving awareness.

The funding was promoted to the DREs and their agencies; and one agency took advantage of the funding.

Parents Lead – ID2210-10

Budget Obligated: \$150,000

Budget Expended: \$149,166

Program Description and Activity

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

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

PLEAD is a partnership between the NDDOT Highway Safety Division and the North Dakota Department of Health and Human Services (NDHHS) Behavioral Health Division. This partnership coordinates the administration of the program and the distribution of program materials through stakeholder and referral groups of each agency.

PLEAD materials include a website (*www.parentslead.org*) with content for parents, professionals and communities. TV, radio and print materials are produced and distributed to expand participation in the program. There is also a Parents Lead Facebook page. All ads developed with funding from the Highway Safety Division must include the Vision Zero logo.

Funding was provided to the NDHHS Behavioral Health Division for costs associated with PLEAD development of ads that focus on tribal populations. The ads were tagged with the Vision Zero logo. Funding was also used to place media during the North Dakota High School Athletic Association tournaments. During FFY 2022, the NDHHS also contracted with Pacific Institute for Research and Evaluation (PIRE) to conduct an evaluation of the PLEAD program. The results of the survey indicated that the individuals who utilize the PLEAD website find value in the content and have used it to consult for questions regarding underage drinking.

Costs included media buys, evaluation consulting services, and development of media ads.

Oral Fluid Testing Pilot – ID2210-11-01

Budget Obligated: \$75,000

Budget Expended: \$74,785

Project Description and Activity

Funds were provided to the North Dakota Attorney General's Office State Toxicology Lab (Lab) to purchase oral fluid roadside screening devices and miscellaneous supplies for the oral fluid devices. The Lab is one of the lead agencies involved in developing a feasibility study for roadside drug screening.

Ten additional oral fluid devices were purchased, and additional testing cartridges were purchased for the participating agencies. The State Toxicology Laboratory oversees the maintenance of the devices and ensures the devices are properly serviced by Abbott.

There are 26 DREs participating in the feasibility study and have been collecting voluntary samples from individuals after a DRE evaluation. The samples are compared to the confirmation testing for accuracy.

Costs consisted of equipment and supplies.

Speak Volumes Campaign – ID2210-13-01

Budget Obligated: \$250,000

Budget Expended: \$247,252

Program Description and Activity

Funds were provided to the NDHHS Behavioral Health Division to distribute a mass media campaign to expand their Speak Volumes campaign. The creative and messaging focused on the importance of finding a safe ride home.

The media campaign consisted of paid, social and digital media and in-door advertising that was served to audiences age 18 and older. The Speak Volumes media is tagged with the Vision Zero logo. North Dakota continues to have high rates of over-consumption and binge drinking. The Speak Volumes campaign is aimed at educating the public on proper drink sizes to reduce over-consumption.

Costs included media consultant services to place the Speak Volumes media campaign, and media buys for social, digital, TV and radio ads.

Going Out? Campaign – ID2210-13-02

Budget Obligated: \$50,000

Budget Expended: \$28,584

Program Description and Activity

Funds were used to provide placement of a media campaign supporting the NDHP's roving DUI patrols to inform the public that the NDHP will be out in force to remove impaired drivers from the road. Impaired driving has been a consistent problem on North Dakota roadways and is a factor in nearly 40% of North Dakota's crashes and fatalities.

The media consultant developed creative materials for billboard placement. The creative materials featured NDHP troopers from throughout the state and encouraged the public to drive sober.

Costs included media consultant services to develop and place the media.



North Dakota Sober Ride Campaign – ID2210-13-03

Budget Obligated: \$325,000

Budget Expended: \$194,057

Program Description and Activity

Funds were used to develop the North Dakota Sober Ride media campaign to promote sober driving by incentivizing the use of ride sharing or taxi services. Campaign materials included creative for paid, earned, social and digital media and promoted the receipt of ride credits toward the use of a ride share or taxi during the campaign period. The ride credits were sponsored by AAA the Auto Club Group. Nearly 300 rides were redeemed in FFY 2022. Lyft driver participation is increasing in certain communities, but there is still a shortage of drivers in some parts of the state.

Costs included media consultant services for campaign development and media placement.

YOUR SOBER RIDE

\$10 OFF LYFT

Use code
VZHALLOWEEN22
on Lyft app*

*Available while codes last **October 28th - 31st**

VISION ZERO
ND SOBER RIDE

On-Line Responsible Beverage Server Training (RBST) – ID2210-14

Budget Obligated: \$75,000

Budget Expended: \$67,981

Program Description and Activity

Funds were provided to the NDDHS Behavioral Health Division to continue to develop an online North Dakota-specific Responsible Beverage Server Training (RBST) program for establishments that serve alcohol. There were 356 servers trained by certified instructors, and 370 people completed the online RBST. In addition, media was placed to create awareness and of the need for RBST to reduce over-serving and serving minors.

Costs included consultant services for media placement, placement of media to promote the RBST program.

Motorcycle Safety

Contributions to HSP Performance Measures: This program area supported performance measure (C7) Motorcyclist Fatalities and (C8) Unhelmeted Motorcyclist Fatalities. Projects provided funds for rider training and research-based education and outreach.

Program Management – MC2206-01

Budget Obligated: \$10,000

Budget Expended: \$8,477

Project Description and Activity

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

North Dakota Motorcycle Safety Program – MC2299-02

Budget Obligated: STATE FUNDS

Budget Expended: \$478,894

Project Description and Activity

The North Dakota Chapter of American Bikers Aiming Toward Education (ABATE) administers the North Dakota Motorcycle Safety Program (NDMSP) on behalf of the NDDOT Highway Safety Division to provide access to statewide rider training to motorcyclists. The NDMSP assists riders to improve skills and attitudes to reduce riding risk. In 2022, the NDMSP taught 135 rider courses and trained 1,375 motorcyclists.

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

Media and Outreach – Driver Awareness/Share the Road – MC2206-02-01

Budget Obligated: \$104,000

Budget Expended: \$19,885

Project Description and Activity

Funds were provided to ABATE to implement the Share the Road campaign to encourage all roadway users to “share the road” with motorcyclists. The Share the Road campaign included public service announcements, billboards, brochures, posters and other safety publications and was conducted during the peak riding season. ABATE purchased 11 motorcycle safety billboards throughout North Dakota and secured 88,943 ads for an in-kind value of \$663,454. These spots promoted motorcycle safety and impaired riding prevention.

Cost included the purchase of media.

NDMSP Enclosed Trailers – MC2206-02-02

Budget Obligated: \$26,500

Budget Expended: \$26,260

Project Description and Activity

Funds were provided to ABATE for the purchase of one enclosed motorcycle trailer for transporting motorcycles to the NDMSP mobile rider training sites across the state.

Cost included the purchase of one enclosed trailer.

Media and Outreach – Motorcyclist Awareness – MC2206-03

Budget Obligated: \$50,000

Budget Expended: \$49,405

Project Description and Activity

Media and outreach campaigns were developed and distributed to educate motorcycle riders and the general public on motorcycle safety. A statewide motorcycle safety campaign featured a video encouraging all motorcycle riders to take an ND Motorcycle Rider Education course and to take extra precautions while riding on curves. A correlating radio ad was also distributed. A monthly post plan was created for the Vision Zero ND Facebook and Twitter to include posts on motorcycle safety. Roadside banners were placed in five locations in North Dakota prior to the Sturgis Motorcycle Rally in South Dakota.

Costs included consultant fees and costs for social and digital media purchases.



Occupant Protection

Contributions to HSP Performance Measures: This program area supported activity measure (A5) Percent of Misused Car Seats During Checks, (B1) Observed Seat Belt Usage and (C4) Unrestrained Passenger Vehicle Occupant Fatalities. Projects provided funds for enforcement and research-based education and outreach, program evaluation and child passenger safety program administration.

Program Management – OP2205-01

Budget Obligated: \$177,000

Budget Expended: \$18,288

Project Description and Activity

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

Child Passenger Safety – Program Administration – OP2205-02

Budget Obligated: \$160,000

Budget Expended: \$128,749

Project Description and Activity

The NDDOT Highway Safety Division provided funds to the North Dakota Department of Health and Human Services (NDHHS) for the continued administration of the statewide CPS Program to provide community services to parents and caregivers to increase the correct use of car safety seats, booster seats and seat belts by infants, toddlers, children and tweens (children ages eight through 12). During FFY 2022, the CPS Program:

- Provided technical assistance and resources to the public related to child restraint devices and North Dakota's CPS law.
- Maintained partnerships with local law enforcement agencies; local public health agencies; childcare providers; Women, Infant and Children (WIC) programs; Head Start programs; Safe KIDS North Dakota; hospital staff; social workers; and schools for program outreach through workshops, presentations, exhibits, newsletters, etc.
- Conducted five National CPS Technician Certification courses certifying 66 participants. Courses were held in Dickinson, Bismarck, Fargo, Grand Forks and Williston.
- Coordinated and conducted six CPS trainings and events to 100 participants to increase local trainers around the state.
- Held a CPS re-certification training in Grand Forks to assist 14 CPS techs with CEUs.
- Offered CPS training in Bismarck to 28 caregivers of the Mothers of Preschoolers.
- Held CPS training at Fargo-Cass Public Health for nine home visiting nurses.
- Created a recording of CPS Tech reading the "Right Fit" children's book (promoting booster seat use) to share with the ND State Library Summer Reading Program. The recording was shared with all ND libraries offering summer reading programs.

- Coordinated car safety seat checkups throughout the state in partnership with local programs and auto dealerships. The NDHHS assisted with 77 car seat checkups, inspecting over 692 car seats and worked with approximately 198 certified CPS technicians during the checkups. The number of car safety seat checkups increased since the COVID pandemic.

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



Observational Seat Belt Survey – OP2205-03

Budget Obligated: \$60,000

Budget Expended: \$57,580

Project Description and Activity

The NDSU UGPTI conducted the annual statewide seat belt observation survey on behalf of the NDDOT Highway Safety Division to determine North Dakota's seat belt use rate as a measure to evaluate the success of occupant protection programs. The survey was conducted June 2022. North Dakota's seat belt use by front and outboard passengers dropped from 81.9% in 2021 to 80.6% in 2022. In 2022, NHTSA mandated a review of state crash-related fatalities that resulted in modifications to county inclusion and selection to a complete reselection of observations sites.

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

Observational Child Passenger Safety Survey – OP2205-04

Budget Obligated: \$30,000

Budget Expended: \$8,379

Project Description and Activity

The NDSU UGPTI conducted an observational CPS survey on behalf of the NDDOT Highway Safety Division to determine CPS use rates. The field survey was completed in September with collection of field observation pads for database record transcription to be completed in 2023.

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

High Visibility Enforcement – OP2205-05

Budget Obligated: \$415,000

Budget Expended: \$317,401

Project Description and Activity

Grants were provided to select law enforcement agencies throughout North Dakota to conduct sustained HVE of North Dakota's occupant protection laws to reduce the number of unrestrained motor vehicle crash fatalities statewide. Participating agencies included the NDHP, 22 police departments and 23 sheriff's offices. Three agencies were unable to participate in any campaigns due to staffing shortages. Agencies that participated in these campaigns were directed to conduct HVE at high crash locations during high crash times in their jurisdiction. Agencies conducted three *Click It or Ticket* campaigns in FFY 2022 including participation in the national *Click It or Ticket* campaign in May 2022. More than 5,740 hours of overtime was performed and a total of 6,709 citations were issued that included 2,513 seat belt and child restraint citations.

Costs included overtime enforcement hours and mileage.

Media and Outreach – Occupant Protection – OP2205-06

Budget Obligated: \$415,000

Budget Expended: \$410,399

Project Description and Activity

Failure to wear seat belts is a primary factor in motor vehicle fatalities in North Dakota. Occupant protection media and outreach campaigns were developed and distributed to increase seat belt use in North Dakota by providing information about the risks and consequences of not wearing a seat belt.

Three media campaigns ran in conjunction with the state HVE periods. Media for each of the flights included statewide broadcast TV, cable TV, radio, digital and social media ads, website cover photos and posters. A fourth non-enforcement campaign ran to promote child safety seats through cable tv, digital and social media.

All enforcement flights featured the creative called "Hold" and "Good Idea" which encompassed findings of market research demonstrating that emotional connections were the best way to motivate North Dakotans to wear their seat belts. The "Good Idea"

creative is a light-hearted and humorous approach on why you should wear your seat belt by demonstrating bad ideas we have had in life and the unintended consequences. The non-enforcement campaign used creative from another state to educate about child passenger safety.

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



Child Passenger Safety – Car Seat Distribution – OP2205-07

Budget Obligated: \$25,000

Budget Expended: \$24,985

Project Description and Activity

The NDHHS's CPS Program continued to distribute car seats to parents and caregivers. The program purchased and provided car seats and supplies to local agencies to distribute to low-income families in their communities including 385 car seats to 32 distribution programs including three Native American reservations.

Project costs included the purchase of the car seats.

Police Traffic Services

Contributions to HSP Performance Measures: This program area supported activity measure (C1) Number of Traffic Fatalities, (C4) Unrestrained Passenger Vehicle Occupant Fatalities, (C5) Fatalities Involving an Operator with .08 BAC or Above, and (C6) Speed Related Fatalities. Projects provided funds for enforcement and research-based education and outreach.

Program Management – PT2202-01

Budget Obligated: \$11,700

Budget Expended: \$461

Project Description and Activity

The budget was for the direct management of the program including program manager salary, travel and other direct costs. There were no costs incurred in FFY 2022.

Law Enforcement Web-Reporting System – PT2202-03

Budget Obligated: \$35,000

Budget Expended: \$12,896

Project Description and Activity

The NDDOT Highway Safety Division maintains the Law Enforcement Web-Reporting System (LEWR), a web-based system that facilitates grant activity reporting by participating law enforcement agencies for HVE programs and monitoring of reported activity by program managers. Improvements were made to LEWR in FFY 2022 that included adding a feature for law enforcement agencies to download the current year proposal and then upload their funding proposal request. Also added was the ability to include an email address for the local government Auditor to receive a copy of the voucher and log sheet for their review and approval.

Funds were available for the maintenance and support of the system by the NDDOT and North Dakota Information Technology (NDIT).

Law Enforcement Training – PT2202-04

Budget Obligated: \$50,000

Budget Expended: \$19,856

Project Description and Activity

The NDDOT Highway Safety Division contracted with an events coordinator to assist with the planning of training, conferences, and other traffic safety program events specific to law enforcement. The events coordinator arranged lodging and travel plans, purchased training materials and acted as a fiscal agent to reimburse the on-site and participant expenses associated with each training event attended by law enforcement. Events completed under this project in FFY 2022 included reimbursement of travel expenses for law enforcement to attain the following training:

- Drug Evaluation & Classification Program for Drug Recognition Expert (DRE) certification
- Instructor Standardized Field Sobriety Test Training (SFST)
- Advanced Roadside Impaired Driving Enforcement (ARIDE)

- Vision Zero Partner Award Program
- Attendance of DREs at out-of-state conferences

Costs were for event coordination salary, reimbursement of travel expenses, registration fees, purchase of training items and other direct costs.

Speed Management

Contributions to HSP Performance Measures: This program area supported activity measure (C6) Speed-Related Fatalities. Projects provided funds for enforcement and research-based education and outreach.

Program Management – SC2207-01

Budget Obligated: \$2,000

Budget Expended: \$536

Project Description and Activity

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

Radar Equipment – SC2207-02

Budget Obligated: \$200,000

Budget Expended: \$83,033

Project Description and Activity

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

Grants were awarded to the NDHP and six local law enforcement agencies for the purchase of radar/LIDAR units.

Media and Outreach – Speed – SC2207-03

Budget Obligated: \$200,000

Budget Expended: \$99,308

Project Description and Activity

Speed is a contributing factor in approximately one-third of all motor vehicle fatalities in North Dakota. The purpose of this campaign was to encourage all people who drive on North Dakota roads to always obey the traffic laws, with an emphasis on speed limits, and to educate North Dakota residents of the risks and consequences of speeding.

One speed campaign was planned for FFY 2022 and was conducted April 22 through May 22, 2022. The flight ran in conjunction with the state HVE period. The creative messaging featured a local race car driver and discussed the importance of driving the speed limit and consequences if you speed. Media for the flight included statewide earned, organic, radio, digital and social media ads. The ads were developed to target males ages 18-49 and were geo-targeted to run statewide.

Costs included consultant fees and media purchases.



High Visibility Enforcement – SC2207-04

Budget Obligated: \$229,000

Budget Expended: \$115,319

Project Description and Activity

Grants were provided to law enforcement agencies throughout North Dakota to conduct speed enforcement overtime to reduce the number of motor vehicle crash fatalities statewide attributed to speed. Participating agencies included the NDHP, 26 police departments and 26 sheriff's offices. Participating agencies were directed to conduct HVE at high crash locations during high crash times in their jurisdiction. Agencies with a Vision Zero HSCs within their jurisdiction were asked to focus efforts within the corridor.

Agencies conducted one speed enforcement campaign in FFY 2022 in the spring. Over 2,257 hours of overtime was performed and a total of 3,589 citations were issued that included 3,152 speed citations. Four agencies didn't participate due to staffing issues.

Costs included overtime enforcement hours and mileage.

Traffic Records

Contributions to HSP Performance Measures: This program area supported activity measure (A4) Percentage of Traffic Citations Electronically Submitted. Projects provided funds to provide and maintain the electronic crash reporting software for use by law enforcement agencies statewide and provide technical support to users, to maintain crash data databases and other activities that support crash data analysis.

Program Management – TR2204-01

Budget Obligated: \$340,000

Budget Expended: \$151,237

Project Description and Activity

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

Crash Data System Replacement Project – TR2204-02

Budget Obligated: \$150,000

Budget Expended: \$1,305

Project Description and Activity

This project provided for the system enhancements necessary to allow migration completely away from the Crash Reporting System (CRS) to a single electronic crash report system, Traffic and Criminal Software (TraCS). The project included funds to create an interface that will load the data warehouse used for crash data analysis directly from TraCS instead of the CRS.

Costs were for in-house information technology hourly fees to complete necessary changes required to replace CRS.

Electronic Crash Reporting System Support – TR2204-03

Budget Obligated: \$440,000

Budget Expended: \$167,130

Project Description and Activity

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

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

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

Electronic Crash Reporting Software – License Fee – TR2204-04

Budget Obligated: \$89,300

Budget Expended: \$89,300

Project Description and Activity

Payment was issued to the State of Iowa for the annual TraCS licensing fee for 2022.

Young Drivers

Contributions to HSP Performance Measures: This program area supported activity measure (C9) Drivers aged 20 and Younger Involved in Fatal Crashes. Projects provided funds for research-based education and outreach.

Program Management – TSP2208-01

Budget Obligated: \$35,000

Budget Expended: \$22,543

Project Description and Activity

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

Driving Skills for Success (DSFS) – TSP2208-02

Budget Obligated: \$9,500

Budget Expended: \$4,742

Project Description and Activity

The annual Vision Zero Driving Skills for Success (DSFS) program occurred in Bismarck, ND in August 2022. The event consisted of a ride and drive session conducted via law enforcement where teens drove through the course under normal conditions and then again while being distracted by receiving and sending text messages and taking selfies. Other activities included a series of traffic safety information and interactive booths such as distracted driving simulators, an impaired driving pedal cart, a rollover simulator, a seat belt convincer and other activities. DSFS participants also had the opportunity to participate in the North Dakota Safety Council's *Alive at 25* program free of charge.

Costs included consultation fees, stipends and travel expenses.



Alive at 25 Defensive Driving Program – TSP2208-03

Budget Obligated: \$50,000

Budget Expended: \$44,156

Project Description and Activity

The North Dakota Safety Council (NDSC) received a grant to provide the *Alive at 25* program to schools throughout North Dakota. The NDSC was able to provide the program to 752 teens through 18 schools and the annual DSFS event. *Alive at 25* teaches teens and young adults that (1) people in their age group are more likely to be hurt or killed in a vehicle crash; (2) inexperience, distractions and peer pressure cause unique driving hazards; (3) speeding, alcohol and party drugs greatly increase their risk of injury or death; and (4) as a driver or passenger, they can reduce their risk by taking control. New instructors were trained to continue to offer the *Alive at 25* courses.

Costs included student registrations, materials and other costs associated with the project.

Early Warning Letter – TSP2208-04

Budget Obligated: \$2,500

Budget Expended: \$0

Project Description and Activity

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

No costs were charged to this project in FFY 2022. Costs are paid through other NDDOT cost centers.

Driver Education Curriculum and Support – DE2208-02-01

Budget Obligated: \$35,000

Budget Expended: \$8,703

Project Description and Activity

The NDDOT Highway Safety Division provided funds to their events coordinator to assist the North Dakota Driver and Traffic Safety Education Association (NDDTSEA) to conduct their annual conference. The events coordinator assisted with developing and formatting the agenda which included speaker bios and session descriptions and designing, printing and assembling of name badges and reimbursement of approved travel requests.

Costs were for consultant fees and conference speaker fees.

Driver Education Parent Program – DE2208-02-02

Budget Obligated: \$35,000

Budget Expended: \$180

Project Description and Activity

This project was not fully completed and was deferred for completion in FFY 23. Parental involvement is important in the reduction of teen crashes. The NDDTSEA parent planning committee did research for parent information to be included in the program.

Costs were for consultant fees.

Driver Education Virtual Learning – DE2208-03

Budget Obligated: \$48,000

Budget Expended: \$30,000

Project Description and Activity

The NDDOT Highway Safety Division provided funds to two schools that provide driver education for the purchase of a driver simulator for use within the driver education program. The schools that received a grant were Lisbon Public School and McKenzie County Public School. The simulator is designed to teach teen drivers the critical skills essential to safe driving and allows teens to learn and practice critical driving skills in a safe and controlled environment.

Costs were for the purchase of a driver education simulator.

Program Development and Evaluation – DE2208-04

Budget Obligated: \$25,000

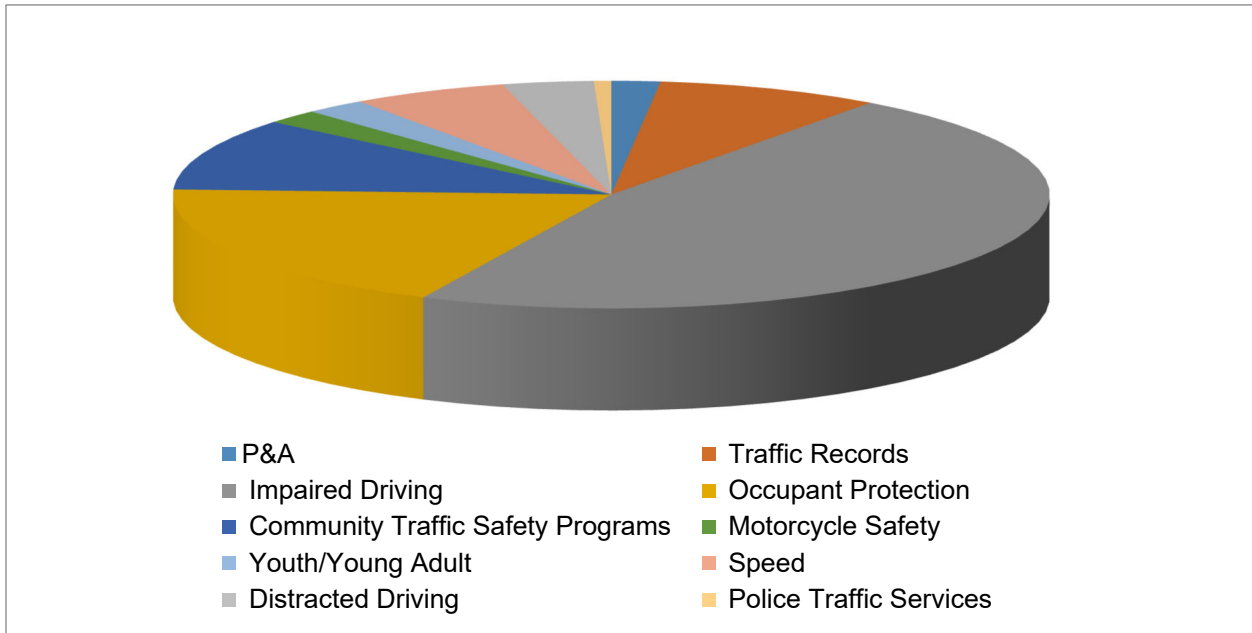
Budget Expended: \$6,055

Project Description and Activity

The NDDOT Highway Safety Division set aside funds for the NDSU UGPTI for program evaluation to strengthen programs for improved outcomes. The project existed to analyze the driver record to determine the relationships between teen driver education and traffic safety outcomes during the first year of licensure for teens licensed under the age of 16.5. The novice drivers in public schools had lower odds for crash involvement and injury crash events than those with no driver education.

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

Financial Summary



Financial Summary FFY 2022					
	402	405	164	Total	%
P&A	\$93,001			\$93,001	1.8%
Traffic Records	\$259,903	\$168,435		\$428,338	8.3%
Impaired Driving	\$131,238	\$1,412,924	\$888,103	\$2,432,264	47.0%
Occupant Protection	\$702,795	\$263,398		\$966,193	18.7%
Community Traffic Safety Programs	\$532,336			\$532,336	10.3%
Motorcycle Safety	\$57,881	\$46,145		\$104,026	2.0%
Youth/Young Adult	\$116,380			\$116,380	2.2%
Speed	\$298,196			\$298,196	5.8%
Distracted Driving	\$173,766			\$173,766	3.4%
Police Traffic Services	\$33,212			\$33,212	0.6%
TOTAL	2,398,709	\$1,890,901	888,103	\$5,177,712	100%

Assessment of Results in Achieving Performance Targets for FY22 and FY21

FY 2022						FY 2021			
Performance Measure	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source/ FY 22 Progress Results	On Track to Meet FY22 Target Y/N (in-progress)	Target Value FY21 HSP	Target Year(s)	Data Source/ FY21 Final Result	Met FY21 Target Y/N
C-1) Number of Traffic Fatalities	5-year	2018-2022	96.4	2017-2021 STATE 104.4	No	102.0	2017-2021	2017-2021 STATE 104.4	No
C-2) Number of Serious Injuries in Traffic Crashes	5-year	2018-2022	359.7	2017-2021 STATE 405.2	No	382.1	2017-2021	2017-2021 STATE 405.2	No
C-3) Fatalities/VMT	5-year	2018-2022	1.094	2017-2021 STATE 1.102	No	1.103	2017-2021	2017-2021 STATE 1.102	Yes
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY22 HSP.									
C-4) Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5-year	2018-2022	37.8	2017-2021 FARS 37.6	No	40.8	2017-2021	2017-2021 FARS 37.6	Yes
C-5) Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and Above	5-year	2018-2022	35.4	2017-2021 STATE 35.2	Yes	38.3	2017-2021	2017-2021 STATE 35.2	Yes
C-6) Number of Speeding-Related Fatalities	5-year	2018-2022	26.9	2017-2021 STATE 29.8	No	28.9	2017-2021	2017-2021 STATE 29.8	No
C-7) Number of Motorcyclist Fatalities	5-year	2018-2022	13.5	2017-2021 FARS 13.0	No	11.8	2017-2021	2017-2021 FARS 13.0	No
C-8) Number of Unhelmeted Motorcyclist Fatalities	5-year	2018-2022	10.2	2017-2021 FARS 9.4	Yes	8.0	2017-2021	2017-2021 FARS 9.4	No
C-9) Number of Drivers Age 20 or Younger Involved in Fatal Crashes	5-year	2018-2022	11.9	2017-2021 FARS 13.8	No	11.8	2017-2021	2017-2021 FARS 13.8	No
C-10) Number of Pedestrian Fatalities	5-year	2018-2022	6.1	2017-2021 FARS 6.8	No	5.5	2017-2021	2017-2021 FARS 6.8	No
C-11) Number of Bicyclist Fatalities	5-year	2018-2022	2.0	2017-2021 FARS 1.6	Yes	1.8	2017-2021	2017-2021 FARS 1.6	Yes
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	Annual	2022	84.5	State survey - 2022 80.6	No	85.4	2021	State survey - 2021 81.9	No

A-4) Percentage of Traffic Citations Electronically Submitted	Annual	2022	96.9	2021 STATE 95.1	No	95.4	2021	2021 STATE 95.1	No
A-5) Number of Car Seat Checkups Offered	Annual	2022	55	2021 STATE 63.0	Yes	N/A*	2021	2021 STATE 63.0	N/A*
A-6) Distracted Driving Citations (Statewide – All Citations – DOT Data)	Annual	2022	1,100	2021 STATE 1,027	No	1,390	2021	2021 STATE 1,027	No
A-7) Drug Impaired Driving – (Statewide – All Toxicology Data)	Annual	2022	380	2021 STATE 349	No	350	2021	2021 STATE 349	No

*New Performance Measure for FFY 2022.