NORTH CAROLINA

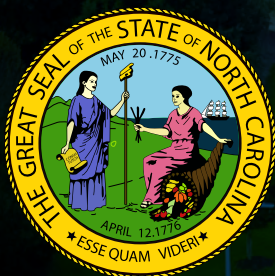**Governor's Highway Safety Program**

Highway Safety Plan
FY2024-2026

Governor Roy Cooper
State of North Carolina

Secretary J. Eric Boyette
North Carolina Department of Transportation

Director Mark Ezzell
Governor's Highway Safety Program

STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

ROY COOPER
GOVERNOR

ERIC BOYETTE
SECRETARY

June 29, 2023

Stephanie Hancock, Regional Administrator
National Highway Traffic Safety Administration
George H. Fallon Federal Building
31 Hopkins Plaza
Room 902
Baltimore, MD 21201-2825

Dear Ms. Hancock:

Please find enclosed North Carolina's FY 2024-2026 Highway Safety Plan (HSP) for your review and consideration.

The HSP outlines our project planning process, progress on performance measures, analysis of existing traffic safety conditions, public participation and engagement activities and plans, countermeasure strategy, and performance report and brief descriptions of project contracts that the Governor's Highway Safety Program intends to fund. These project contracts were selected for funding based on public input, data analysis and their likelihood of positively contributing to the HSP's performance measures and overall goals.

The Plan also includes a listing of all equipment and software/information technology systems with a per item cost of $5,000 or more for your review.

North Carolina anticipates a favorable review of all sections applied for in the Highway Safety Plan. If there are any questions or clarifications needed, please contact me at 919-814-3654.

Sincerely,

Mark Ezzell
Director/Governor's Representative for Highway Safety

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Executive Summary

According to the Highway Safety Act of 1966, each state shall have a highway safety program approved by the U.S. Secretary of Transportation designed to reduce traffic crashes and the resulting deaths, injuries, and property damage. In order to secure funding, each state must submit a Highway Safety Plan (HSP) to the National Highway Traffic Safety Administration (NHTSA). The HSP must identify highway safety problems, establish performance measures and targets, detail public outreach efforts and results, and describe the state's countermeasure strategies and projects to achieve its performance targets. The FY2024-2026 HSP serves as North Carolina's application for federal funds available under the highway safety grant program (Section 402) and the National Priority Safety Program (Section 405), as specified in the Bipartisan Infrastructure Law.

The North Carolina Governor's Highway Safety Program (GHSP) conducts an extensive problem identification process to develop the most effective and efficient plan for the distribution of federal funds. This process includes rigorous use of data sources and an evolving community engagement process. The data sources include Fatality Analysis Reporting System (FARS) data, North Carolina state crash data, U.S. Census data, health data, enforcement and adjudication data, and seat belt use observational surveys, as well as equity data and information gathered through public participation and engagement. This year, GHSP utilized the North Carolina Department of Transportation (NCDOT) Transportation Disadvantage Index (TDI). The TDI describes concentrations of zero-vehicle ownership, poverty level, youth aged 15 and under, seniors aged 65 and older, mobility impairments, and Black, Indigenous, and Persons of Color (BIPOC). This is an ArcGIS-based system that incorporates several sets of data that NHTSA recommends, including State Highway Safety Office (SHSO) planning, including U.S. Census data, Environmental Protection Agency environmental justice screening tool, Federal Highway Administration (FHWA) Screening Tool for Equity Analysis of Projects (STEAP), The Justice40 Initiative Climate and Economic Justice Screening Tool (CEJST), and others. Problem identification is vital to the success of this highway safety program and ensures the initiatives implemented address the crash, fatality, and injury problems within the state. Equity is also a key part of the process to ensure that GHSP programs and initiatives serve previously underserved groups and communities, and that members of underserved groups are part of the decision-making process on key funding and program efforts. Overall, the problem identification process provides appropriate criteria for the designation of funding priorities and provides a benchmark for administration and evaluation of the HSP.

This HSP includes targets for each of the 11 core outcomes and 1 behavioral traffic safety indicator outlined by NHTSA and the Governor's Highway Safety Association (GHSA). Many factors were considered when setting performance targets for FY2024-2026, including trends from the previous 10 years, ceiling/floor effects, external forces (e.g., economic factors, gasoline prices), equity, and the effectiveness of available countermeasures. The overall objective is to set performance targets that are challenging but obtainable. North Carolina is a Vision Zero state—the goal is zero deaths from motor vehicle crashes.

To meet North Carolina's targets, GHSP focuses on strategies that have been proven effective. GHSP uses the 10th Edition of NHTSA's *Countermeasures that Work* (CMTW), a document designed to assist SHSOs in selecting evidence-based countermeasures for addressing major highway safety problem areas. During FY2024, GHSP will fund a variety of programs, projects, and activities with federal transportation funds, all of which are intended to advance the traffic safety targets set forth in this HSP.

GHSP will also take specific and proactive steps to ensure that traditionally underserved communities, especially those overrepresented in and disproportionately impacted by traffic crashes, are key partners in the planning and execution of these activities, and that many of the efforts undertaken in FY2024 are geared toward creating equity in those communities.

GHSP has identified the following areas as top priorities for program funding for FY2024:

- Alcohol-Impaired Driving (accounting for 466 fatalities in 2021);
- Occupant Protection (515 unrestrained fatalities);
- Speeding and Police Traffic Services (478 fatalities);
- Young Drivers (192 fatal crashes);
- Motorcyclists (230 fatalities);
- Pedestrians (248 fatalities);
- Older Drivers (394 fatal crashes); and
- Traffic Records.

This document describes the organizational structure of GHSP, the problem identification process employed to determine the priority areas and accompanying targets for FY2024-2026, and the process to select sub-grantees for FY2024. It also includes the performance measures and targets for the core outcome and behavior measures as required by NHTSA and GHSA.

Highway Safety Planning Process

Data Sources and Processes

The Governor's Highway Safety Program (GHSP) examines several data sources to provide the most complete picture of the major traffic safety problems in North Carolina. The sources that informed the problem identification process for FY2024-2026 are described below.

Traffic Crash Data

North Carolina has a centralized source for all traffic data. This data is collected from the Division of Motor Vehicles (NCDMV) as well as from other NC Department of Transportation (NCDOT) staff members throughout the state. This data is channeled to the State Traffic Safety Engineer within NCDOT and is readily available to GHSP and, on a more limited basis, the public. In addition to crash data, GHSP has access to North Carolina licensure data (statewide and by county), registered vehicle data (statewide and by county), and vehicle miles traveled (VMT) data.

The National Highway Traffic Safety Administration's (NHTSA) Fatality Analysis Reporting System (FARS) is the primary tool for identifying the state's ongoing concerns and for tracking progress on the performance measures established by NHTSA and GHSA. GHSP compares current-year FARS data with FARS data from the previous 5-10 years. The FY2024-2026 Highway Safety Plan (HSP) includes FARS data through 2021—the most recent year available at the time this HSP was prepared.

Crash data are critical for evaluating the effectiveness of highway safety initiatives and establishing targets for future years. For each problem area, the following variables were examined as part of the problem identification process: crash severity (fatal, serious injury, or property damage only), driver demographics (age, sex, etc.), time of day of the crash, vehicle type, and whether the crash occurred on an urban or rural road. GHSP also examined crash data for each of North Carolina's 100 counties. Counties were ranked based on their relative contributions to specific traffic safety problems in North Carolina, such as alcohol-impaired driving, seat belt nonuse, and speeding.

U.S. Census Data

The State Demographics branch of the North Carolina Office of State Budget and Management (OSBM) produces annual population estimates and projections of the population of North Carolina's counties and municipalities that are used in the distribution of state shared revenues to local governments. County population projections, available by sex and age, are used to compute population-based rates for specific traffic safety problems, such as young driver fatalities per capita.

Traffic Disadvantage Index

The Transportation Disadvantage Index, or TDI, tool is a customized approach to support a high-level assessment of equity impacts. Improving transportation access for all North Carolinians is vital to ensuring everyone can reach necessary goods, services, and employment, particularly for those without other means of transportation. The TDI tool allows users to see where transportation-disadvantaged communities potentially exist and to compare the needs of neighboring communities.

The TDI is a composite score based on six indicators of potential transportation disadvantage:
1) Relative concentration of carless households

2) Relative concentration of people with low incomes

3) Relative concentration of people with mobility impairments age 18 and over

4) Relative concentration of youth age 15 and under

5) Relative concentration of seniors

6) Relative concentration of BIPOC (Black, Indigenous, Persons of Color) population

Enforcement and Adjudication Data

GHSP conducts highway safety campaigns throughout the year. Law enforcement agencies are asked to report their citation totals from activities conducted during each campaign week. The GHSP Yearly Planning Calendar lists dates for all GHSP campaigns and reporting deadlines. Law enforcement agencies are also asked to report their year-round traffic safety activities, such as seat belt enforcement initiatives, driving while intoxicated (DWI) checking stations, and saturation patrols. These special enforcement data reports for GHSP campaigns and events are submitted to GHSP through an online reporting system.

The North Carolina Administrative Office of the Courts (AOC) has a centralized database of court interactions, which enables GHSP to obtain accurate and up-to-date data on citations, including the status and disposition of cases.

Public Participation and Engagement

GHSP is committed to fostering inclusive and equitable participation by conducting public information and engagement initiatives. Its aim is to actively involve the public, with special attention to underserved communities, as essential partners throughout the planning and implementation process. By prioritizing community needs, they work to ensure the HSP accurately reflects the diverse perspectives and requirements of the communities they serve.

This FY2024-2026 HSP incorporates public input in several ways. GHSP has numerous community stakeholders on the North Carolina Executive Committee for Highway Safety (ECHS), North Carolina Impaired Driving Task Force, and North Carolina Occupant Protection Task Force. These groups each provide input at their respective meetings about the topics the HSP should address. North Carolina also has 11 local Vision Zero coalitions, with each coalition comprised of diverse community stakeholders tasked with assessing their community's traffic safety needs. GHSP meets with those communities every 2 months and gets input from those coalition leaders. Additionally, GHSP receives local student and teacher input through a partnership with the North Carolina High School Athletic Association (NCHSAA) to allow GHSP to hold safety input discussions with teachers, athletic directors, and students at quarterly NCHSAA regional meetings. Finally, in FY2023 GHSP provided a grant to the North Carolina Alliance for Safe Transportation (NCAST) to hold four community outreach meetings in areas the aforementioned data analysis has indicated are traditionally underserved by traffic safety efforts.

GHSP also has robust plans for increasing public participation and engagement efforts during the next 3 years, which are provided in more detail. The engagement efforts will further refine its commitment to public engagement as a key tool for determining GHSP's funding and program plan over the next 3 years.

Seat Belt Use Observational Survey

North Carolina's annual seat belt use survey is conducted each year in June (with the exception of the 2020 survey, which was delayed until October because of COVID-19). The 2022 survey was conducted at 120 sites in 15 counties across the state. For all sites, trained observers recorded information from stopped or nearly stopped vehicles. Data were collected during rush hours (weekdays 7–9 a.m. and 3:30–6 p.m.), non-rush hours (weekdays 9 a.m.–3:30 p.m.), and on weekends (Saturday or Sunday 7 a.m.–6 p.m.). Data from the annual seat belt use survey is used to track how belt use has changed over time and to identify high-risk populations for seat belt nonuse.

In summary, GHSP works in collaboration with a team of partner agencies and uses a variety of data sources to identify specific traffic safety problems facing North Carolina. This data is used to create specific targets addressing each problem area. The target-setting process is described below.

Target-Setting Process

Many factors were considered when setting performance targets for FY2024-2026. The objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes in North Carolina. The target-setting process considered:

- **Trends in crashes and fatalities.** As mentioned above, trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years. These trends were used to project crashes and fatalities in future years.
- **Ceiling/floor effects.** As crashes or fatalities become rarer, progress becomes increasingly difficult to achieve. For example, approximately 15 unhelmeted motorcyclists are killed each year in crashes in North Carolina, representing less than 10 percent of all motorcyclist fatalities. It would be difficult to improve upon this very low rate. Rather than spend funds to reduce unhelmeted fatalities even further, resources might be better spent on other problem areas where greater progress is achievable.
- **The effect of external forces.** Traffic crashes and fatalities may be affected by economic factors, gasoline prices, population changes, demographic considerations, and health crises, as well as geographic, topographic, and roadway system factors. These external forces may be beyond the direct control of safety advocates, but still deserve consideration. For example, North Carolina's population has steadily increased during the past decade. The larger population—along with the resulting increase in licensed drivers and registered vehicles—raises the potential for crashes and fatalities to occur. Other factors such as a growing economy may further boost this effect. Since 2020, the COVID-19 pandemic has clearly been an external factor that has had surprisingly negative impacts on traffic safety across the nation, including North Carolina. To the extent possible, the potential effect of these external forces are considered in setting targets.
- **Effectiveness of known countermeasures.** GHSP also considers whether there are known effective approaches that address a specific problem area. For instance, high-visibility sobriety checkpoints are a proven countermeasure to deter alcohol-impaired driving and to reduce alcohol-related crashes/fatalities. Hence, GHSP sets challenging but achievable targets for this problem area. Graduated driver licensing (GDL) is the only proven countermeasure for improving the safety of young drivers. Achieving further reductions in young driver crashes may be difficult given North Carolina's relatively strong GDL system and the lack of other proven measures. The targets for reducing young driver crashes are therefore somewhat less ambitious

than other areas where there are more proven countermeasures for reducing crashes and fatalities.

The FY2024-2026 HSP targets were established after considering the above factors.

Process Participants

As part of the problem identification process, GHSP collaborates with many local community groups, including local Vision Zero communities, local law enforcement, local public health officials, local school administrators, and others. GHSP also coordinates problem identification efforts with statewide agencies and organizations including the NCDMV, the NCDOT Traffic Safety Systems Management Unit, the North Carolina State University's Institute for Transportation Research and Education (ITRE), the AOC, the University of North Carolina (UNC) Highway Safety Research Center (HSRC), and UNC Injury Prevention Research Center (IPRC). The information provided by these local communities and agencies is supplemented by data from other state and local agencies. GHSP also received input from its task forces (impaired driving and occupant protection), the Traffic Records Coordinating Committee, and the NC ECHS. GHSP works to ensure that task force representation and NC ECHS representation is diverse and inclusive of traditionally underserved communities across North Carolina. Federal mandates and the nine national priority program emphasis areas also influence problem identification.

Description of Highway Safety Problems

North Carolina is in the southeastern United States and borders four states: Virginia, Tennessee, Georgia, and South Carolina. In terms of land area, North Carolina is the 28th largest state, with 53,819 square miles. North Carolina has the second largest state highway system in the country. The transportation system includes 107,954 miles of public roads, 1,358 miles of interstate highways, and 65,989 miles of rural roads. According to the Federal Highway Administration (FHWA), North Carolina had 7,765,109 licensed drivers in 2021, an increase of 18 percent since 2011. Ninety-one percent (91%) of the driving-age population in the state is licensed. FHWA records indicate a total of 8,707,506 registered vehicles in 2021, of which 3,235,757 were privately owned automobiles and 188,962 were privately owned motorcycles.

According to the U.S. Census Bureau, North Carolina's population was an estimated 10,698,973 million people in 2022, making it the ninth most populous state in the United States and the ninth fastest growing state. According to U.S. Census estimates, the median age in North Carolina is 38.4 years. Seventeen percent of the state's population is aged 65 or older; 22 percent is under age 18. The population is predominantly white (70%t) and Black/African American (22%). Ten percent is Latino and 1.6 percent is American Indian. The median household income in North Carolina is $60,516.

North Carolina has 100 counties. Half (50) have experienced population growth since 2010. Almost 50 percent of the state's growth since 2010 has occurred in two counties: Mecklenburg (home of Charlotte) and Wake (home of Raleigh). Meanwhile, the population has declined in 50 North Carolina counties. The counties that have experienced the largest population declines since 2010 include Tyrell (-27%), Northampton (-23%), Hyde (-21%), Anson (-20%), Hertford (-20%), Bertie (-19%), Washington (-18%), Duplin (-16%), Bladen (-16%), Gates (-15%), Edgecombe (-14%), Columbus (-13%), and Robeson (-13%). Many of these counties are in the eastern (coastal) part of the state.

Similar to national trends, traffic fatalities rose in North Carolina during 2021. There were 1,663 fatalities resulting from motor vehicle crashes in 2021, an 8.1 percent increase from the 1,538 fatalities in 2020. Unfortunately, traffic fatalities continued to rise during 2022 based on North Carolina crash data. (FARS data are not yet available for 2022.) The 1,784 fatalities in 2022 represented the largest number of traffic fatalities in North Carolina in more than two decades. The 5-year moving average suggests a gradual increase in traffic fatalities in North Carolina since 2015, as shown in the figure below.

Annual Fatality Counts, North Carolina

Year	Fatalities
2013	1,290
2014	1,284
2015	1,379
2016	1,450
2017	1,412
2018	1,436
2019	1,457
2020	1,538
2021	1,663
2022	1,784
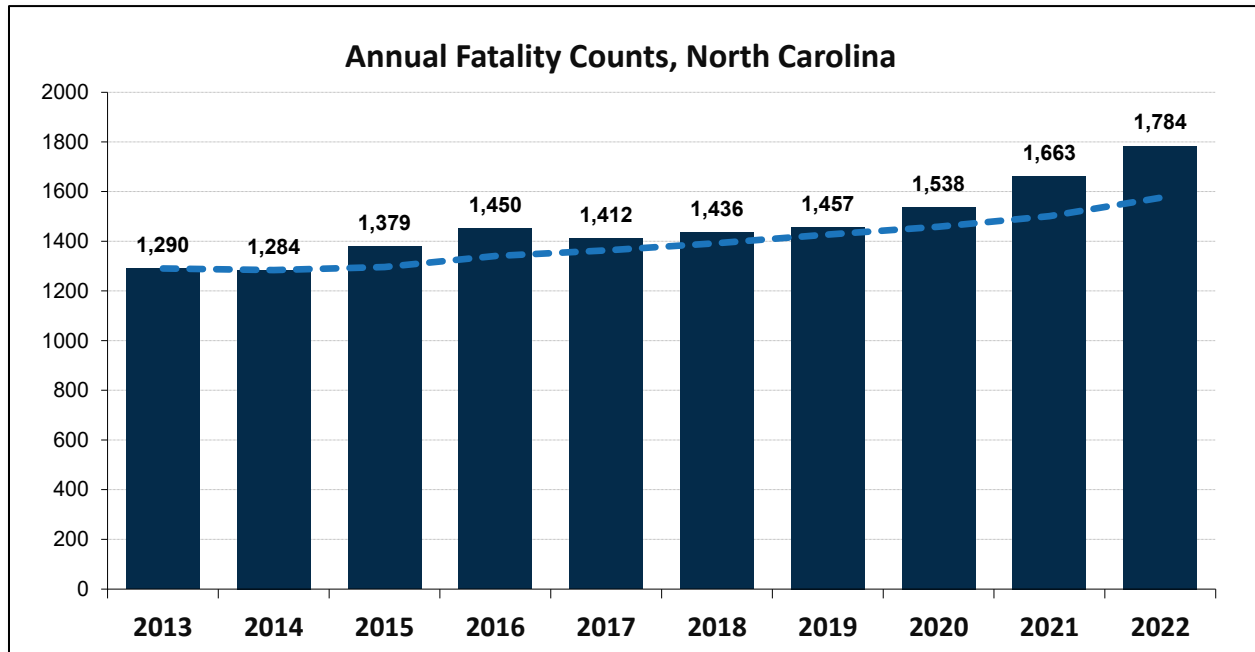
Source: FARS, 2013–2021 and NCDOT Motor Vehicle Crash Data, 2022.
Note: The dotted line shows the 5-year moving average.

During 2022, there were 5,260 disabling injuries, down 3.3% from the 5,442 injuries in 2021. Note that North Carolina changed the definition of disabling (A) injuries during the last quarter of 2016. A substantial portion of the increase in disabling (A) injuries observed between 2015 and 2017 can be attributed to the new definition.

Annual Disabling (A) Injury Counts, North Carolina

Year	Count
2013	2,109
2014	2,197
2015	2,422
2016	2,987
2017	4,609
2018	4,614
2019	4,908
2020	4,968
2021	5,442
2022	5260
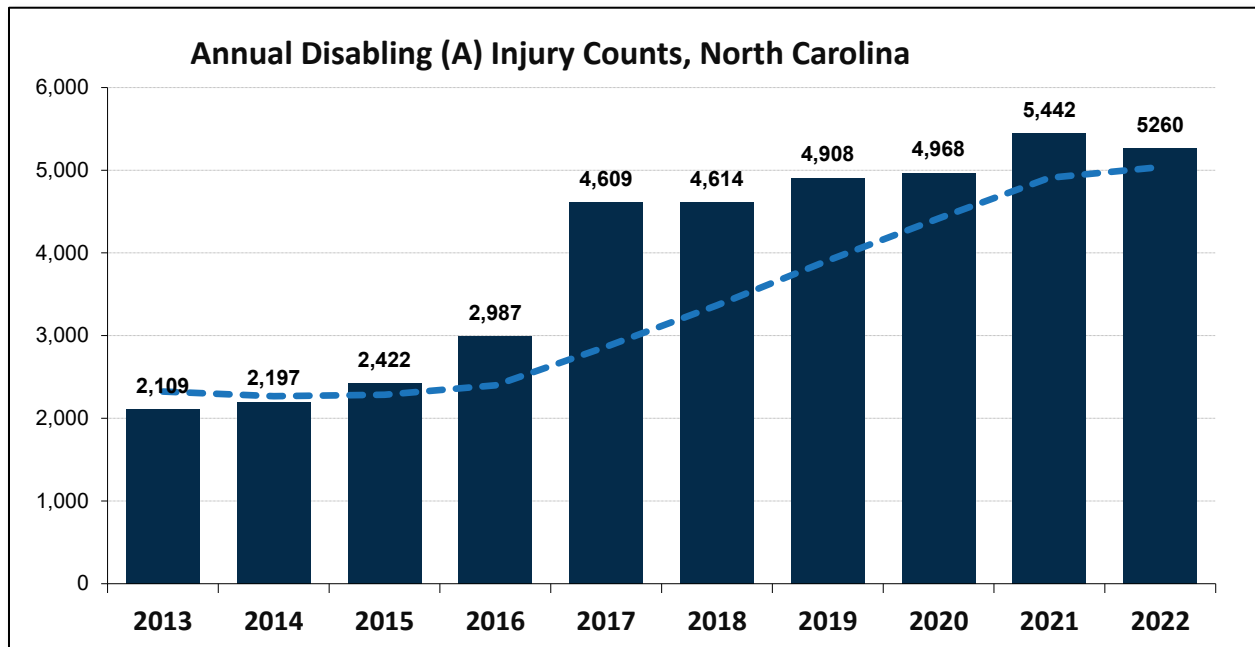
Source: NCDOT Motor Vehicle Crash Data, 2013–2022.
Note: The 2016 and 2017 increase is largely due to a change in the disabling-injury definition during the last 3 months of 2016. The dotted line shows the 5-year moving average.

The fatality rate per VMT decreased slightly, after being noticeably higher the previous 2 years. There were 1.40 fatalities per 100 million VMT during 2022, down slightly from 1.45 during 2020 and 2021. This was an increase compared to 1.19 in 2019. During 2020, the jump was the result of an increase in fatalities coupled with a sizeable drop in VMT due to the COVID-19 pandemic and statewide shutdown in March 2020. During 2021, VMT rose to nearly pre-pandemic levels, but fatalities also increased.
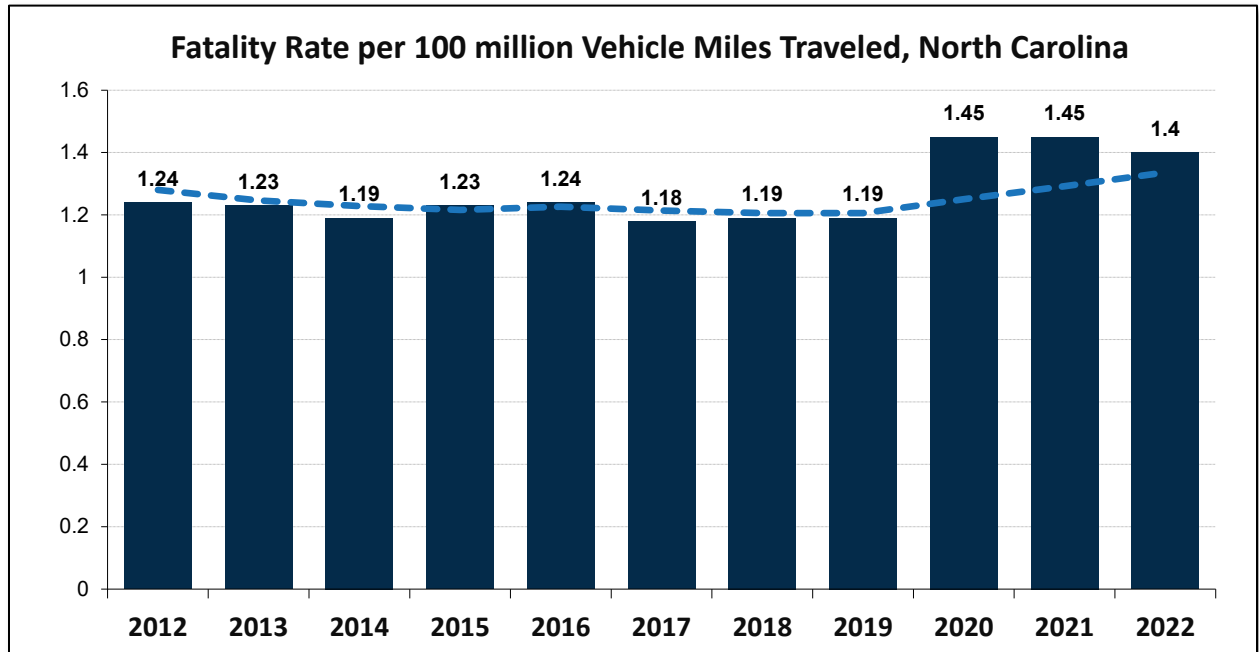
Source: FARS, 2012–2020 and NCDOT Motor Vehicle Crash Data, 2021.
Note: The dotted line shows the 5-year moving average.

As mentioned, North Carolina's population grew considerably during the last decade. Consequently, it is important to consider fatality rates per capita. The figure below shows fatality rates per 100,000 population in North Carolina from 2013 through 2022. During 2022, the per capita fatality rate jumped from 15.76 to 16.67. The long-term trend suggests a slow rise in fatalities per capita since 2015.

Fatality Rate per 100,000 Population, North Carolina

Year	Rate
2013	13.09
2014	12.91
2015	13.73
2016	14.29
2017	13.90
2018	13.83
2019	13.89
2020	14.73
2021	15.76
2022	16.67
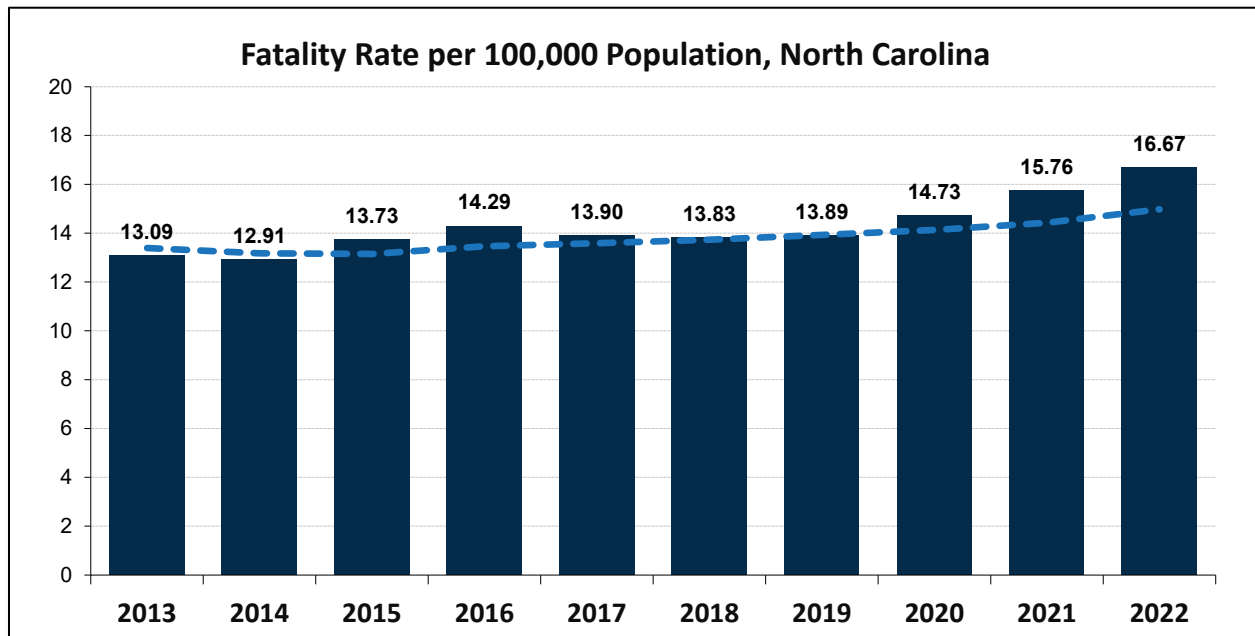
Source: FARS, 2013–2021, NCDOT Motor Vehicle Crash Data, 2022, and U.S. Census.
Note: The dotted line shows the 5-year moving average.

The table below presents TDI scores and rankings for each county. The TDI *scores* reflect the level of traffic disadvantage experienced by each county, with higher scores indicating greater disadvantage. The *rankings* indicate how each county compares to others in terms of traffic disadvantage. Lower ranks indicate higher levels of traffic disadvantage compared to other counties. The ten counties with the highest levels of traffic disadvantage are Robeson, Scotland, Bertie, Hertford, Edgecombe, Halifax, Lenoir, Vance, Martin and Washington.

Traffic Disadvantage Index, by County, 2023					
County	TDI Score	Rank	County	TDI Score	Rank
Alamance	9.9	49	Johnston	9.8	54
Alexander	9.1	86	Jones	10.1	36
Alleghany	10.1	36	Lee	10.2	33
Anson	10.4	27	Lenoir	11.6	5
Ashe	9.3	76	Lincoln	8.9	92
Avery	9.7	59	Macon	9.7	59
Beaufort	10.3	29	Madison	9.0	90
Bertie	11.8	3	Martin	11.5	9
Bladen	11.1	16	McDowell	9.7	59
Brunswick	9.2	83	Mecklenburg	9.5	70
Buncombe	8.9	92	Mitchell	9.3	76
Burke	9.9	49	Montgomery	10.0	44
Cabarrus	9.3	76	Moore	9.6	67
Caldwell	9.7	59	Nash	10.8	21
Camden	9.4	74	New Hanover	9.1	86
Carteret	9.2	83	Northampton	11.3	11
Caswell	10.5	24	Onslow	9.9	49

County	TDI Score	Rank	County	TDI Score	Rank
Catawba	9.3	76	Orange	8.8	97
Chatham	9.3	76	Pamlico	10.1	36
Cherokee	10.1	36	Pasquotank	10.4	27
Chowan	10.2	33	Pender	9.5	70
Clay	10.1	36	Perquimans	10.1	36
Cleveland	9.9	49	Person	10.0	44
Columbus	10.8	21	Pitt	10.5	24
Craven	10.3	29	Polk	9.3	76
Cumberland	11.1	15	Randolph	9.8	54
Currituck	8.5	100	Richmond	11.2	13
Dare	8.9	92	Robeson	12.0	1
Davidson	9.7	59	Rockingham	9.8	54
Davie	9.1	86	Rowan	9.7	59
Duplin	11.1	17	Rutherford	10.0	44
Durham	9.7	59	Sampson	10.5	24
Edgecombe	11.6	5	Scotland	12.0	1
Forsyth	9.8	54	Stanly	9.3	76
Franklin	10.2	33	Stokes	9.1	86
Gaston	9.7	59	Surry	10.1	36
Gates	10.6	23	Swain	10.1	36
Graham	9.9	49	Transylvania	8.9	92
Granville	9.8	54	Tyrrell	10.3	29
Greene	11.2	13	Union	8.8	97
Guilford	10.0	44	Vance	11.6	5
Halifax	11.6	5	Wake	8.9	92
Harnett	10.0	44	Warren	11.3	11
Haywood	9.5	70	Washington	11.4	10
Henderson	9.2	83	Watauga	8.6	99
Hertford	11.7	4	Wayne	10.9	18
Hoke	10.9	18	Wilkes	9.6	67
Hyde	10.3	29	Wilson	10.9	18
Iredell	9.0	90	Yadkin	9.4	74
Jackson	9.6	67	Yancey	9.5	70

Table title: Traffic Disadvantage Index, by County, 2023

Methods for Project Selection

Each year, GHSP funds projects to reduce crashes, injuries, and fatalities in North Carolina. Nonprofits, local government, law enforcement agencies, safety programmers, and other groups submit applications through a web-based application system. Special efforts are made to inform underserved communities about GHSP grant opportunities, and to solicit grant applications from underserved areas or from underrepresented groups. These efforts include articles in newspapers focused on communities of color, and a statewide request for proposal announcement through organizations such as the North Carolina Center for Nonprofits and others.

This web-based system is integrated with NCDOT's Federal Aid, Grants and Financial System and allows users to view the status of an application and request changes to a contract at any time. This system allows GHSP staff to approve applications electronically and reduces paperwork. Proper authorization is necessary to access the system.

General guidelines about the GHSP highway safety grants program include the following:
- All funding from GHSP must be for highway safety purposes only.
- All funding must be necessary and reasonable.
- All funding is based on the implementation of evidence-based strategies.
- All funding is performance-based. Substantial progress in reducing crashes, injuries, and fatalities is required as a condition of continued funding.
- All funding is passed through from the federal government and is subject to both federal and state regulations.
- All funding is considered seed money to get programs started. In most cases, the grantee is expected to provide a portion of the project costs and is expected to continue the program after GHSP funding ends.
- Projects are only approved for 1 full or partial federal fiscal year at a time. However, multiyear projects are typically awarded funds for up to 3 consecutive years with a progressively higher cost share.
- Funding cannot be used to replace or supplant existing expenditures, nor can funding be used to carry out the general operating expenses of the grantee.
- All funding is on a reimbursement basis. The grantee must pay for all expenses up front and then submit a reimbursement request to receive the funds.
- Law enforcement agencies can only be reimbursed for activity hours conducting traffic enforcement, attending court proceedings related to traffic enforcement, conducting traffic safety related education or outreach, or attending training related to traffic safety. Also, law enforcement agencies receiving grant funds must:
  - conduct a minimum of one daytime and one nighttime seat belt initiative per month and one impaired driving checkpoint per month; and
  - participate in all *Click It or Ticket* and *Booze It & Lose It* campaigns.

GHSP's in-house review team utilizes a data-driven approach to select project applications for funding. GHSP Highway Safety Specialists conduct an initial project review based on the applicants' problem identification, goals and objectives, use of evidence-based strategies and activities, budget, and past performance. Specialists also indicate whether the application is within the top 25 counties based on 5-year average fatality data. GHSP then has a selection meeting that includes input from the Highway Safety Specialists; the Director/Governor's Representative for Highway Safety; Assistant Director of Internal Affairs; Planning, Programs, and Evaluation Manager; and Finance Officer, as well as other partners when appropriate.

When making final grant selections, GHSP relies heavily on the Highway Safety Specialist initial project review, the summary documentation provided by the specialist, and the group selection review. Applications are reviewed individually to allow the entire review team and partners to critique each application, provide input, and ask questions about each application. GHSP also solicits input from NHTSA, the Regional Law Enforcement Liaison (LEL) network, or other partners (when appropriate) as part of the decision-making process.

GHSP's review process includes a risk assessment of both the applicant agency and the proposed project. This information is captured on the HHS project review form. The risk assessment may include the applicant's past performance with previous grants (including claim and reporting timeliness and accuracy), previous participation in GHSP-sponsored campaigns and events, applicant's staff size,

mission, monitoring results from other federal agency awards, and any other incidental or anecdotal information that may provide an indication of project success or failure. For law enforcement applicants, GHSP also considers factors such as the agency's highway safety enforcement efforts for the 3 previous years. Prior to funding any project, GHSP reviews debarred lists and checks for known single audit findings that may indicate a high risk. If a funded project is deemed a higher than normal risk, GHSP will require enhanced reporting and/or monitoring to better track the project's progress.

Once GHSP and NHTSA approve a traffic safety project proposal, an agreement is electronically signed and returned to the applicant agency with an approval letter.

Description of Outcomes – SHSP and HSIP Coordination

In accordance with federal requirements, GHSP ensures that the overall targets of the North Carolina HSP match the overall targets in the Highway Safety Improvement Program (HSIP) and are aligned with the goals of the North Carolina Strategic Highway Safety Plan (SHSP). The SHSP was first developed in 2004 and most recently was revised in 2019 by the North Carolina Executive Committee for Highway Safety, which includes stakeholders such as state, regional, local, and tribal agencies; representatives from traditionally underserved communities; and other public and private partners.

North Carolina is a Vision Zero State—even one fatality is too many on our roadways. This plan's vision, mission, and goals guide the development and implementation of strategies and actions to achieve Vision Zero. The working goal of the revised strategic plan is to cut fatalities and serious injuries in North Carolina in half by 2035, achieving zero in 2050.

The plan will achieve these goals by implementing strategies/actions in 11 safety emphasis areas:

- Intersections
- Lane Departure
- Alertness
- Occupant Protection
- Speed
- Substance-Impaired Driving
- Motorcyclists
- Older Drivers
- Pedestrians, Bicyclists, and Personal Mobility
- Younger Drivers
- Emerging Issues and Data

Stakeholders selected these emphasis areas through a data-driven approach augmented with public input sessions noting that many crashes cut across multiple emphasis areas. These emphasis areas let safety professionals address crashes from multiple perspectives and focus on achieving the goals of the HSP. Equity was a key consideration in each of the strategies and actions.

As required, the targets for total fatalities, the fatality rate per 100 million VMT, and the total number of "disabling" (A) injuries of this FY2023-2026 HSP submitted by GHSP match the overall targets in the Highway Safety Improvement Program (HSIP) and are aligned with the goals of the North Carolina Strategic Highway Safety Plan (SHSP). GHSP helped lead the 2019 update to the SHSP, with Highway

Safety Specialists and other GHSP staff serving on many working groups. This helped better align the targets and strategies of the HSP with the goals and strategies of the SHSP.

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

Public Participation and Engagement

GHSP plans to increase its community outreach activities, particularly to underserved and traditionally marginalized communities. This will allow GHSP to adjust its countermeasures and funding levels across program areas to address the specific safety needs of these communities. GHSP has made strides in FY2023 to increase community outreach activities as outlined further in this chapter and has more specific and detailed plans for FY2024-2026.

FY2023 Efforts

Engagement Goals for FY2023

- Goal 1) Compile data resources to help provide information on areas with significant traffic safety needs, history of marginalization and being underserved, and likelihood of being engaged in traffic safety work.
- Goal 2) Create an internal process for getting community input on traffic safety needs, including:
  - Strategy #1) scan existing grantees and partner group to access their existing community feedback notes and documents, and
  - Strategy #2) Create a framework for ongoing community engagement that can begin this year but be perfected in FY2024 and beyond.
- Goal 3) Create a process for how GHSP public engagement efforts will contribute the Highway Safety plans, using that community input to inform countermeasure strategies for programming funds.

FY2023 Accomplishments Based on These Goals

Goal 1- Data Resources

Rigorous Use of Engagement Data Tools
GHSP uses several data tools to help determine funding priorities. Over the past 2 years, GHSP has been examining Fatal Analysis Reporting Survey (FARS) data, NCDOT crash data, and U.S. Census track data as part of the decision-making process. The results of the findings from these tools are included in subsequent chapters of this HSP.

GHSP reached out to its transportation planning partners, research partners, and public health partners to pinpoint other research tools. This year, they used the NC Department of Transportation's Transportation Disadvantage Index (TDI) and the Environmental Justice (EJ) index. These two tools include maps and interactive dashboards to help understand and visualize transportation disadvantage and the disproportionate impact of transportation barriers on communities of color, as well as help inform policies, planning, and project development decision-making. The TDI describes concentrations of zero-vehicle ownership, poverty level, youth aged 15 and under, seniors aged 65 and older, mobility impairments, and Black, Indigenous, and Persons of Color (BIPOC). This is an ArcGIS-based system that incorporates several sets of data that NHTSA recommends including in SHSO planning, including U.S. Census data, the Environmental Protection Agency environmental justice screening tool, FHWA's Screening Tool for Equity Analysis of Projects (STEAP), The Justice40 Initiative Climate and Economic Justice Screening Tool (CEJST), and others.

Community Health Needs Assessments (CHNA or CHA) – Every county/health authority in the country conducts Community Health Needs Assessments every 3 to 4 years to receive federal funding and accreditation. The North Carolina Department of Health and Human Services (NCDHHS) collects these reports. Different counties may be on different 3- to 4-year cycles, so not every county will be listed each year. The quality, content, data analysis, and format may vary from county to county, so the data is not aggregated above the county level and may not be comparable across counties. However, some plans include information from survey questionnaires and community focus groups, in which transportation often comes up as a theme, barrier, or priority.

In addition, GHSP uses the CDC's Youth Risk Behavior Survey (YRBS) results for North Carolina, the National EMS Information System (NEMSIS), and other previously used databases such as FARS and the NCDOT Fatal Slip Reporting Data.

What the Data Showed:
GHSP closely analyzed all of these data sets and found several useful trends. Data confirmed that many of the previous grants already serve historically underserved and disadvantaged communities. Robeson County, Edgecombe County, Bladen County, Duplin County, to name several, have been target areas for funding because of the combination of high traffic crash rates and because they score high in disadvantaged indexes by either low median income, high numbers less traffic fatalities than other more populous counties, based on Census data, FHWA's STEAP data, and community health data.

Robeson County is one clear example. According to US Census Data, it's clear Robeson County is one of the most disadvantaged counties in NC. US Census Track Data shows Robeson County has a 40% poverty rate compared to the state average of 23%; the number of people of color is 50% versus a state average of 37%; and the number of disabled residents is 23% as opposed to the state average of 13%. Further analysis shows extremely high traffic crash fatalities rates of 42.27 per 100,000. This ranks Robeson County third in the number of fatal crashes per population, despite being 26th in population. (FARS, Community Health Data 2021).

Clearly, the Robeson County data required a deeper analysis, and this analysis was illuminating. Robeson County's deaths were overwhelmingly in the rural portions of this geographically large area (79%)- the town of Lumberton was less affected. Robeson County's impaired driving deaths were almost 50% less than the state average (12.2%). This may be partially because GHSP has a long-standing DWI enforcement team in Robeson County, and a DWI Court that is in its fourth year. However, the data show that the number of unbelted fatalities and speed-related fatalities in Robeson County were significantly higher than the state average. Clearly, GHSP should consider a special focus on projects that will lead to increasing belt use and reducing speeds, and ways to leverage FHWA resources to reduce rural crashes.

Based on this data, GHSP met with local Robeson County community members through the Robeson County Vision Zero Coalition, which is a volunteer-led group working to eliminate crash deaths in the County. In their May 24, 2022 quarterly meeting, the group indicated an interest in creating a seat belt focused awareness campaign. The campaign, tentatively called "Don't Rob Robeson", would focus on increasing seat belt use by using community leaders (tribal elders, clergy, medical personnel, law enforcement, etc.) to reinforce the need to use seat belts. The campaign would build off previous work done to engage Robeson County clergy in traffic safety messaging through religious institutions, a major socially influential group in this area. Also based on this data, both GHSP and the NC DOT's Mobility & Safety Unit plan to conduct a joint project to blend both behavioral and structural funding into the

county. Details are being worked out, but GHSP would fund efforts to educate residents about structural changes and foster community input into what those might look like.

This data also showed that there are geographic and demographic pockets of the state that are not being adequately served through GHSP activities and grants. Northeast North Carolina and Northwest North Carolina are two significant areas where GHSP has not had a strong presence but needed services. As a result, this year's plan calls for funding in several counties that these data sources show are disadvantaged and/or underserved, including Cumberland, Wilkes, Pasquotank, Cherokee, Person and Franklin counties. This year's plans also call for increasing funding in Edgecombe, Robeson and Craven Counties, three other counties where GHSP has done previous work and counties ranking high in the disadvantaged index.

Finally, the data show that crashes involving teenage and young adult drivers are increasing. In 2029, there were 154 deaths involving drivers under 20. In 2021, that number rose to 198. Clearly, we need specific outreach plans to address young drivers and those who influence them.

Goal 2 – Community Input

Strategy #1- Scan existing partners/grantees.
Several of the existing grantees already solicit community input as part of their work. For instance, North Carolina has a statewide network of local Vision Zero communities. Each of those communities have worked with local citizens to gather input that informs their local Vision Zero plan. GHSP worked to gather that input in a more comprehensive manner than they had in the past. There are presently 15 Vision Zero communities that have community outreach efforts, including community groups leading those Vision Zero planning and implementation efforts. Many of these coalitions have already held community outreach meetings. These meetings were advertised, and those community meetings have used accessible venues and tools. Every Vision Zero community has been given training on how to identify underserved communities, and ways to engage them in Vision Zero planning. For many of our Vision Zero Communities, we are unable to determine how successful these outreach efforts were in FY 2023 because the data are incomplete.

Robeson County
The Robeson County Vision Zero Community Coalition has more information about community outreach efforts to affected communities, and more deliberate use of accessibility measures and outreach. The Robeson County Vision Zero Community Coalition has reviewed demographic data to determine what communities are most effected by traffic crashes, and found that American Indians (specifically, members of the Lumbee Tribe, which is based in Robeson County) and younger drivers. At the very early planning stages of the Robeson County coalition, the group reached out to tribal members, and has had tribal members as part of the Task Force's decision-making process. The group's leader is an enrolled member of the Lumbee Tribe. The group meets every other month, and meetings are announced through the Lumbee Tribe's web site and list serves. In addition, the project's Clergy Outreach Coordinator holds meetings with local clergy who are members of the Lumbee Tribe and encourages participation. The target audience in this outreach effort are clergy (strong social influencers in this rural community) and their congregants. As a result, approximately 40% of the Task Force core group are tribal members. The group also has young drivers on the Vision Zero Task Force group. High School students regular attend these meetings and are granted permission by school officials as needed to attend meetings. The group takes proactive measures to ensure accessibility. Meetings are held in wheelchair accessible venues that have universally designed features that can accommodate those with

mobility impairments. Handheld microphones or other accessible devices are available and offered in advance of meetings. Alternative formats such as teleconferencing, email chats, audio recordings and video recordings are available for those with hearing or visual impairments.

Robeson County Vision Zero Community Coalition regularly includes approximately 40 participants (though numbers can vary). Of those participants, approximately 40% are members of the Lumbee Tribe, and 20% are African American. At least one has a visible disability.

In those meetings, GHSP staff solicit community input on Robeson County's community needs regarding safe transportation. The GHSP Director has attended several meetings of the Robeson County Vision Zero Task Force, and community members have indicated that low seat belt use is a major concern (October 2022, January 2023, March 2023 meetings). Data confirmed that the number of unbelted drivers and passengers in fatal crashes is higher in Robeson County than in surrounding areas. As a result, Southeastern Regional Medical Center, the largest medical system in the area, will receive a GHSP grant for a seat belt diversion program.

Additional Youth Outreach Efforts

Young drivers are a group needing special focus, as noted at the beginning of this section. One way to reach youth is through using peer influencers and adult influencers such as coaches to spread safe driving messages.

Through a marketing partnership with the NC High School Athletic Association (NCHSAA), GHSP has led traffic safety input discussions with teachers, athletic directors, and students at quarterly NCHSAA regional meetings. As a result, GHSP plans to continue funding the seat belt diversion program.

The community meetings and focus groups led to several key outcomes this year. NCHSAA traffic safety input discussions with teachers, athletic directors, and students at quarterly NCHSAA regional meetings revealed several concerns about the state of drivers' education. As a result of the feedback, GHSP received local community input that drivers' education efforts seem to be eroding in several North Carolina communities, and parents are confused about driver licensing requirements for young drivers. GHSP will be funding UNC HSRC efforts to conduct a Time to Drive Parent Training Program to help educate parents and young people about safe driving tools to help families navigate young driver requirements and practices.

Other outreach efforts

Finally, the North Carolina Traffic Safety Conference included a session with disability community members including representatives of the local Center for Independent Living and a representative of the Division of Services for the Deaf and Hard of Hearing. People with disabilities are the largest minority group in the United States (National Institute on Disability, 2011) and anecdotal reports indicate that traffic stop interactions between law enforcement and disabled North Carolinians, especially those who are deaf or hard of hearing, are fraught with communications problems . Apparently, many law enforcement officers are unaware of the hearing loss logo embossed on NC drivers licenses (NC Division for Deaf and Hard of Hearing). This session used both accessible venues (ramps, etc.) and tools (sign language interpreters). During this session, these community members demonstrated that law enforcement requires proper training related to existing protocols for interactions with deaf and hard of hearing people. As a result, GHSP has partnered with North Carolina State University's ITRE to include training for law enforcement agencies on this topic, with members of the deaf and hard of hearing community as presenters. One such session occurred in May 2023. Both sessions included sign language interpreters and other accessible features. Another session is planned for later this year.

Strategy #2- Create ongoing community engagement framework
In FY2023, GHSP had little time to perfect the community feedback loop between February and July 2023. However, they have at least constructed the beginning of a framework for gathering that input, both later this year and in upcoming years. Ideally, GHSP would have existing staff direct this activity. However, given the small staff, GHSP created projects and partners to help arrange the community engagement efforts they seek. The previously mentioned Vision Zero project demonstrates these efforts.

The NC Alliance for Safe Transportation (NCAST) is a newly formed, grant-funded nonprofit organization created in partnership with the insurance industry, existing groups like AAA and MADD, and interested community partners to advance traffic safety efforts (see ongoing community engagement section). NCAST has an FY2023 grant with GHSP to organize community meetings in FY2023 in areas of high need and/or underserved areas (as identified by the data mentioned above), including northwestern North Carolina, Robeson County, and Durham County. These meetings, which are planned for July through September, will solicit local community members to give information about traffic safety needs in their community, and that information will be used in funding decisions. Each of these meetings will have accessible features including wheelchair accessible venues, sign language interpreters, and alternative formats. The notes for each of these sessions will be compiled and reviewed by the GHSP leadership, and then linked to data sources that might support the recommendations made at these sessions. Once public comments and data are shown to support each other, those recommendations will be part of the HSP planning process.

Goal 3 – Incorporate community input in traffic safety planning and decision-making
This year, GHSP leadership held meetings 3 times a week between February and May to create the HSP, create goals, establish funding priorities, and make funding recommendations. For instance, when GHSP leadership considered grant applications from Robeson County, they also discussed the public input and feedback received from the Vision Zero coalition. GHSP recognizes the need for a more streamlined way to ensure community feedback is incorporated in the HSP planning and funding, and will work throughout FY2024-2026 to perfect the process.

Engagement Goals for FY2024-2026
North Carolina is committed to continuing work begun in FY2023 to identify underserved communities, going to those communities to learn about their traffic safety needs, and adjusting countermeasures and funding priorities to co-create projects that ensure the traffic safety needs of these communities are met. These three goals will be further refined throughout the 3 years covered in this HSP, and those refinements will be outlined in each year's annual updates to the HSP.

GOALS
Goal 1 is to increase public engagement and participation by hosting community engagement sessions, leveraging existing community engagement efforts, creating new community-based partnerships, and incorporating direct community partner input into GHSP's decision-making process.

One strategy is to host at least six communities per year to provide public input through in-person community public input sessions. These sessions will be hosted by NCAST, a nonprofit organization designed to increase community engagement in transportation decision-making. These sessions will be held in the communities and will feature facilitative formats to solicit meaningful community input and engagement. These sessions will include members of groups identified in page 17-18 of this chapter.

Additional strategies will include working with partners who are already getting meaningful community input into their work, such as the 15 North Carolina Vision Zero community coalitions, and use that existing input in GHSP's evaluation and decision-making process. Additionally, GHSP will work with the North Carolina Center for Nonprofits, North Carolina Black Elected Municipal Officials, El Pueblo, North Carolina Commission of Indian Affairs, and others to pinpoint local community groups in high risk/traditionally underserved communities (as identified in Goal 3) that may be interested in ongoing community engagement efforts and/or directed funding. A final strategy will include creating an ongoing engagement plan with these community groups to gather their input into GHSP funding priorities and decisions. This strategy is not yet fully formed, but clearly part of that strategy is to expand existing task forces (see Goal 2).

Goal 2 is to expand the GHSP-managed task forces, which help decide the course of GHSP decision-making, to include more community members from communities identified in Goal 1 as underserved and disadvantaged, and as having a significant traffic safety problem. There are presently two task forces- the Impaired Driving Task Force and the Occupant Protection Task Force- that make key decisions on the direction of highway safety efforts in those two areas. In addition, the NC ECHS helps coordinate and manage highway safety direction for all stakeholders. As part of this goal, GHSP aims to include at minimum five community members from disadvantaged and underserved communities on each task force.

Goal 3 is to continue to identify underserved communities through biannual review of the data sources outlined above, and by incorporating additional data sources as they become available. This will be done by working with UNC HSRC, North Carolina Division of Public Health, and other partners.

One strategy to accomplish this goal will be to host biannual review sessions with UNC HSRC, Division of Public Health, Mobility and Safety, and ITRE to review existing data and outline trends seen during the past 6 months in North Carolina. The group will also address how those trends might inform GHSP's program categories during the upcoming year.

Performance Report

This section describes North Carolina's progress on the 12 performance measures identified by NHSTA/GHSP. Progress towards meeting the performance targets from the previous fiscal year's HSP are shown in the table below. The sections that follow provide a program-area-level report for each performance target.

	2023 Targets				
Performance Measure:	**Target Period**	**Target Year(s)**	**Target Value FY23 HSP**	**Data Source FY23 Progress Results**	**On Track to Meet FY23 Target**
C-1) Total Traffic Fatalities	5 year	2019-2023	1,202.2	FARS 2019-2021, NC Crash Data 2022-2023 1,574.8	No
C-2) Serious Injuries in Traffic Crashes	5 year	2019-2023	3,423.0	NC Crash Data 2019-2023 5,062	No
C-3) Fatalities/VMT	5 year	2019-2023	1.011	FARS 2019-2021, NC Crash Data 2022 1.285	No
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2019-2023	408.9	FARS 2019-2021, NC Crash Data 2022-2023 487.2	No
C-5) Alcohol-Impaired Driving Fatalities	5 year	2019-2023	396.3	FARS 2019-2021, NC Crash Data 2022-2023 406.4	No
C-6) Speeding-Related Fatalities	5 year	2019-2023	384.5	FARS 2019-2021, NC Crash Data 2022-2023 412.6	No
C-7) Motorcyclist Fatalities	5 year	2019-2023	181.3	FARS 2019-2021, NC Crash Data 2022-2023 173.4	Yes
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2019-2023	15	FARS 2019-2021, NC Crash Data 2022-2023 14.9	Yes
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2019-2023	163.8	FARS 2019-2021, NC Crash Data 2022-2023 179.2	No
C-10) Pedestrian Fatalities	5 year	2019-2023	203.5	FARS 2019-2021,	No

	2023 Targets				
Performance Measure:	**Target Period**	**Target Year(s)**	**Target Value FY23 HSP**	**Data Source FY23 Progress Results**	**On Track to Meet FY23 Target**
				NC Crash Data 2022-2023 238.6	
C-11) Bicyclist Fatalities	5 year	2019-2023	19.6	FARS 2019-2021, NC Crash Data 2022-2023 22.6	No
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2023	90.0	NC annual seat belt use survey 90.8	Yes
Number of Drivers Age 65 or Older Involved in Fatal Crashes	5 year	2019-2023	275.1	FARS 2019-2021, NC Crash Data 2022-2023 314.8	No

C-1) Number of traffic fatalities (FARS)

Target: Reduce total fatalities by 17.58 percent from 1,458.6 to 1,202.2 by December 31, 2023.

Outcome: **Target not met**. The 2019–2023 average number of traffic fatalities was 1,574.8.

Annual Fatality Counts, North Carolina

Year	Fatalities
2014	1,284
2015	1,379
2016	1,450
2017	1,412
2018	1,436
2019	1,457
2020	1,538
2021	1,663
2022	1,784
2023	1,432
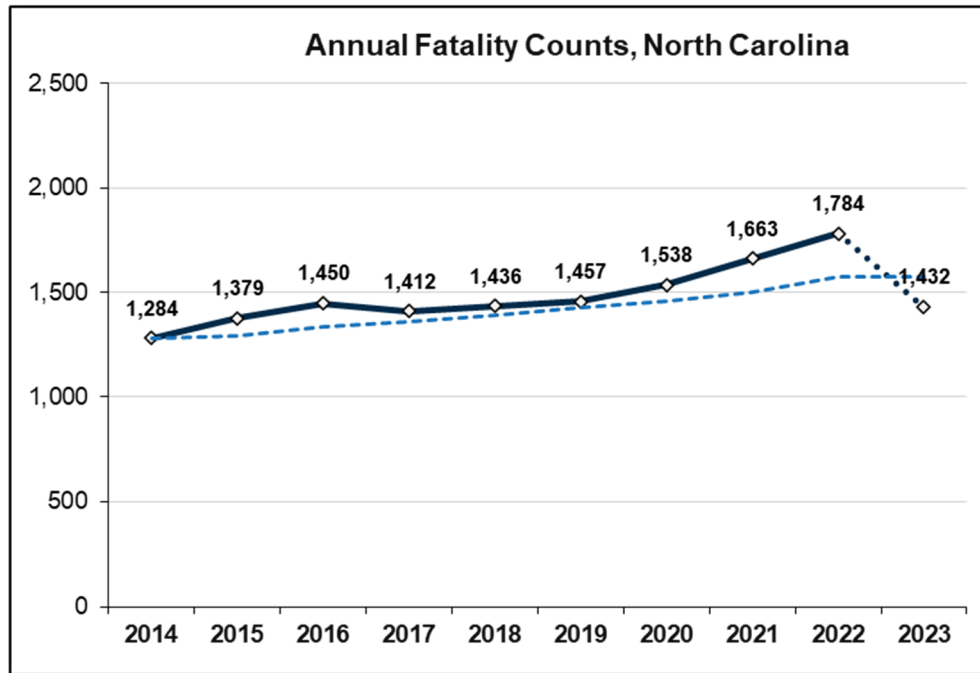
Source: FARS, 2014–2021 and NCDOT Motor Vehicle Crash Data, 2022–2023.
Note: Fatalities in 2023 were extrapolated based on the 358 fatalities during the first 3 months of the year.

Progress in Meeting Target: North Carolina is not on track to meet the target for traffic fatalities. Traffic fatalities increased in North Carolina during 2021 (the most recent year for which FARS data are available). One hundred and twenty-five (125) more fatalities occurred during 2021 than 2020, an increase of 8.1 percent. This same trend occurred nationwide—traffic fatalities in the United States increased by 10.1 percent during 2021. According to NCDOT Motor Vehicle Crash Data, traffic fatalities continued to grow in 2022. The 5-year moving average (the dotted line in the figure) suggests a gradual rise in traffic fatalities in North Carolina since 2016.

Many factors have likely contributed to this trend. The population of North Carolina has increased every year since 2000. Additionally, the number of licensed drivers and the number of VMT have grown at an even faster rate. Hence, it is important to consider fatality *rates* in addition to the total *number* of fatalities.

GHSP remains committed to further reducing traffic fatalities in North Carolina. GHSP supports a variety of enforcement and educational efforts to decrease motor vehicle crashes and the resulting fatalities, as described in the Program Areas section of the HSP.

C-2) Number of serious injuries in traffic crashes (state crash data files)

Target: Reduce serious traffic injuries by 30.19 percent from the 2017-2021 average of 4,903.4 to 3,423.0 by December 31, 2023.

Outcome: **Target not met.** The 2019–2023 average number of serious injuries was 5,062, a 3.2 percent increase from the 2017–2021 average of 4,903.4.
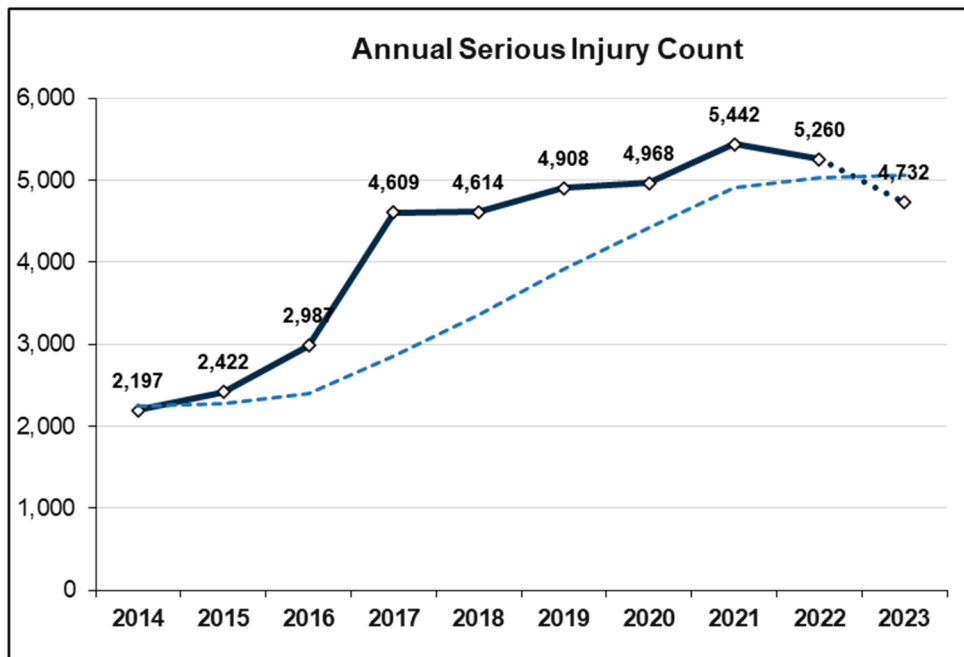
Source: NCDOT Motor Vehicle Crash Data, 2014–2023.
Note: Serious injuries in 2023 were extrapolated based on the 1,183 serious injuries during the first 3 months of the year.

Progress in Meeting Target: North Carolina is not on track to meet the target for serious ("disabling") injuries. Although the number of serious injuries has fluctuated, there was a steep rise between 2019 and 2021. This parallels the rise in fatalities during this same period. Serious injuries appear to have begun declining in 2022 and the downward trend is continuing based on preliminary data for 2023. It is important to note that North Carolina changed the definition of "serious injury" during the last quarter of 2016. This had a substantial impact on the rise in the 5-year moving average shown in the figure above.

GHSP supports a variety of enforcement and educational efforts to decrease motor vehicle crashes and the resulting injuries, as described in the Program Areas section of the HSP.

C-3) Fatalities/VMT (FARS/FHWA)

Target: Reduce the fatality rate per 100 million VMT by 19.25 percent from 1.250 to 1.011 by December 31, 2023.

Outcome: **Target not met.** The 2018–2022 average fatality rate per 100 million VMT was 1.34, a 6.9 percent increase from the 2016–2020 average of 1.25.

Fatality Rate per 100 million Vehicle Miles Traveled, North Carolina, 2011 - 2022
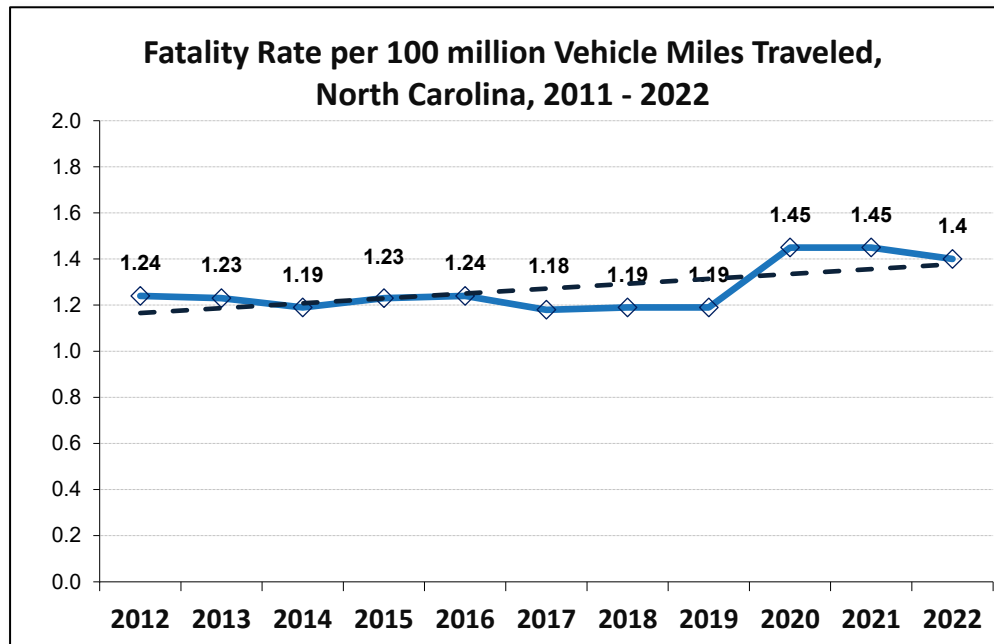
Source: FARS, 2012–2021 and NCDOT Motor Vehicle Crash Data, 2022.

Progress in Meeting Target: North Carolina's annual fatality rate per 100 million VMT rose sharply in 2020 (the most recent year for which FARS data are available). This was the result of an increase in fatalities coupled with a substantial drop in VMT due to the pandemic and statewide shutdown. The fatality rate for 2021 was based on state estimates and will be adjusted once the final rate is published by NHTSA. This performance measure is still in progress, but it appears North Carolina will not meet the target established for 2022.

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Target: Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, by 5 percent from 430.4 to 408.9 by December 31, 2023.

Outcome: **Target not met.** The 2019-2023 average number of unrestrained passenger vehicle occupant fatalities was 487.2.

Number of Unrestrained Passenger Vehicle Occupant Fatalities

Year	Value
2014	360
2015	402
2016	430
2017	400
2018	393
2019	428
2020	501
2021	515
2022	544
2023	448
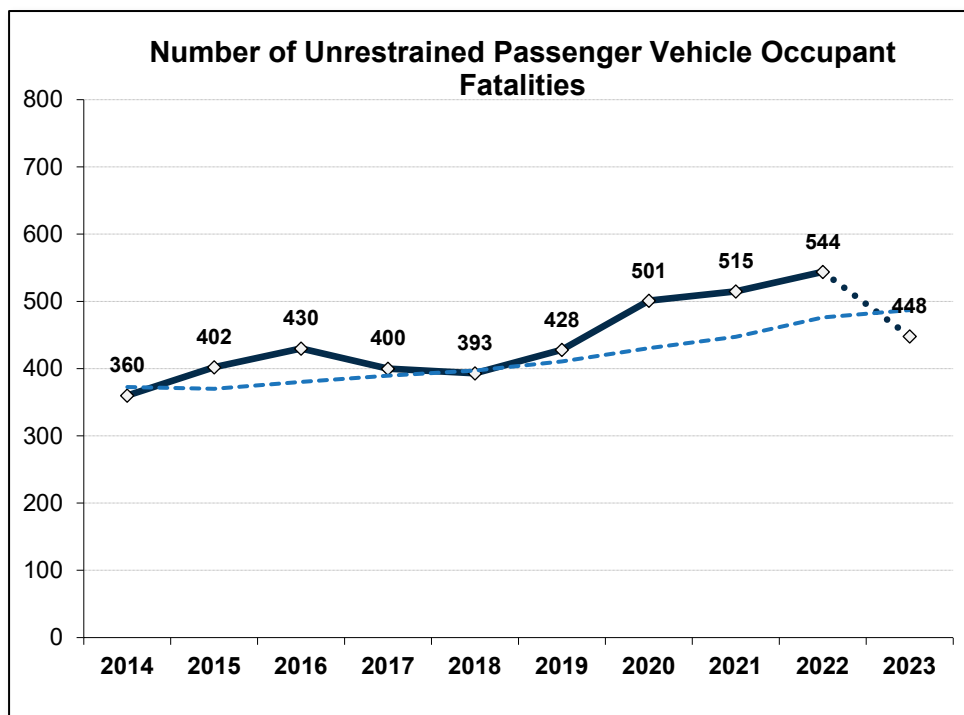
Source: FARS, 2014–2021 and NCDOT Motor Vehicle Crash Data, 2022–2023.
Note: Unrestrained fatalities in 2023 were extrapolated based on the 112 unrestrained fatalities during the first 3 months of the year.

Progress in Meeting Target: North Carolina is not on track to meet the target for unrestrained fatalities. Unrestrained passenger vehicle occupant fatalities rose in North Carolina during 2021 (the most recent year for which FARS data are available). There were 14 more unrestrained fatalities in 2021 than 2020. Based on North Carolina Motor Vehicle Crash Data, unrestrained fatalities continued to increase in 2022. Overall, the 5-year moving average suggests a gradual rise in unrestrained fatalities since 2016.

An estimated 600 lives are saved each year in North Carolina by passenger restraints. Approximately 100 more lives could be saved each year if all passenger vehicle occupants were properly restrained. To increase seat belt use, GHSP will continue to support proven countermeasures, including high-visibility enforcement targeting nighttime belt use and focusing on those counties with the highest numbers of unrestrained fatalities. North Carolina conducted a NHTSA-facilitated occupant protection program assessment in February 2021. Many of the recommendations from this assessment have been

incorporated into a Strategic Plan developed by the Statewide Occupant Protection Task Force. This strategic plan was informed in part by recommendations from the April 2016 NHTSA-facilitated occupant protection program assessment. A subsequent occupant protection assessment was conducted in February 2021 and provided updated recommendations. The Occupant Protection Task Force will revise the strategic plan, as appropriate, to incorporate the 2021 recommendations. The statewide campaigns, programs, and countermeasures that follow may be updated to reflect the recommendations generated by the statewide Occupant Protection Task Force and working groups that have been established to address specific programs and target groups.

GHSP will work with program partners to continue support for child passenger safety efforts in the state. GHSP will work to maintain a large CPS Technician (and therefore Permanent Checking Station) program through CPS Certification and Renewal classes held across the state and by supporting opportunities for CPS Technicians to earn continuing education credits needed for recertification. GHSP is also working with partners to expand the child passenger safety diversion program. Currently, 43 counties in North Carolina have diversion programs. In these counties, drivers who receive a ticket for violating the child passenger safety law are given the option to visit a designated permanent car seat checking station to receive education and installation help by a CPS Technician. Once the Technician is comfortable with the driver's understanding on how to properly use their car seat, they give the driver a form to take to the District Attorney's office to have the ticket dismissed. This program encourages law enforcement officers to be proactive in enforcing child passenger safety violations and provides education and installation assistance to drivers charged with these violations.

GHSP will strive to increase occupant restraint use by working with law enforcement, media, local partners and others to educate the public about occupant protection and to enforce North Carolina's occupant protection laws. GHSP law enforcement grantees will be required to conduct a minimum of one nighttime seat belt enforcement effort each month. GHSP will also encourage nighttime seat belt enforcement in counties that are overrepresented in unbelted fatalities. Through support and refinement of the Vision Zero Analytics project, GHSP will continue to facilitate the collection and sharing of data and county maps with agencies in these counties. In addition, GHSP will partner with the North Carolina State Highway Patrol to conduct Special Operation Projects in designated high-risk counties. Selected enforcement days and times will correspond with data showing when unrestrained fatalities are occurring.

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

Target: Reduce alcohol-impaired driving fatalities by 5 percent from 417.2 to 396.3 by December 31, 2023.

Outcome: **Target not met.** The 2019–2023 average number of fatalities involving drivers with a BAC of .08 or above was 406.4.

Number of Alcohol-Impaired Driving Fatalities
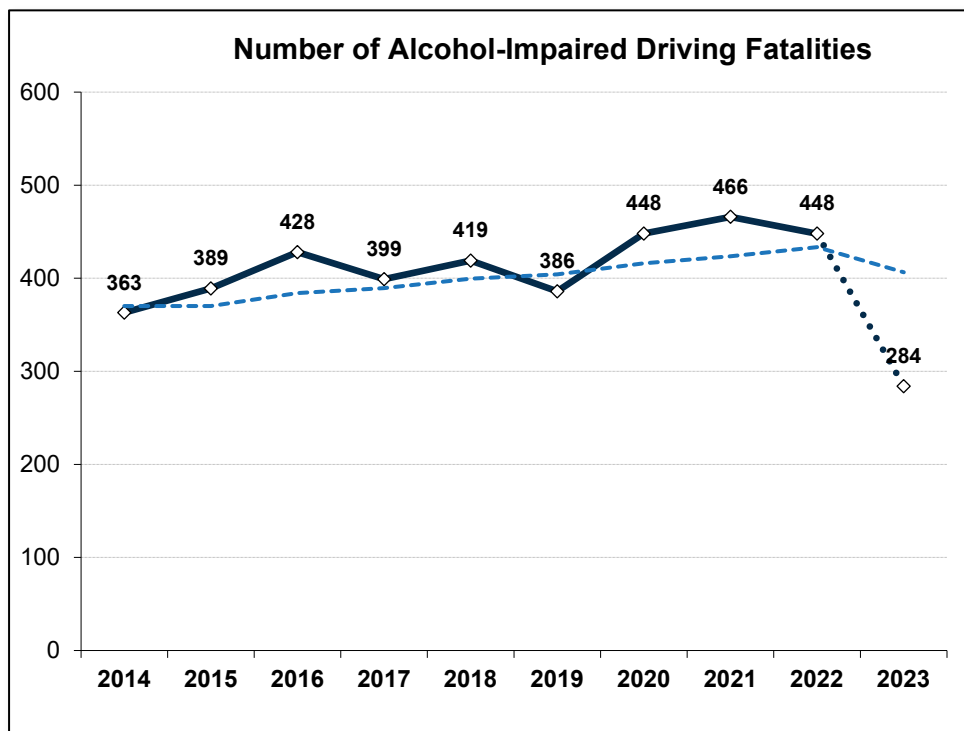
Source: FARS, 2014–2021 and NCDOT Motor Vehicle Crash Data, 2022–2023.
Note: Alcohol-impaired driving fatalities in 2023 were extrapolated based on the 71 fatalities during the first 3 months of the year.

Progress in Meeting Target: North Carolina is not on track to meet the target for alcohol-impaired driving fatalities. Fatalities increased during 2021 (the most recent year for which FARS data are available). Eighteen additional alcohol-impaired driving fatalities occurred during 2021 than 2020. Twenty-eight percent of all fatalities in 2021 were alcohol related. Fatalities appear to have dropped in 2022 and 2023, based on North Carolina Crash Data. Overall, the longer-term trend suggests a gradual rise in alcohol-impaired driving fatalities since 2016.

North Carolina is very aggressive in the fight to remove impaired drivers from its roadways. GHSP is funding many initiatives during FY2024 to address impaired driving, including DWI high-visibility enforcement teams, DWI treatment courts, and regional laboratories to better facilitate expedited blood testing. Additionally, GHSP has rejuvenated and expanded the Statewide Impaired Driving Task Force. The Task Force updated the state's Impaired Driving Plan in FY2021, which provides a

comprehensive approach for preventing and reducing alcohol-impaired driving in North Carolina. Many of the Task Force's recommendations remain on track for implementation.

GHSP supports high visibility enforcement as a countermeasure. During FY2024, North Carolina law enforcement agencies plan to conduct five impaired driving campaigns:
- Halloween *Booze It & Lose It* October 23 – 31, 2023
- Holiday *Booze It & Lose It* (December 11, 2023 – January 1, 2024)
- St. Patrick's Day *Booze It & Lose It* (March 11 17, 2024)
- *Booze It & Lose It*: Operation Firecracker (June 24 – July 7, 2024)
- Labor Day *Booze It & Lose It* (August 26 – September 8, 2024)

In addition to high visibility enforcement, GHSP will establish DWI Enforcement Teams in counties that were overrepresented in alcohol-related fatalities. GHSP began funding DWI Enforcement Teams to encourage local law enforcement agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers were most likely to be on the roadways—typically Thursday, Friday, and Saturday nights between 10 p.m. and 6 a.m. the following morning. See the Impaired Driving Program Area for more details related to high visibility enforcement efforts.

GHSP will also fund continued operation of the North Carolina BAT Mobile Program, operated by the Forensic Tests for Alcohol Branch (FTA). GHSP also supports the state's Drug Recognition Expert (DRE) program, considered one of the strongest such programs in the country. GHSP will continue supporting the prosecution of impaired drivers and will fund the North Carolina Conference of District Attorneys' (CDA) efforts to train more prosecutors and law enforcement officers statewide. GHSP will also provide support for dedicated DWI Treatment Courts in Buncombe County and Robeson County, an area with a large American Indian and Black population.

See the Impaired Driving Program Area for more details.

C-6) Number of speeding-related fatalities (FARS)

Target: Reduce speeding-related fatalities by 10 percent from 427.2 to 384.5 by December 31, 2023.

Outcome: **Target not met.** The 2019–2023 average number of speeding-related fatalities was 412.6.

Number of Speeding-Related Fatalities
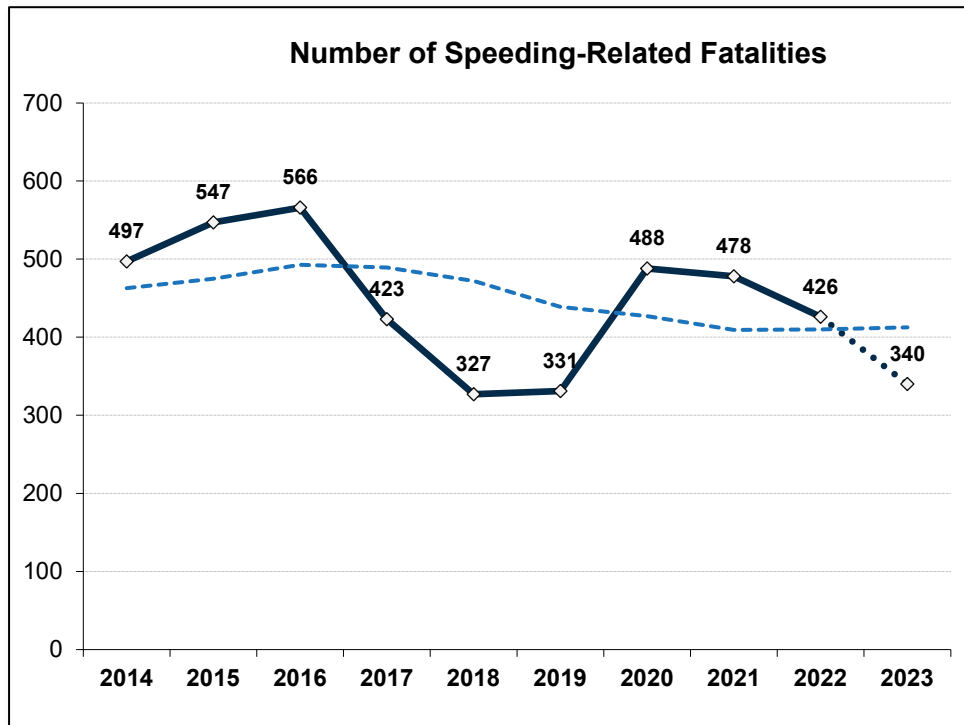
Source: FARS, 2014–2021 and NCDOT Motor Vehicle Crash Data, 2022–2023.
Note: Speeding-related fatalities in 2023 were extrapolated based on the 85 fatalities during the first 3 months of the year.

Progress in Meeting Target: North Carolina is not on track to meet the target for speeding-related fatalities. There were 478 speeding-related fatalities in North Carolina during 2021 (the most recent year for which FARS data are available). This was a decrease of 10 fatalities from the preceding year. Twenty-nine percent of all fatalities in North Carolina during 2021 were speeding related. Speeding is particularly common among drivers age 16-29, on weekends, among motorcyclists, and among drivers who had been drinking. Despite the sharp rise in fatalities in 2020, the 5-year moving average suggests a gradual decline in speeding-related fatalities since 2017.

GHSP remains committed to supporting proven countermeasures to further reduce the frequency of speeding-related crashes and fatalities.

For many years, GHSP has supported a statewide campaign called "Speed a Little. Lose a Lot." The campaign reminds drivers of the dangers of speeding and the potential consequences: the loss of a life.

In FY2024, GHSP will continue to support a highly successful Law Enforcement Liaison (LEL) program through a network of eleven Regional Law Enforcement Liaisons to coordinate and organize GHSP highway safety efforts and activities throughout the state. Through the guidance and coordination efforts of these Regional LEL's, planning, preparation, and reporting activities are accomplished. In addition, GHSP will continue to fund enforcement activity hours for traffic safety officers in counties with increased speeding and unrestrained fatalities. Additional high visibility enforcement efforts will take place through the administration of overtime grants throughout the state.

See the Police Traffic Services Program Area for more details.

C-7) Number of motorcyclist fatalities (FARS)

> **Target:** Reduce motorcyclist fatalities by 5 percent from 190.8 to 181.3 by December 31, 2023.
>
> **Outcome:** **Target met.** The 2019–2023 average number of motorcyclist fatalities was 173.4.

Number of Motorcyclist Fatalities
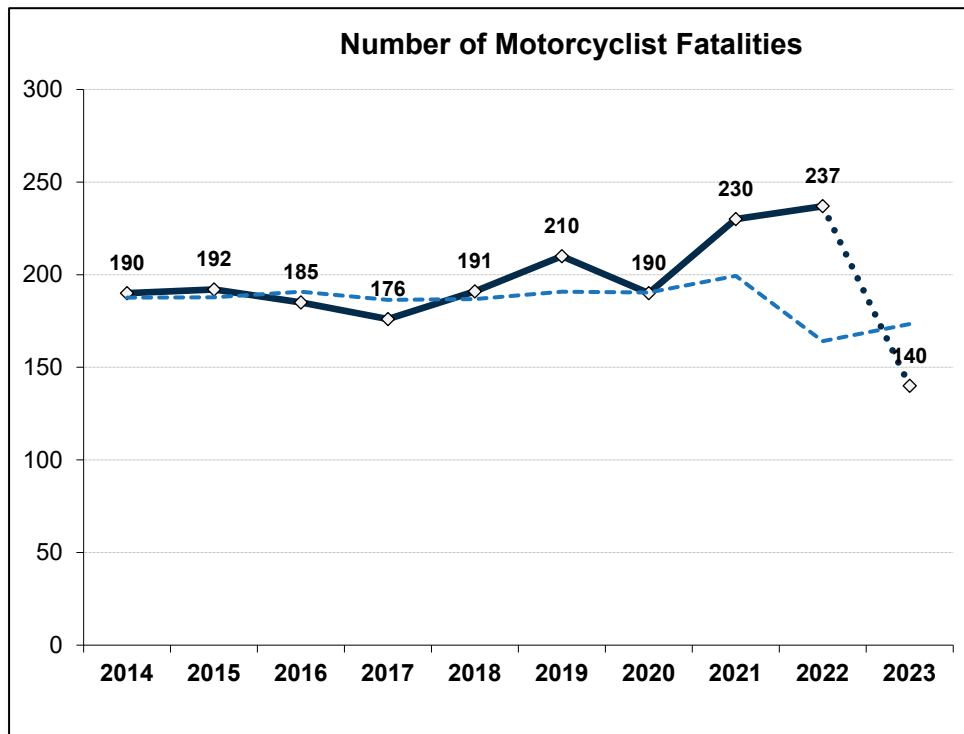
Source: FARS, 2014–2021 and NCDOT Motor Vehicle Crash Data, 2022–2023.
Note: Motorcyclist fatalities in 2023 were extrapolated based on the 35 fatalities during the first 3 months of the year. (Fatalities are expected to rise during the warmer summer months.)

Progress in Meeting Target: North Carolina may be on track to meet the target for motorcyclist fatalities. A total of 230 motorcyclists were killed in crashes in North Carolina during 2021 (the most recent year for which FARS data are available). This was an increase of 40 fatalities in comparison with 2020. Motorcyclists accounted for 14 percent of all traffic fatalities in 2021, even though motorcycles comprise just 2 percent of registered vehicles.

GHSP strongly supports efforts to provide training to help motorcyclists become safe riders. GHSP is expanding the BikeSafe NC program to reach a larger number of motorcyclists. The program has instituted a system of regional coordinators, which has increased the number and locations of BikeSafe classes available to students. Moreover, the program from the North Carolina State Highway Patrol has developed a new training curriculum and teaching presentation, a full instructor plan, a full student lesson plan, and a 2-day train-the-trainer session.

During FY2024, GHSP plans to continue expanding the "BikeSafe North Carolina" program to reach a larger number of motorcyclists. BikeSafe offers training in safe 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 who are interested in improving their riding skills. The training takes place in the classroom and on the streets. On the road, each student is paired with a motorcycle officer who observes the student's riding. The motorcycle officer then provides feedback and instruction on how the student can improve his/her riding techniques to enhance safety. GHSP funds a statewide Coordinator with the N.C. State Highway Patrol who directs six Regional BikeSafe Coordinators across the state to facilitate BikeSafe outreach and training opportunities. Regional Coordinators are tasked with coordinating training classes and conducting outreach through dealerships, motorcycle clubs, and any other entities popular amongst motorcycle riders and enthusiasts.

See the Motorcycle Safety Program Area for more details.

C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Target: Maintain unhelmeted motorcyclist fatalities at or below 15 by December 31, 2023.

Outcome: **Target met.** The 2019-2023 average number of unhelmeted motorcyclist fatalities was 14.9.

Number of Unhelmeted Motorcyclist Fatalities
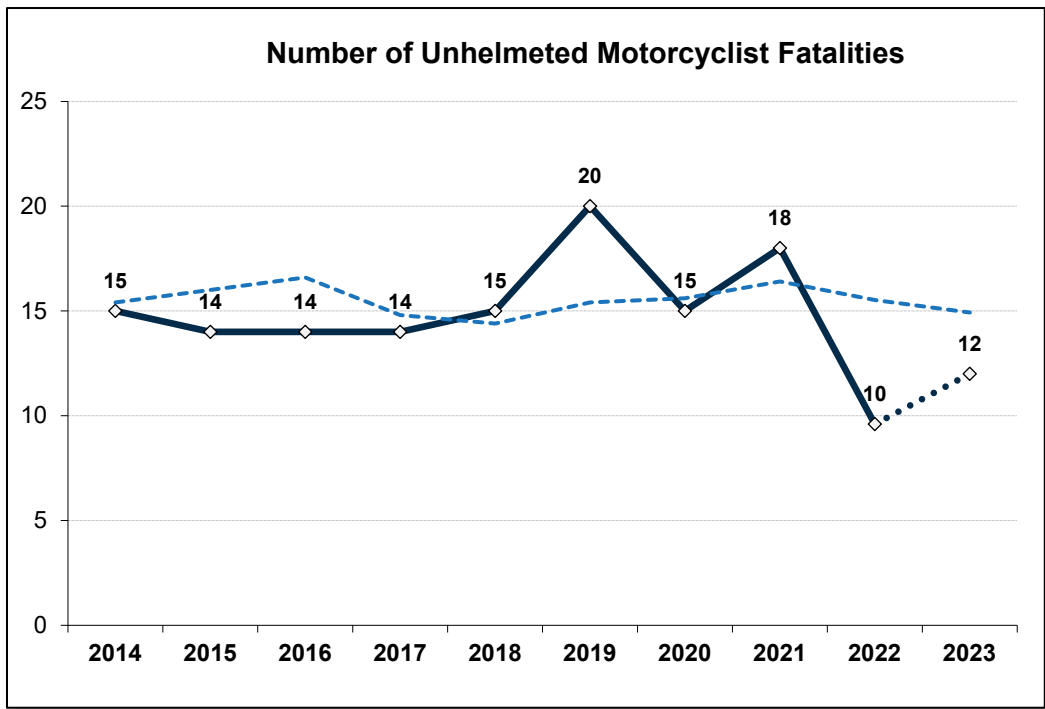
Source: FARS, 2014–2021 and NCDOT Motor Vehicle Crash Data, 2022.
Note: Unhelmeted motorcyclist fatalities in 2023 were extrapolated based on the 3 fatalities during the first 3 months of the year.

Progress in Meeting Target: North Carolina may be on track to meet the target for unhelmeted motorcyclist fatalities. North Carolina has a universal helmet law covering all riders. Consequently, the state has a very low number of unhelmeted motorcyclist fatalities each year. During 2021, 18 unhelmeted motorcyclists were killed in crashes, representing less than 8 percent of all motorcyclist fatalities. An estimated 100+ lives in North Carolina are saved each year by motorcycle helmets. Additional lives could be saved if all riders wore helmets.

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

Target: Reduce drivers age 20 and younger involved in fatal crashes by 5 percent from 172.4 to 163.8 by December 31, 2023.

Outcome: **Target not met.** The 2019–2023 average number of young drivers involved in fatal crashes was 179.2.

Source: FARS, 2014–2021 and NCDOT Motor Vehicle Crash Data, 2022–2023.
Note: Young driver fatal crashes in 2023 were extrapolated based on the 40 fatalities during the first 3 months of the year.

Progress in Meeting Target: North Carolina is not on track to meet the target for young driver fatal crashes. Fatal crashes remained stable during 2021 (the most recent year for which FARS data are available). There were 192 fatal crashes involving drivers age 20 or younger in North Carolina during 2021. Several notable legislative actions were taken in 2020 in response to the COVID-19 pandemic. The road test was waived for young drivers seeking an intermediate/restricted license. Additionally, the mandatory learner period was reduced from 12 months to 6 months. These actions may have contributed to the sharp increase in young driver fatalities since 2020.

Motor vehicle crashes are a leading cause of death among teenagers in North Carolina. GHSP is supporting and evaluating several innovative approaches to improving young driver safety. See the Young Drivers Program Area for more details.

C-10) Number of pedestrian fatalities (FARS)

Target: Reduce pedestrian fatalities by 5 percent from 214.2 to 203.5 by December 31, 2023.

Outcome: **Target not met.** The 2019–2023 average number of pedestrian fatalities was 238.6.
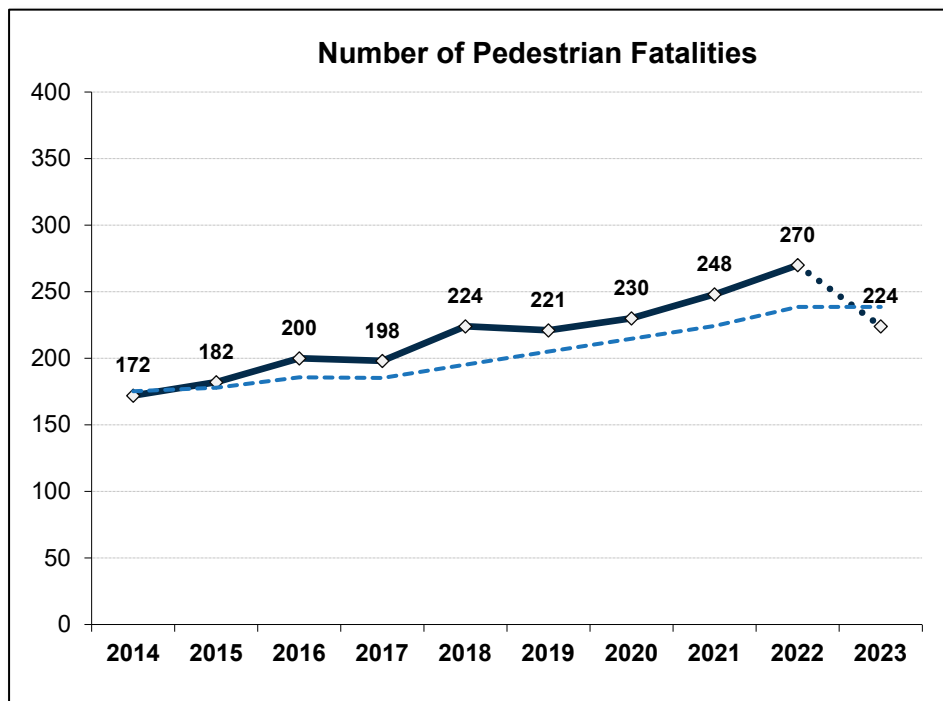
Number of Pedestrian Fatalities

Year	Value
2014	172
2015	182
2016	200
2017	198
2018	224
2019	221
2020	230
2021	248
2022	270
2023	224

Source: FARS, 2014–2021 and NCDOT Motor Vehicle Crash Data, 2022–2023.
Note: Pedestrian fatalities in 2023 were extrapolated based on the 56 fatalities during the first 3 months of the year.

Progress in Meeting Target: North Carolina is not on track to meet the target for pedestrian fatalities. A total of 248 pedestrians were killed in collisions with motor vehicles during 2021 (the most recent year for which FARS data are available). This was an increase of 18 fatalities compared to 2020. Moreover, the 5-year moving average suggests a steady rise in pedestrian fatalities over the last decade. During 2021, pedestrians accounted for 15 percent of all traffic fatalities in the state.

Because pedestrians do not have the same protection as motor vehicle occupants, they are likely to be seriously injured or killed in pedestrian/vehicle crashes. A growing number of communities in North Carolina are developing partnerships and programs to improve pedestrian and bicyclist safety and to increase the number of people walking and biking rather than driving. Communities are also recognizing that having adequate facilities for walking and bicycling can significantly enhance the experience and make it easier for people to walk and bike in their community, as well as making these forms of transportation as safe as possible. GHSP is funding several efforts that combine public education, community engagement, and high-visibility law enforcement to reduce pedestrian and bicyclist injuries and deaths.

GHSP funds the statewide "Watch For Me NC" pedestrian safety program. The program aims to reduce pedestrian and bicycle injuries and deaths through a comprehensive, targeted approach of public education, community engagement, and high-visibility law enforcement. Efforts include a $200,000 media campaign to reinforce these community efforts.

GHSP will support BikeWalk NC, a statewide cycling and pedestrian resource group, in their efforts to expand bicycle and pedestrian road safety education through the NC Friendly Driver Program which educates drivers and cyclists alike about safe transportation practices. GHSP will also fund the Town of Chapel Hill to continue its pedestrian safety program which is conducted in conjunction with the town's Vision Zero program. Additionally, GHSP will provide funding to the Dare County Sheriff's Office to conduct high visiblity overtime enforcement focused on pedestrian and bicyclist safety during the spring and summer vacation months.

See the Non-motorized (Pedestrians and Bicycles) Program Area for more information.

C-11) Number of bicyclist fatalities (FARS)

Target: Reduce bicyclist fatalities by 10 percent from 21.8 to 19.6 by December 31, 2023.

Outcome: **Target not met.** The 2019–2023 average number of bicyclist fatalities was 22.6.

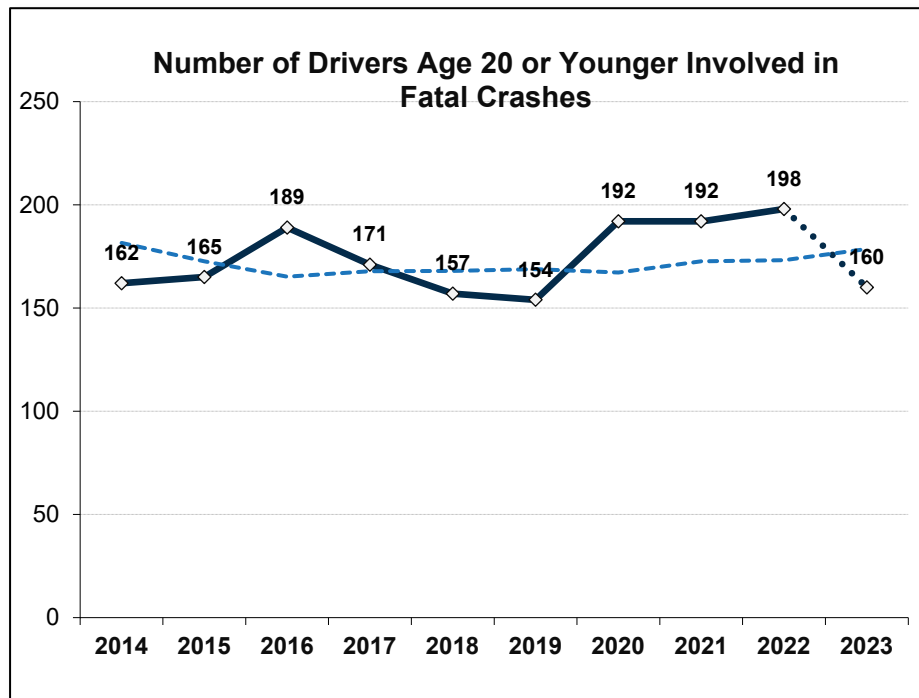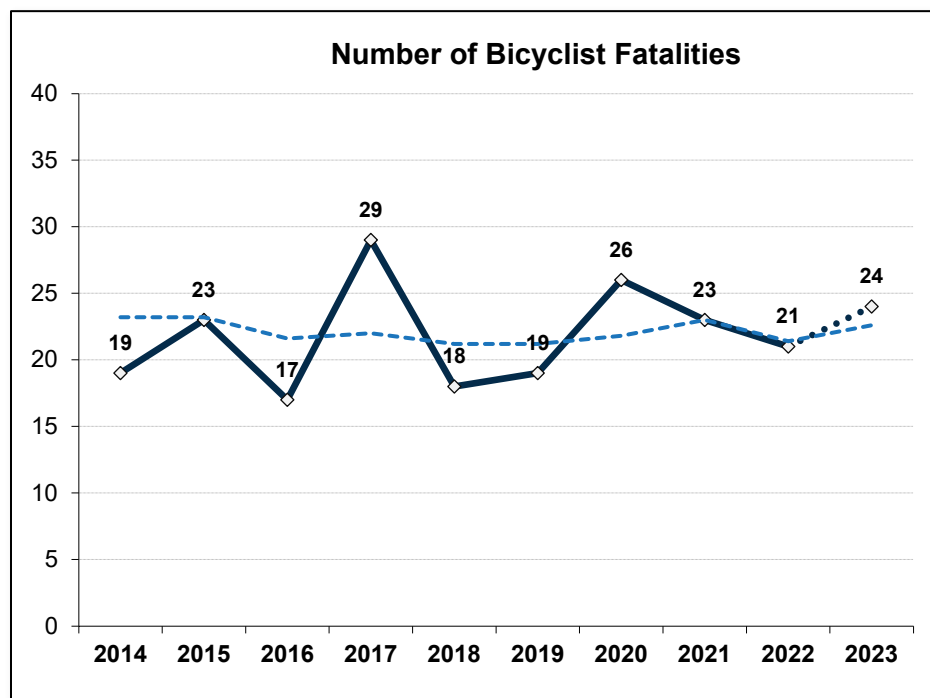*Source: FARS, 2014–2021 and NCDOT Motor Vehicle Crash Data, 2022–2023.*
Note: Pedestrian fatalities in 2023 were extrapolated based on the 6 fatalities during the first 3 months of the year.

Progress in Meeting Target: North Carolina is not on track to meet the target for bicyclist fatalities. Overall, the number of bicyclist fatalities in North Carolina is much lower than the number of fatalities involving pedestrians, motorcyclists, and other vulnerable road users. Twenty-three bicyclists were killed in crashes in North Carolina during 2021 (the most recent year for which FARS data are available), an decrease of three fatalities in comparison with 2020. Although bicyclist fatalities fluctuate from year to year, the 5-year moving average suggests little change in fatalities over the past decade.

GHSP will support BikeWalk NC, a statewide cycling and pedestrian resource group, in their efforts to expand bicycle and pedestrian road safety education through the NC Friendly Driver Program which educates drivers and cyclists alike about safe transportation practices.

See the Non-motorized (Pedestrians and Bicycles) Program Area for more information.

B-1) Observed seat belt use for passenger vehicles, front-seat outboard occupants (survey)

Target: Increase observed seat belt use for passenger vehicles, front-seat outboard occupants, by 0.4 percentage points from 89.6 percent to 90 percent by December 31, 2023.

Outcome: Target met. The observed seat belt use rate in 2022 was 90.8 percent.

Observed Seat Belt Use by Passenger Vehicle Drivers and Right Front Seat Occupants From NC Observational Survey

Year	Value
2014	90.6%
2015	89.9%
2016	91.7%
2017	91.4%
2018	91.3%
2019	88.4%
2020	87.1%
2021	89.6%
2022	90.8%
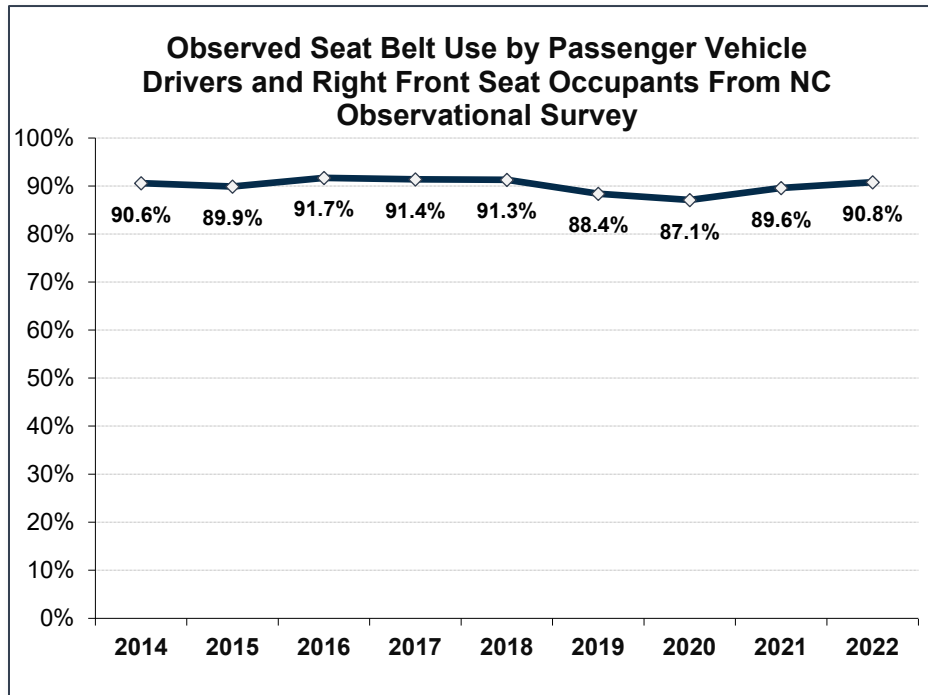
Source: North Carolina's annual seat belt use survey.

Progress in Meeting Target: North Carolina met the target for observed seat belt use among front-seat occupants in passenger vehicles. Seat belt use was 90.8 percent in 2022 (the most recent year for which annual seat belt use survey results are available). In comparison with 2021, belt use increased by 1.2 percentage points. Overall, observed seat belt use has changed only slightly during the past decade, hovering near 90 percent each year.

Increasing seat belt use continues to be one of GHSP's highest priorities. Current GHSP-funded activities are focused on nighttime belt enforcement and child passenger safety (CPS). See the Occupant Protection (Adult and CPS) Program Area for more details.

Number of drivers age 65 or older involved in fatal crashes (FARS)

> **Target:** Reduce drivers age 65 or older involved in fatal crashes by 5 percent from 289.6 to 275.1 by December 31, 2023.
>
> **Outcome:** **Target not met.** The 2019–2023 average number of older drivers involved in fatal crashes was 314.8.

Number of Drivers Age 65 or Older Involved in Fatal Crashes

Year	Value
2014	253
2015	283
2016	286
2017	286
2018	309
2019	309
2020	256
2021	394
2022	347
2023	268
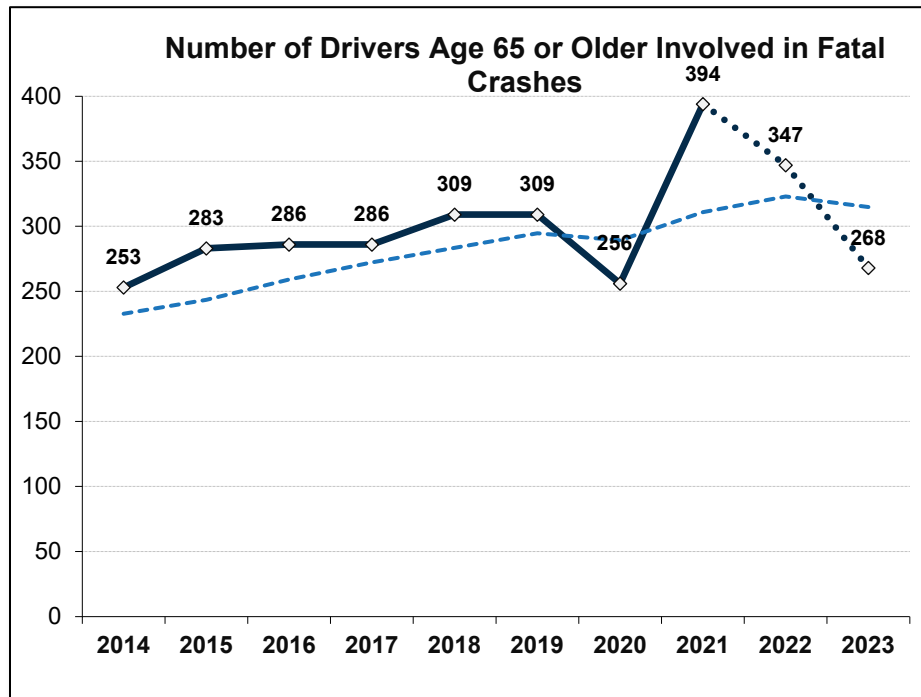
Source: FARS, 2014–2021 and NCDOT Motor Vehicle Crash Data, 2022–2023.
Note: Older driver fatal crashes in 2023 were extrapolated based on the 67 fatalities during the first 3 months of the year.

Progress in Meeting Target: North Carolina is not on track to meet the target for older driver fatal crashes. There were 394 fatal crashes involving drivers age 65 and older in North Carolina during 2021 (the most recent year for which FARS data are available), a sharp increase of 54 percent compared to 2020. The 5-year moving average suggests a steady rise in older driver fatal crashes over the past 10 years.

GHSP has collaborated with and helped support a statewide Older Driver Working Group to identify ways to improve the safety of older drivers. Based in part on recommendations from this Working Group, North Carolina is planning new projects to address this alarming trend.

Since the spring of 2004, GHSP has collaborated with and helped support a statewide Senior Driver Safety Coalition (SDSC). The Coalition assists NC's growing population of older adults in driving safely for as long as possible and provides access to viable transportation alternatives when driving is no longer an option. With GHSP's support, the SDSC has developed www.ncseniordriver.org, a website to provide

"one stop shopping" for information about older driver safety and resources in North Carolina. The website is a resource to the state's older drivers, family members of older drivers, physicians, law enforcement personnel, and others.

GHSP is a key part of the SDSC, which serves as the lead for older driver programs in NC, establishes goals for the state's older driver safety programs and facilitates coordination between groups responsible for older driver safety issues. Experts and/or community members representing older drivers serve on The Executive Committee for Highway Safety, the Impaired Driving Task Force and the Strategic HSP Implementation Committee. AARP is an active participant in many GHSP activities, including the Safety City project conducted during the NC State Fair.

GHSP is working with HSRC in FY2023 to pilot the CarFit 1:1 Program in 3-6 partners in North Carolina communities. CarFit is a national program created by AAA, the American Occupational Therapy Association (AOTA), and AARP to address the need for improved fit between vehicle and driver. HSRC will complete a process evaluation to determine successes and any barriers that might need to be addressed.

GHSP is working closely with East Carolina University Occupational Therapy Program on a NHTSA-funded project to promote Highway Safety Program Guideline (HSPG) No. 13. The demonstration program will focus on improving access for medically at-risk older drivers to obtain a comprehensive driving evaluation and to provide education to law enforcement personnel about older driver issues.

See the Older Drivers Program Area for more details.

Summary

This section described North Carolina's progress on the 12 performance measures identified by NHSTA/GHSP. Most performance measures worsened in 2021 (the most recent year for which FARS data are available). One hundred and twenty-five (125) more fatalities occurred during 2021 than 2020, an increase of 8.1 percent. According to NCDOT Motor Vehicle Crash Data, traffic fatalities continued to rise in 2022. As a consequence, North Carolina is not on track to meet its 2023 target for total traffic fatalities.

The rise in the number of older drivers involved in fatal crashes was particularly pronounced in 2021. There were 384 older drivers involved in fatal crashes during 2021, an increase of 54 percent from the preceding year. Unfortunately, North Carolina also experienced a sharp increase in motorcyclist fatalities during 2021. There were 230 motorcyclist fatalities during 2021, an increase of 21 percent from 2020. North Carolina also experienced an increase in serious injuries (up 9.5%), in unrestrained fatalities (up 3%), alcohol-impaired driving fatalities (up 4%), and pedestrian fatalities (up 8%). Young driver fatal crashes remained the same between 2020 and 2021.

A handful of performance measures showed improvements. Observed seat belt use increased to 90.8 percent in 2022 (the most recent year for which annual seat belt use survey results are available). This was slightly below the target of 90 percent. North Carolina also continues to have a very low number of unhelmeted motorcyclist fatalities. North Carolina has a universal helmet law covering all riders. An estimated 100+ lives in North Carolina are saved each year by motorcycle helmets. In addition, in 2021 North Carolina experienced a decrease in speeding-related fatalities (down 3%) and bicyclist fatalities (down 11.5%).

National Comparisons

Although North Carolina has seen improvement over the past decade across some key traffic performance measures, there are several areas where the state lags behind the United States as a whole. The table below demonstrates how North Carolina compares to the nation on a variety of measures. All figures are based on 2021 FARS data except observed seat belt use (which comes from the annual seat belt use survey).

Comparison of North Carolina to the U.S., 2021			
Performance Measure	**North Carolina**	**United States**	**NC +/- US**
Fatalities per 100 million VMT	1.41	1.37	+ 0.04
Fatalities per 100,000 population	15.76	12.94	+ 2.79
Alcohol-impaired driving fatalities (BAC = .08+) per 100 million VMT	0.40	0.43	- 0.03
Percent of fatalities with the highest driver BAC in the crash of .08+	28%	31%	- 3%
Percent of passenger vehicle occupant fatalities who were unrestrained	39%	42%	- 3%
Observed belt use by passenger vehicle drivers and right front seat occupants	89.6%	90.3%	- 0.7%

Source: FARS and North Carolina's annual seat belt use survey.

County Comparisons

North Carolina is comprised of 100 counties. The map below and the table that follows show the total number of motor vehicle fatalities in each county from 2017 to 2021. The table also includes the rank of each county (with "1" indicating the most fatalities). The counties with the highest number of fatalities from 2017 to 2021 were Mecklenburg (544 fatalities), Wake (344), Guilford (339), Robeson (263), Cumberland (254), Forsyth (206), Johnston (170), Harnett (165), Buncombe (151), and Durham (151). No other county had more than 150 fatalities. Not surprisingly, the counties with the most fatalities are also among the most populous counties in the state.

Total Fatalities in North Carolina, by County, 2017-2021
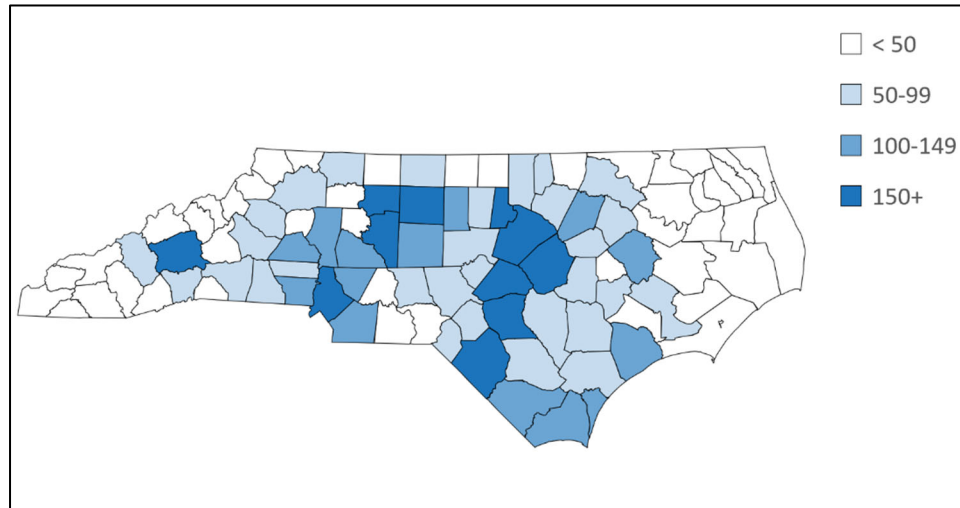
The map below and the table that follows also show the fatality rate per 100,000 population from 2017 to 2021, and the rank of each county (with "1" indicating the highest per capita fatality rate). Here, the pattern is very different. The counties with the highest fatality rate per capita tend to be rural, primarily in the northeastern and southeastern parts of the state, and along the I-95 corridor. Because most of these counties have relatively small populations, even small numbers of fatalities produce high fatality rates. The counties with the highest fatality rate per 100,000 population include Northampton (47.91), Graham (43.21), Robeson (42.27), Columbus (40.05), Montgomery (38.40), Warren (37.45), Bladen (37.44), Bertie (36.59), Scotland (36.55), Duplin (35.24), Jones (31.97), Halifax (31.89), Hertford (31.22), Pender (30.36), Granville (27.04), Lenoir (26.69), Sampson (26.61), and Nash (26.23). Notably, many of the counties with the highest per capita fatality rate are in the eastern (coastal) part of the state.

Fatalities in North Carolina per 100,000 Population, by County, 2017-2021
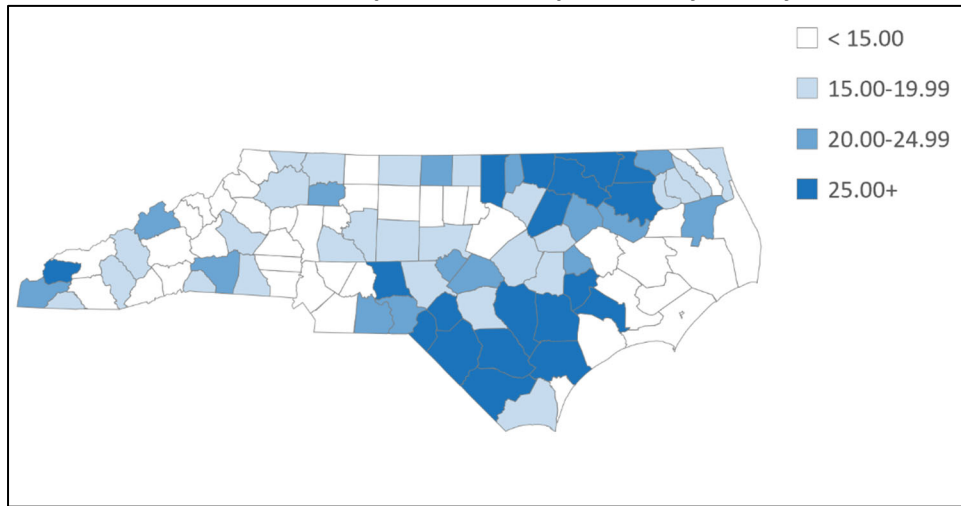
To achieve statewide targets for decreasing motor vehicle fatalities, both the counties with the highest number of fatalities and the counties with a greater than expected contribution of fatalities per population must be considered. Each of the individual sections of the HSP (e.g., alcohol-impaired driving, occupant protection) identifies the specific counties in North Carolina where highway safety problems are most significant.

County	2021 Population	Fatalities #	Rank	Per 100k	100k Rank	County	2021 Population	Fatalities #	Rank	Per 100k	100k Rank
Alamance	174,212	103	25	12.20	82	Johnston	226,661	170	7	16.11	55
Alexander	36,325	23	76	12.47	78	Jones	9,202	15	86	31.97	11
Alleghany	11,120	9	93	16.30	53	Lee	64,068	66	43	21.29	31
Anson	21,586	28	71	24.11	22	Lenoir	54,851	74	37	26.69	16
Ashe	26,701	18	82	13.37	72	Lincoln	89,556	61	49	14.19	67
Avery	17,951	11	89	12.47	79	Macon	37,347	26	73	14.63	61
Beaufort	44,561	33	65	14.26	66	Madison	21,446	24	75	22.31	29
Bertie	17,214	34	64	36.59	8	Martin	21,661	23	77	20.62	34
Bladen	29,402	59	50	37.44	7	McDowell	44,688	33	66	14.62	62
Brunswick	143,550	120	17	17.40	47	Mecklenburg	1,121,482	544	1	9.84	91
Buncombe	271,454	151	9	11.46	84	Mitchell	14,933	7	98	9.38	96
Burke	87,812	77	34	17.22	49	Montgomery	25,782	51	53	38.40	5
Cabarrus	231,230	107	21	9.77	92	Moore	102,517	91	30	18.17	44
Caldwell	80,820	51	52	12.51	76	Nash	95,465	124	14	26.23	18
Camden	10,663	7	97	13.26	73	New Hanover	229,943	105	23	9.09	97
Carteret	68,284	43	59	12.49	77	Northampton	17,116	45	57	47.91	1
Caswell	22,402	27	72	23.85	23	Onslow	206,530	105	24	10.42	89
Catawba	161,736	116	18	14.49	64	Orange	148,197	65	44	8.80	98
Chatham	77,420	69	38	18.46	42	Pamlico	12,334	8	95	12.92	74
Cherokee	28,964	32	68	22.48	28	Pasquotank	40,629	33	67	16.39	52
Chowan	13,707	12	88	17.26	48	Pender	62,978	94	28	30.36	14
Clay	11,258	11	90	19.70	36	Perquimans	13,251	11	91	16.67	51
Cleveland	100,934	93	29	18.89	38	Person	39,486	31	70	15.77	57
Columbus	50,369	107	22	40.05	4	Pitt	172,014	124	15	14.17	68
Craven	101,988	55	51	10.83	86	Polk	19,559	18	85	17.95	45
Cumberland	342,082	254	5	15.18	60	Randolph	145,044	131	12	18.20	43
Currituck	29,602	22	79	15.68	58	Richmond	42,522	47	56	21.40	30
Dare	37,481	18	83	9.71	94	Robeson	116,485	263	4	42.27	3
Davidson	170,907	150	11	17.83	46	Rockingham	91,706	76	35	16.69	50
Davie	43,280	31	69	14.53	63	Rowan	147,799	111	20	15.37	59
Duplin	48,754	94	27	35.24	10	Rutherford	64,263	68	42	20.76	33
Durham	327,957	151	10	9.42	95	Sampson	59,019	82	32	26.61	17
Edgecombe	48,311	62	47	24.49	21	Scotland	33,292	63	45	36.55	9
Forsyth	384,063	206	6	10.81	87	Stanly	62,659	45	58	14.41	65
Franklin	71,220	68	40	19.76	35	Stokes	44,884	26	74	11.47	83
Gaston	232,789	123	16	10.93	85	Surry	71,401	69	39	19.28	37
Gates	10,393	13	87	23.66	24	Swain	14,284	10	92	14.06	69
Graham	8,044	18	84	43.21	2	Transylvania	33,361	21	81	12.40	80
Granville	61,150	82	31	27.04	15	Tyrrell	3,226	4	99	22.82	27
Greene	20,124	22	80	21.25	32	Union	242,948	116	19	9.76	93
Guilford	542,451	339	3	12.62	75	Vance	42,270	50	55	23.08	25
Halifax	48,214	79	33	31.89	12	Wake	1,150,722	344	2	6.17	100
Harnett	136,820	165	8	24.53	20	Warren	18,850	36	62	37.45	6
Haywood	62,495	50	54	16.11	56	Washington	10,789	8	96	13.78	70
Henderson	116,710	62	48	10.64	88	Watauga	54,361	23	78	8.29	99
Hertford	19,803	35	63	31.22	13	Wayne	117,662	98	26	16.29	54
Hoke	53,773	68	41	25.38	19	Wilkes	65,809	63	46	18.76	40
Hyde	4,603	3	100	12.22	81	Wilson	78,559	75	36	18.72	41
Iredell	191,752	125	13	13.71	71	Yadkin	37,164	43	60	23.00	26
Jackson	42,613	41	61	18.86	39	Yancey	18,470	9	94	9.97	90

Fatalities in Motor Vehicle Crashes, by County, 2017-2021

Source: FARS, 2017-2021 and U.S. Census.

Performance Plan

This section describes North Carolina's performance targets for 2024-2026. Targets for each of the 12 core and one behavioral performance measure required by NHSTA/GHSP are shown in the table below. This is followed by a justification for each target. Additional information about the target-setting process can be found above in the section called Data Sources and Processes.

			Base Years					
			2017	**2018**	**2019**	**2020**	**2021**	**2022**
C-1	Traffic Fatalities	FARS 2017-2021 NC Crash Data 2022	1,412	1,436	1,457	1,538	1,663	1,784
	Reduce traffic fatalities by 6% from a current safety level of 1,784 to 1,676 by December 31, 2026.	5-Year Rolling Avg.	1364.8	1392.2	1426.8	1458.6	1501.2	1575.6
C-2	Serious Injuries in Traffic Crashes	NC Crash Data	4,609	4,614	4,908	4,968	5,442	5,260
	Reduce serious injuries in traffic crashes by 6% from a current safety level of 5,260 to 4,944 by December 31, 2026.	5-Year Rolling Avg.	2864.8	3365.8	3908.0	4417.2	4908.2	5038.4
C-3	Fatalities/100 million VMT	FARS 2017-2021 NC Crash Data 2022	1.18	1.19	1.19	1.45	1.41	1.40
	Reduce fatalities/100 million VMT by 6% from a current safety level of 1.40 to 1.316 by December 31, 2026.	5-Year Rolling Avg.	1.214	1.206	1.206	1.252	1.284	1.328
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	FARS 2017-2021 NC Crash Data 2022	400	393	428	501	515	544
	Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, by 6% from a current safety level of 562 to 528 by December 31, 2026.	5-Year Rolling Avg.	389.4	397.0	410.6	430.4	447.4	476.2
C-5	Alcohol-Impaired Driving Fatalities	FARS 2017-2021 NC Crash Data 2022	399	419	386	448	466	448
	Reduce alcohol-impaired driving fatalities by 6% from a current safety level of 448 to 421 by December 31, 2026.	5-Year Rolling Avg.	384.0	399.6	404.2	416.0	423.6	433.4
C-6	Speeding-Related Fatalities	FARS 2017-2021 NC Crash Data 2022	423	327	331	488	478	426

			Base Years					
			2017	**2018**	**2019**	**2020**	**2021**	**2022**
	Reduce speeding-related fatalities by 6% from a current safety level of 426 to 400 by December 31, 2026.	5-Year Rolling Avg.	489.2	472.0	438.8	427.0	409.4	410.0
C-7	Motorcyclist Fatalities	FARS 2017-2021 NC Crash Data 2022	176	191	210	190	230	237
	Reduce motorcyclist fatalities by 6% from a current safety level of 237 to 222 by December 31, 2026.	5-Year Rolling Avg.	186.4	186.8	190.8	190.4	199.4	211.6
C-8	Unhelmeted Motorcyclist Fatalities	FARS 2017-2021 NC Crash Data 2022	14	15	20	15	18	10
	Reduce unhelmeted motorcyclist fatalities by 6% from a current safety level of 10 to 9 by December 31, 2026.	5-Year Rolling Avg.	14.8	14.4	15.4	15.6	16.4	15.4
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes	FARS 2017-2021 NC Crash Data 2022	171	157	154	192	192	198
	Reduce driver age 20 or younger involved in fatal crashes by 6% from a current safety level of 198 to 186 by December 31, 2026.	5-Year Rolling Avg.	168.0	168.8	167.2	172.6	173.4	178.6
C-10	Pedestrian Fatalities	FARS 2017-2021 NC Crash Data 2022	198	224	221	230	248	270
	Reduce pedestrian fatalities by 6% from a current safety level of 270 to 253 by December 31, 2026.	5-Year Rolling Avg.	185.2	195.2	205.0	214.6	224.2	238.6
C-11	Bicyclist Fatalities	FARS 2017-2021 NC Crash Data 2022	29	18	19	26	23	21
	Reduce bicyclist fatalities by 6% from a current safety level of 21 to 19 by December 31, 2026.	5-Year Rolling Avg.	22.0	21.2	21.2	21.8	23.0	21.4
			2017	**2018**	**2019**	**2020**	**2021**	**2022**
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey) Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 1 percentage point from 90.8% to 91.8% by December 31, 2026.	State Annual	91.4%	91.3%	88.4%	87.1%	89.6%	90.8%
			2017	**2018**	**2019**	**2020**	**2021**	**2022**

			Base Years					
			2017	**2018**	**2019**	**2020**	**2021**	**2022**
	Number of Drivers Age 65 or Older Involved in Fatal Crashes	FARS and NC Crash Data	286	309	309	256	394	347
	Reduce driver age 65 or older involved in fatal crashes by 6% from a current safety level of 347 to 326 by December 31, 2026.	5-Year Rolling Avg.	272.2	283.4	294.6	289.2	310.8	323.0

C-1) Number of traffic fatalities (FARS)

Target Value FY26:   1,676
Percent Reduction: 6%

Traffic Fatalities	Baseline Data	Targets		
	2022	**2024**	**2025**	**2026**
	1,784	1,748	1,712	1,676

Justification

The FY2026 target for traffic fatalities in North Carolina is based on the 2022 data. GHSP's aim was to establish challenging yet achievable targets, while keeping in mind the ultimate goal of eliminating deaths from motor vehicle crashes. In addition to analyzing fatality trends, GHSP also took external forces such as economic factors into consideration, along with changes in population and VMT. They also accounted for potential ceiling/floor effects and evaluated the availability and effectiveness of known countermeasures to address the problem area. The current target is designed to combat the upward trend in traffic fatalities in North Carolina. It strives to reverse this trend and work towards the goal of reducing and ultimately eliminating deaths resulting from motor vehicle crashes.

C-2) Number of serious injuries in traffic crashes (state crash data files)

Target Value FY26:   4,944
Percent Reduction: 6%

Serious Injuries in Traffic Crashes	Baseline Data	Targets		
	2022	**2024**	**2025**	**2026**
	5,260	5,154	5,049	4,944

Justification

The FY2026 target for serious injuries in North Carolina is based on the 2022 data. GHSP's objective was to set ambitious yet attainable targets, while keeping in mind the ultimate goal of eliminating serious injuries caused by motor vehicle crashes. In addition to studying trends in serious injuries, they also took external forces such as economic factors into account, as well as changes in population and VMT. They also considered the potential impact of ceiling/floor effects and thoroughly evaluated the availability and effectiveness of known countermeasures to address the identified problem area. The current target is specifically designed to address the rising trend of serious injuries in North Carolina. Its aim is to reverse this trend and actively work towards the objective of reducing and ultimately eliminating serious injuries resulting from motor vehicle crashes.

C-3) Fatalities/VMT (FARS/FHWA)

Target Value FY26:   1.31
Percent Reduction: 6%

Fatalities/100 million VMT	Baseline Data	Targets		
	2022	**2024**	**2025**	**2026**
	1.40	1.37	1.34	1.31

Justification

The FY2026 target for the fatality rate per 100 million VMT is based on the 2022 data. GHSP's aim was to establish challenging yet achievable targets, while keeping in mind the goal of eliminating deaths from motor vehicle crashes. The current target is designed to combat the upward trend in traffic fatalities in North Carolina. It strives to reverse this trend and work towards the goal of reducing and ultimately eliminating deaths resulting from motor vehicle crashes.

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Target Value FY26:   528
Percent Reduction: 6%

Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Baseline Data	Targets		
	2022	**2024**	**2025**	**2026**
	562	550	539	528

Justification

The FY2026 target for unrestrained passenger vehicle occupant fatalities in North Carolina is based on the 2022 data. GHSP's objective was to set challenging yet achievable targets, while keeping in mind the ultimate goal of zero deaths from motor vehicle crashes. In addition to analyzing fatality trends, they also considered external forces such as economic factors, changes in population, and VMT. They also accounted for potential ceiling/floor effects and thoroughly evaluated the availability and effectiveness of known countermeasures to address the identified problem area. The current target is aimed at reversing the upward trend of unrestrained passenger vehicle occupant fatalities in North Carolina. To support this objective, GHSP funds a range of initiatives to educate drivers and enforce the state's seat belt and CPS laws.

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

Target Value FY26:   421
Percent Reduction: 6%

Alcohol-Impaired Driving Fatalities	Baseline Data	Targets		
	2022	2024	2025	2026
	448	439	430	421

Justification
The FY2026 target for alcohol-impaired driving fatalities in North Carolina is based on the 2022 data. GHSP's objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, they considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. The current target strives to reverse the trend of rising alcohol-impaired driving fatalities in North Carolina. GHSP funds a variety of efforts to educate drivers and to enforce the state's impaired driving laws. Countermeasures include high-visibility enforcement (e.g., Booze It & Lose It), DWI Enforcement Teams, the Traffic Safety Resource Prosecutor program, DWI treatment courts, community education programs, and more.

C-6) Number of speeding-related fatalities (FARS)

Target Value FY26:   400
Percent Reduction: 6%

Speeding-Related Fatalities	Baseline Data	Targets		
	2022	2024	2025	2026
	426	417	408	400

Justification
The FY2026 target for speeding-related fatalities in North Carolina is based on the 2022 data. GHSP's objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, they considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. The current target strives to sustain the trend of declining speeding-related fatalities in North Carolina. GHSP is committed to reducing the frequency of speeding-related crashes and fatalities. GHSP funds the "Speed a Little. Lose a Lot" statewide awareness campaign and funds traffic safety officers to supplement existing traffic safety teams or to create new teams.

C-7) Number of motorcyclist fatalities (FARS)

Target Value FY26: 222
Percent Reduction: 6%

Motorcyclist Fatalities	Baseline Data	Targets		
	2022	**2024**	**2025**	**2026**
	237	232	227	222

Justification

The FY2026 target for motorcyclist fatalities in North Carolina is based on the 2022 data. GHSP's objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, they considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. GHSP supports efforts to provide training to help motorcyclists become safe riders, including BikeSafe NC.

C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Target Value FY26: 9
Percent Reduction: 6%

Unhelmeted Motorcyclist Fatalities	Baseline Data	Targets		
	2022	**2024**	**2025**	**2026**
	10	9	9	9

Justification

The FY2026 target for unhelmeted motorcyclist fatalities in North Carolina is based on the 2022 data. North Carolina has a universal helmet law covering all riders. Because North Carolina has achieved previous targets, the current target is to sustain the trend of declining unhelmeted motorcyclist fatalities in North Carolina.

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

Target Value FY26: 186
Percent Reduction: 6%

Driver Age 20 or Younger Involved in Fatal Crashes	Baseline Data	Targets		
	2022	**2024**	**2025**	**2026**
	198	194	190	186

Justification

The FY2026 target for drivers age 20 or younger involved in fatal crashes in North Carolina is based on 2022 data. GHSP's objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, they considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area.

GHSP supports several innovative approaches to improving young driver safety, including Students Against Destructive Decisions, youth education partnerships, and other programs.

C-10) Number of pedestrian fatalities (FARS)

Target Value FY26: 253
Percent Reduction: 6%

Pedestrian Fatalities	Baseline Data	Targets		
	2022	2024	2025	2026
	270	264	259	253

Justification

The FY2026 target for pedestrian fatalities in North Carolina is based on 2022 data. GHSP's objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, they considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. The current target strives to reverse the trend of increasing pedestrian fatalities in North Carolina. GHSP supports several efforts to reduce pedestrian fatalities including, but not limited to, the "*Watch for Me NC* community campaigns, several local Vision Zero campaigns, and local pedestrian safety campaigns in Chapel Hill and other areas of the State.

C-11) Number of bicyclist fatalities (FARS)

Target Value FY26: 1,676
Percent Reduction: 6%

Bicyclist Fatalities	Baseline Data	Targets		
	2022	2024	2025	2026
	21	20	20	19

Justification

The FY2026 target for bicyclist fatalities in North Carolina is based on 2022 data. GHSP's objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, they considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. GHSP supports several efforts to reduce bicyclist fatalities, including BikeWalk NC's education program, local *Watch for Me NC* outreach campaigns, and local Vision Zero campaigns.

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Target Value FY26: 91.8%
Percent Increase: 1 percentage point

Observed Seat Belt Use	Baseline Data	Targets		
	2022	2024	2025	2026
	90.8%	91.13%	91.46%	91.8%

Justification

The 2026 target for observed seat belt use in North Carolina is based on the 2022 data. GHSP's objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to observed trends in seat belt use, they considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. GHSP funds a variety of efforts to educate drivers and to enforce the state's seat belt and CPS laws.

Number of drivers age 65 or older involved in fatal crashes (FARS)

Target Value FY26: 326
Percent Reduction: 6%

Driver Age 65 or Older Involved in Fatal Crashes	Baseline Data	Targets		
	2022	2024	2025	2026
	347	340	333	326

Justification

The FY2026 target for older driver fatal crashes in North Carolina is based on the 2022 data. GHSP's objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, they considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. The current target strives to reverse the trend of rising older driver fatal crashes in North Carolina.

Number of core traffic records databases improved (timeliness)

Target Value FY24: 1
Target Period: 3 year
Target Years: 2024-2026

Core traffic records data system to be impacted: **Citation/Adjudication**

Justification

GHSP recognizes the importance of traffic safety records being accessible, accurate, complete, timely, and uniform. Traffic record improvements normally require long-term efforts due to the complexity of enhancing, modifying, or replacing a database or database components. Traffic record targets are based upon input from the Traffic Records Coordinating Committee, the current Traffic Records Strategic Plan, and recommendations from the latest Traffic Records Assessment.

Number of core traffic records databases improved (accessibility)

Target ValueFY24:   1
Target Period: 3 year
Target Years: 2024-2026

Core traffic records data system to be impacted: **Crash**

Justification

GHSP recognizes the importance of traffic safety records being accessible, accurate, complete, timely, and uniform. Traffic record improvements normally require long-term efforts due to the complexity of enhancing, modifying, or replacing a database or database components. Traffic record targets are based upon input from the Traffic Records Coordinating Committee, the current Traffic Records Strategic Plan, and recommendations from the latest Traffic Records Assessment.

Number of core traffic records databases improved (integration)

Target Value FY24:   1
Target Period: 3 year
Target Years: 2024-2026

Core traffic records data system to be impacted: **Emergency Medical Services/Injury Surveillance Systems**

Justification

GHSP recognizes the importance of traffic safety records being accessible, accurate, complete, timely, and uniform. Traffic record improvements normally require long-term efforts due to the complexity of enhancing, modifying, or replacing a database or database components. Traffic record targets are based upon input from the Traffic Records Coordinating Committee, the current Traffic Records Strategic Plan, and recommendations from the latest Traffic Records Assessment.

Grant Program Activity Reporting

This section presents FY2022 grant-funded citation data for impaired driving, occupant protection, and speeding. The data was compiled for grantees (law enforcement agencies with either funded positions or overtime grants) and campaign data reported in the Statewide Traffic Enforcement Program (STEP) system.

Grant Program Activity Reporting	
A-1) Number of seat belt citations issued during grant-funded enforcement activities	
Seat belt citations	41,719
Fiscal Year A-1	2022
A-2) Number of impaired driving arrests made during grant-funded enforcement activities	
Impaired driving arrests	12,643
Fiscal Year A-2	2022
A-3) Number of speeding citations issued during grant-funded enforcement activities	
Speeding citations	164,876
Fiscal Year A-3	2022

The information about citations and arrests was provided to GHSP, as required,
by law enforcement agencies participating in enhanced enforcement periods.

Planning and Administration

The North Carolina FY2024-2026 HSP describes the countermeasures and program areas that GHSP will fund during the upcoming year. Problem areas addressed in this HSP include:

- Impaired Driving (Alcohol and Drugs)
- Occupant Protection (Adult and CPS)
- Police Traffic Services
- Young Drivers
- Motorcycle Safety
- Traffic Records
- Non-Motorized (Pedestrian and Bike)
- Older Drivers
- Communications (Media)

The large number of program areas (and individual projects) require considerable planning and coordination to meet timelines and targets. Consequently, planned projects are included in this submission of the FY2024-2026 North Carolina HSP to provide funding for GHSP to carry out the administrative and operational tasks necessary for the office to function and administer funds received from NHTSA.

GHSP's staff includes 12 professionals and 2 support personnel. The Director oversees program direction, directly supervises two assistant directors and an administrative assistant, and serves as Governor's Representative for Highway Safety. The Assistant Director of Internal Affairs directly oversees the day-to-day operations of GHSP's Planning, Programs, and Evaluation Section and the Finance and Administration Section. The Assistant Director for External Operations supervises the Office Manager.

1. Planning, Programs, and Evaluation Section

The Planning, Programs and Evaluation section develops, implements, manages, monitors, and evaluates a grants program that effectively addresses highway safety concerns. These concerns are identified through a comprehensive analysis of crash, citation, U.S. Census, and health data as well as equity data and information gathered through public participation and engagement. This program oversees creation of the annual HSP. The Planning, Programs, and Evaluation section is currently headed by the Planning, Programs, and Evaluation Manager and is staffed with five Highway Safety who directly supervise grant-funded projects. One specialist coordinates and oversees the law enforcement liaison system. An additional specialist coordinates the Impaired Driving Task Force and Occupant Protection Task Force. Every project is assigned to a specific Highway Safety Specialist who serves as the liaison with Project Directors, NHTSA, and other highway safety agencies.

2. Finance and Administration Section

The function of the Finance and Administration section is to manage and coordinate the financial operations and administrative support needs of GHSP. The Finance and Administration section is currently staffed with a Finance Officer and a part-time administrative assistant.

3. Communications

The Communications section works to increase the level of awareness and visibility of GHSP activities and other statewide highway safety issues. This section is responsible for media outreach activities, social media outreach, GHSP public events, the annual Traffic Safety Conference, and coordination with GHSP's agency, nonprofit, and academic partners. This section also works with the NCDOT Communications section, a GHSP grantee which administers the GHSP communications strategy and the Communications position.

FY2024 Planning and Administration Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2024-2026 North Carolina HSP to address planning and administration. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document.

Project Number(s):	PA-24-01-01
Project Title:	Planning and Administration
Agency:	Governor's Highway Safety Program
Project Description:	This project provides funding for the Director, Assistant Director for Internal Operation, and the Assistant Director for External Operations positions to manage the day-to-day operations of the highway safety office. This project also provides funding for the Finance Officer and an Administrative Assistant position to carry out the administrative tasks for the office to properly function.
CMTW:	GHSP Staffing & Program Management

Project Number(s):	CP-24-09-01
Project Title:	Programs and Operations Support
Agency:	Governor's Highway Safety Program
Project Description:	This project provides funding for the Planning, Programs, and Evaluation Manager and Highway Safety Specialist positions responsible for administering and monitoring grants, a Law Enforcement Liaison position to coordinate and enhance law enforcement participation, and a part-time Administrative Assistant. This project also provides funding for other operational expenses and highway safety events throughout the year.
CMTW:	GHSP Staffing & Program Management

Project Number(s):	CP-24-09-02
Project Title:	Media and Events
Agency:	Governor's Highway Safety Program
Project Description:	This ongoing project funds advertising, public events, and outreach efforts to address highway safety issues. These efforts will correspond with the GHSP marketing and communications plan.
CMTW:	Program Management

Project Number(s):   CP-24-09-03

Project Title: Communications Officer

Agency: NCDOT Communications Office

Project Description: This ongoing project funds a Communication and Events Coordinator position to promote and assist in managing traffic safety campaigns and initiatives.

CMTW: GHSP Staffing & Program Management

Project Number(s):   CP-24-09-04

Project Title: Building Capacity for Vision Zero in NC Communities

Agency: UNC Highway Safety Research Center

Project Description: This continuation project strengthens and expands Vision Zero efforts by working with stakeholders in local communities to improve roadways by expanding Safe Systems efforts.

CMTW: Program Management

Project Number(s):   CP-24-09-07

Project Title: Conference and Event Support

Agency: North Carolina State University – ITRE

Project Description: This continuation grant supports the North Carolina Traffic Safety Conference and Expo. Funding also supports training opportunities for law enforcement officers and traffic safety partners throughout the state.

CMTW: Program Management

Project Number(s):   CP-24-09-09

Project Title: GHSP Website and Reporting System – Year 10

Agency: UNC Highway Safety Research Center

Project Description: This ongoing project will maintain, support, and make changes to the STEP system website based on feedback from and collaboration with the GHSP project team and end users.

CMTW: Program Management

ProjectNumber(s):   CP-24-09-10

Project Title: Highway Safety Plan and Annual Report

Agency: UNC Highway Safety Research Center

Project Description: This project supports and assists the GHSP in organizing and preparing the North Carolina HSP and Annual Report.

CMTW: Program Management

Project Number(s):   CP-24-09-15

Project Title: North Carolina Alliance for Safe Transportation (NCAST)

Agency: North Carolina Alliance for Safe Transportation (NCAST)

Project Description: This is the second year of the newly formed North Carolina Alliance for Safe Transportation or NCAST. NCAST is a 501(c)(3) nonprofit entity designed to provide expertise on all traffic safety issues in North Carolina, especially those in historically underserved communities. This organization will seek to provide a unified voice on all traffic safety issues, including distracted driving, pedestrian safety, impaired driving prevention, and others. This grant will fund administrative and operational expenses for NCAST.

CMTW: Program Management and Public Participation & Engagement

Project Number(s): RS-24-09-16

Project Title: *Move Over* Law Project

Agency: Towing and Recovery Professionals of North Carolina

Project Description: The nonprofit Towing and Recovery Professionals seeks to increase public awareness of the *Move Over* law through the creation of a strategic media campaign utilizing billboards and statewide Public Service Announcements. The organization will conduct outreach at public events such as the North Carolina State Fair and various festivals. The organization will work with public schools and driver education programs to make new drivers aware of the *Move Over* law.

CMTW: NHTSA Highway Safety Program Guideline 21 - Roadway Safety

Project Number(s): F1906CMD-24-19-01

Project Title: Data Managers for Traffic Stop Data Program

Agency: North Carolina Department of Public Safety (State Bureau of Investigation, SBI)

Project Description: North Carolina General Statute 143B-903 requires the Department of Public Safety to collect, correlate, and maintain information regarding traffic law enforcement. This project will fund two full-time positions to monitor and support data sent from partner law enforcement agencies to the North Carolina SBI Crime Reporting Unit. The positions will verify data quality and provide routine user support. Funding will also seek to further enhance new traffic stop data collection training software.

CMTW: Prohibiting Racial Profiling

Project Number(s): F1906ER-24-00-00

Project Title: GHSP In-House 1906 Prohibit Racial Profiling Future Projects

Agency: Governor's Highway Safety Program

Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise during the fiscal year to conduct projects and funds are maintained for this purpose.

CMTW: N/A

Impaired Driving (Drugs and Alcohol)

Alcohol-impaired Driving: Crashes, Deaths, and Injuries

During 2022, 448 persons were killed in crashes in North Carolina involving a driver or motorcycle operator with a BAC of .08 or above. This was a 3.9 percent decrease from the 466 alcohol-involved fatalities in 2021. As shown in the figure below, the 5-year moving average (the dotted line) suggests a steady rise in the number of traffic fatalities involving an impaired driver since 2015.

Fatalities Involving a Driver or MC Operator with a BAC of .08 or above

Year	Value
2012	372
2013	368
2014	363
2015	389
2016	428
2017	399
2018	419
2019	386
2020	448
2021	466
2022	448
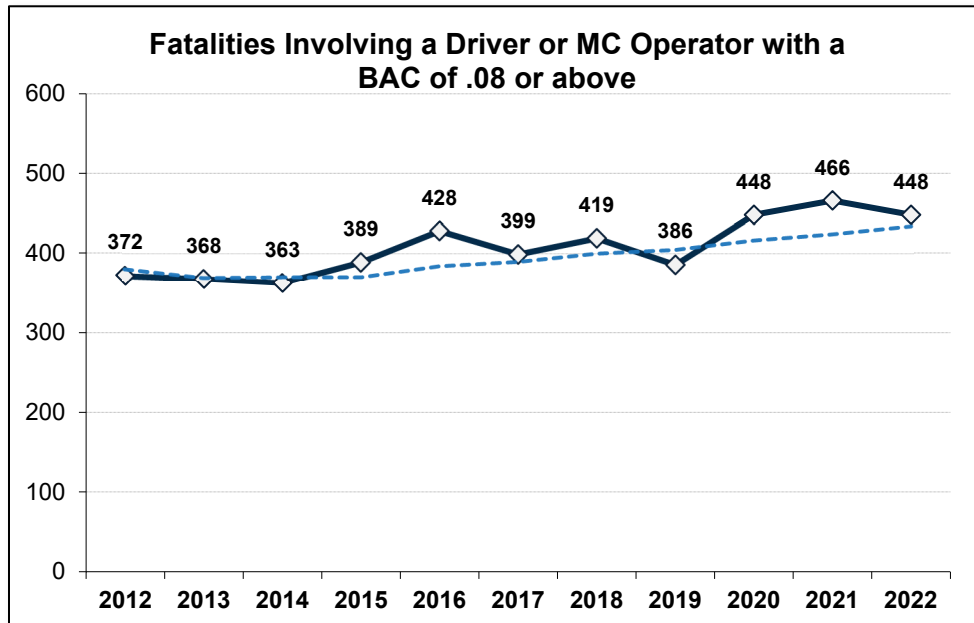
Source: FARS, 2012–2022; NCDOT, 2022.

Similar to previous years, 28 percent of traffic fatalities in 2021 involved an alcohol-impaired driver. Over the past decade, approximately 28 to 30 percent of fatalities each year involve a driver with a BAC of .08 or above.

During 2021, there were 0.40 alcohol-impaired driving fatalities per 100 million VMT in North Carolina. This was similar to the 0.43 fatalities per 100 million VMT recorded in 2020. Both 2020 and 2021 were substantially higher than the 0.32 fatalities per 100 million VMT recorded in 2019. Travel was greatly reduced in 2020 due to the COVID-19 pandemic and the statewide shutdown beginning in April. This, coupled with the rise in alcohol-impaired fatalities, resulted in a much higher fatality rate per 100 million VMT. As shown in the figure below, North Carolina usually experiences about 0.35 alcohol-impaired fatalities per 100 million VMT each year.

Alcohol-impaired Driving Fatalities per 100 Million VMT
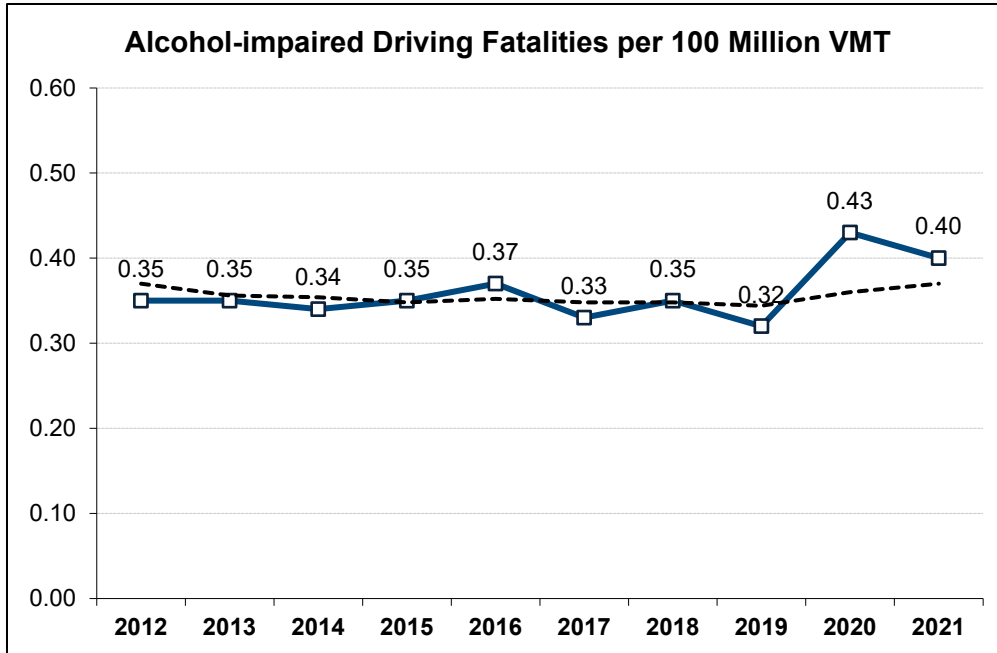
Source: FARS, 2012–2021 and FHWA.

As mentioned earlier, North Carolina's population has grown rapidly during the past decade. Consequently, it is important to consider fatality rates per capita. The figure below shows alcohol-impaired driving fatalities per 100,000 population in North Carolina from 2011 through 2021. Alcohol-impaired driving fatalities per capita increased markedly in 2020 and remained high in 2021. Moreover, the 5-year moving average suggests a gradual increase in alcohol-impaired fatalities per capita since 2015. This suggests alcohol-impaired driving fatalities are growing at a faster rate than the state population.

Alcohol-impaired Driving Fatalities per 100,000 Population
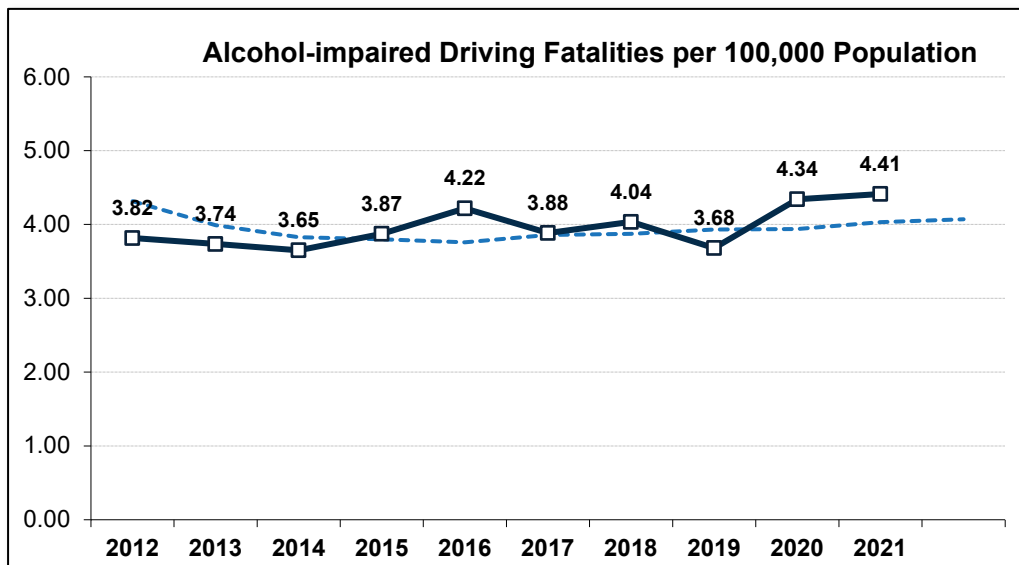
Source: FARS, 2012–2021 and U.S. Census.

In addition to the 466 alcohol-impaired driving fatalities in 2021, there were 666 serious ("A") injuries, 4,616 less severe injuries, and 6,192 property damage only crashes. Alcohol is less often involved in nonfatal crashes. Among all drivers in crashes in North Carolina during 2021, only 2.7 percent had been drinking (based on the judgment of the law enforcement officer who completed the crash report form).

Historically, alcohol involvement has been more common in fatal crashes in rural areas than urban areas. Rural roadways are inherently more dangerous than urban roadways, and they can be particularly difficult to handle if a driver has been drinking. However, fatal crashes involving an alcohol-impaired driver have climbed in urban areas in recent years, as shown in the figure below. Alcohol is currently involved in approximately 30 percent of fatal crashes in both urban and rural areas.
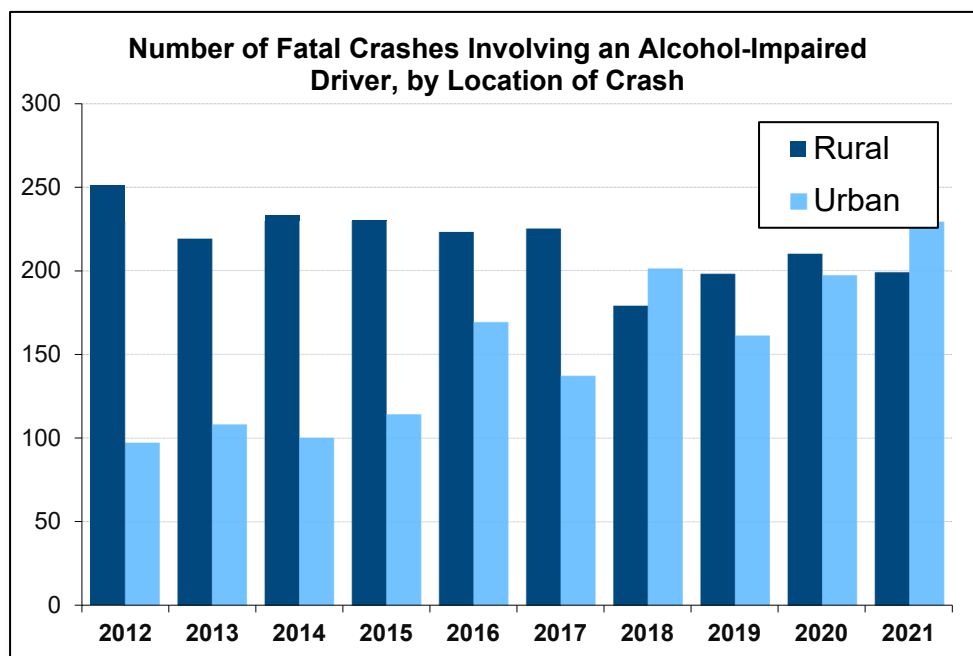
Source: FARS, 2012–2021.

Alcohol involvement in fatal crashes is higher among males than females. During 2021, 78 percent of drivers in fatal crashes involving alcohol were male. Alcohol involvement also varies by the age of the driver. The figure below shows the percent of fatal crashes from 2017-2021 involving an alcohol-impaired driver, based on driver age. Alcohol involvement is highest among drivers between the ages of 20 and 54, peaking at ages 21-24. Contrary to popular notion, North Carolina's youngest drivers seldom drink and drive. The percent of 16- and 17-year-old fatal crashes that involve alcohol is comparable to that for drivers ages 65-74.

Percent of Fatal Crashes Involving an Alcohol-Impaired Driver, by Age
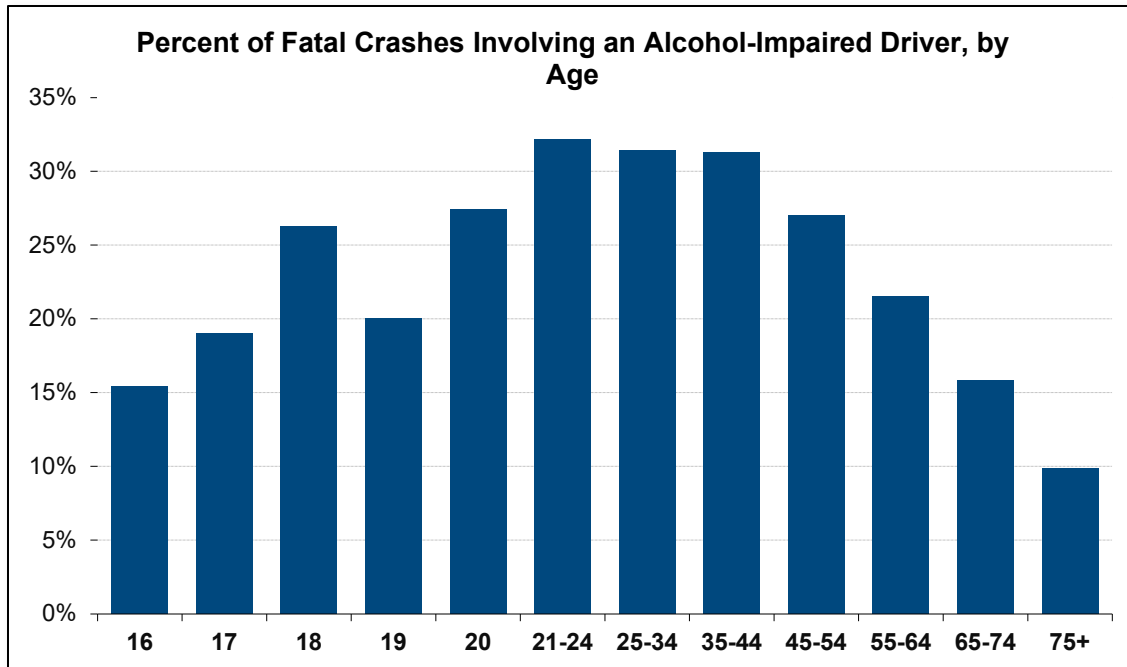
Source: FARS, 2017–2021.

Drivers of different vehicle types also vary in their rate of alcohol involvement in fatal crashes. Between 2017 and 2021, 31 percent of fatal crashes of motorcyclists involved an impaired driver. That was somewhat higher than alcohol involvement in fatal crashes for drivers of passenger cars (29%), pickup trucks (25%), utility trucks (25%), or other types of vehicles.

The figure below shows the number (left axis, blue bars) and percent (right axis, blue line) of fatal crashes from 2017-2021 involving an impaired driver, by time of day. The number of fatal crashes involving an impaired driver peaks at 9 p.m. and is generally elevated from 6:00 p.m. –2:59 a.m. However, the *percent* of fatal crashes involving an impaired driver peaks at 2 a.m. Nearly two-thirds (62%) of fatal crashes between 2:00-–2:59 a.m. involved an impaired driver.

Number and Percent of Fatal Crashes Involving an Alcohol-Impaired Driver, by Time of Day
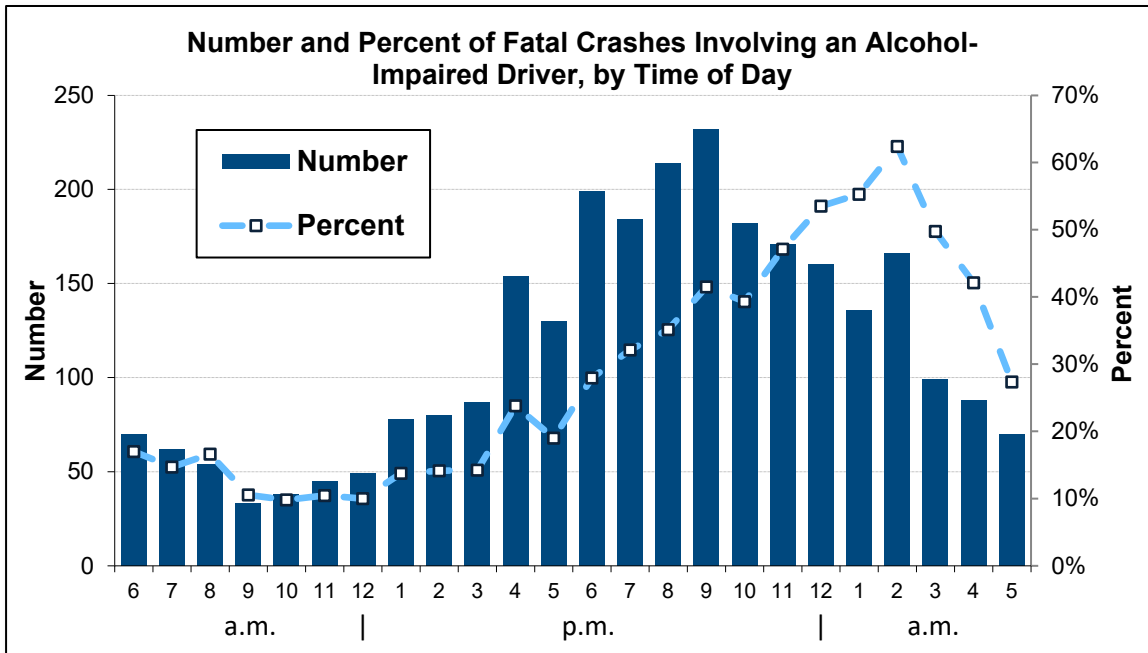
Source: FARS, 2017–2021.

North Carolina has 100 counties. The table below shows the 30 counties with the most fatalities in crashes from 2017 to 2021 involving a driver with a BAC of .08 or above. Mecklenburg County had the most alcohol-involved fatalities during this period (198 fatalities) followed by Guilford (113), Wake (108), Robeson (89), Cumberland (69), and Forsyth (65) counties. Altogether, the 30 counties listed in the table accounted for two-thirds (68%) of all alcohol-impaired driving fatalities in North Carolina from 2017 to 2021. The table also shows the fatality rate per 10,000 population. Counties with the highest per capita rates of alcohol-impaired fatalities include Northampton (9.40 fatalities per 10,000 population), Robeson (6.90), Halifax (6.47), Warren (6.21), Hertford (5.37), and Granville (5.28). These counties are all well above the statewide average fatality rate of 2.00 fatalities per 10,000 population.

Fatalities in Crashes Involving a Driver with a BAC of .08 or Above, 2017–2021

County	Fatalities in alcohol involved crashes	Fatalities per 10,000 population	% of all alcohol involved fatalities in NC
Mecklenburg	198	1.79	9.34%
Guilford	113	2.10	5.33%
Wake	108	0.97	5.10%
Robeson	89	7.14	4.20%
Cumberland	69	2.06	3.26%
Forsyth	65	1.71	3.07%
Durham	50	1.56	2.36%
Johnston	50	2.38	2.36%
Buncombe	40	1.52	1.89%
Nash	40	4.23	1.89%
Brunswick	39	2.84	1.84%
Alamance	38	2.25	1.79%
Davidson	38	2.26	1.79%
Pitt	38	2.19	1.79%
Iredell	35	1.92	1.65%
Harnett	34	2.53	1.60%
Catawba	33	2.06	1.56%
Randolph	33	2.29	1.56%
Gaston	32	1.42	1.51%
Granville	32	5.28	1.51%
Halifax	32	6.47	1.51%
Rowan	29	2.02	1.37%
Cabarrus	28	1.27	1.32%
Pender	28	4.51	1.32%
Union	28	1.18	1.32%
Wayne	28	2.33	1.32%
New Hanover	27	1.17	1.27%
Onslow	27	1.35	1.27%
Cleveland	23	2.33	1.09%
Duplin	23	4.34	1.09%

Source: FARS, 2017–2021 and U.S. Census.

Drugged Driving: Crashes, Deaths, and Injuries

During 2022, there were 129 fatal crashes in North Carolina involving a drugged driver. These are instances where an officer suspected that at least one driver in the crash was under the influence of a drug other than alcohol. As shown in the figure below, drugged driving fatal crashes have risen substantially in North Carolina over the past decade, although they are still far less common than fatal crashes involving alcohol.
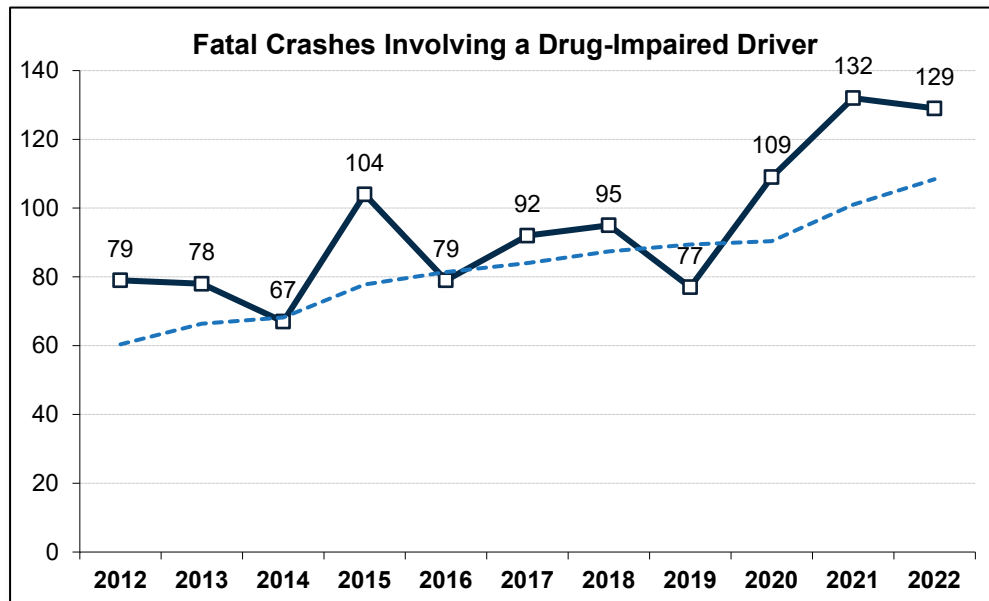
Source: NCDOT Motor Vehicle Crash Data, 2012–2022.

In addition to the 132 fatal crashes involving a drugged driver in 2021, there were 264 serious ("A") injury crashes, 1,690 crashes with less severe injuries, and 1,798 property damage only crashes. Crashes involving drugged drivers are more likely to involve death or injury compared to nondrugged driving crashes. As shown in the figure below, 3.68 percent of drugged driving crashes in 2021 involved a fatality compared to just 0.47 percent of nondrugged driving crashes. Drug involvement was also overrepresented in injury crashes of all severities.

Crash Severity by Drug Involvement
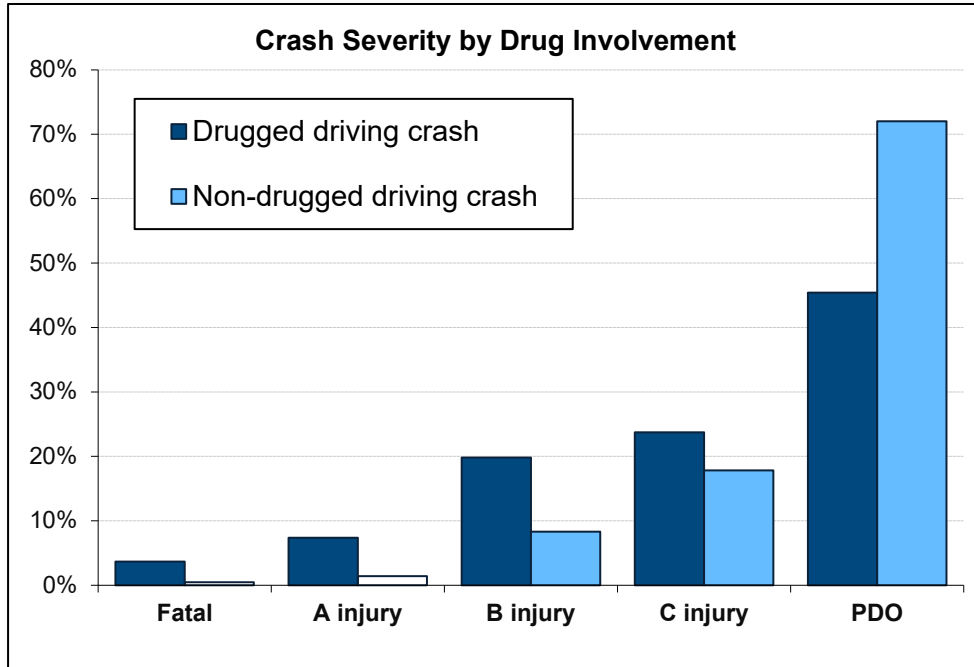
Source: NCDOT Motor Vehicle Crash Data, 2021.

Sixty-nine percent of drugged driving crashes in 2021 involved a male driver. Drugged driving crashes are also overrepresented on rural roads. About one third of all crashes in North Carolina occur on rural roads; however, 46 percent of drugged driving crashes are on rural roads. Drugged driving crashes also vary by time of day, as shown in the figure below. The *number* of drugged driving crashes (left axis, blue bars) is highest between 5–8 p.m. However, the *percent* of crashes involving a drugged driver (right axis, blue line) is highest late at night, especially between 10 p.m.–4:59 a.m.

Drugged Driving Crashes, by Time of Day
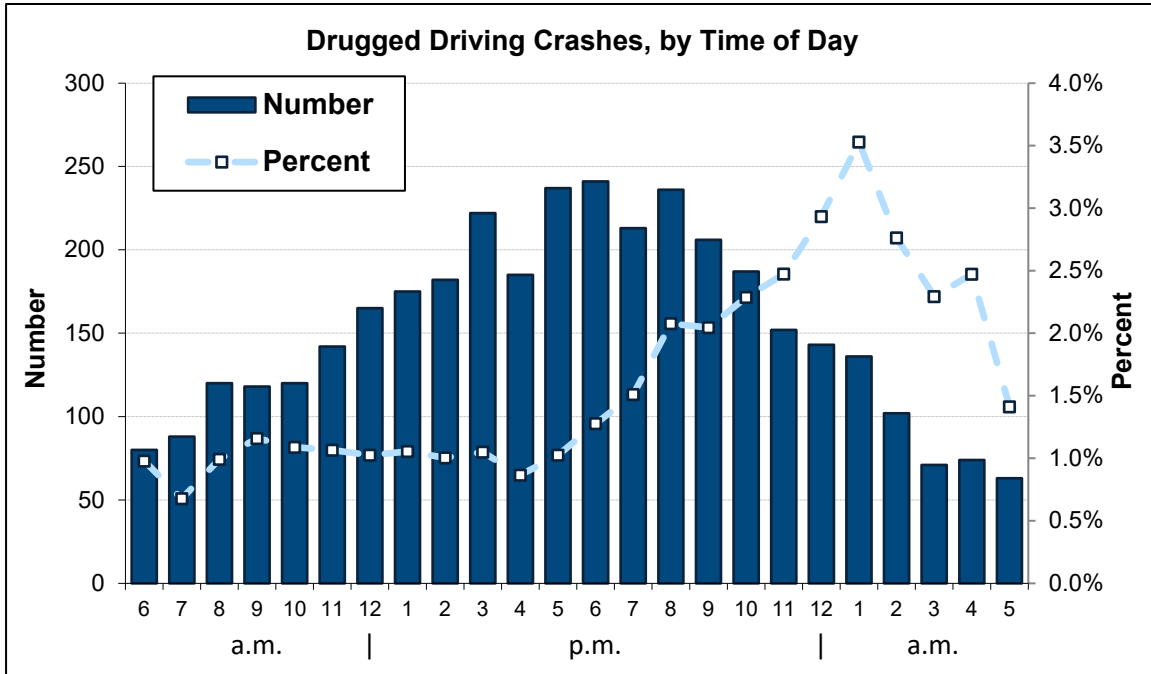
Source: NCDOT Motor Vehicle Crash Data, 2021.

Drugged driving varies by the age of the driver. As shown in the next figure, drugged driving is highest among crash-involved drivers between the ages of 21 and 44. North Carolina's youngest and oldest drivers seldom use drugs and drive.

Drugged Driving Crashes, by Driver Age
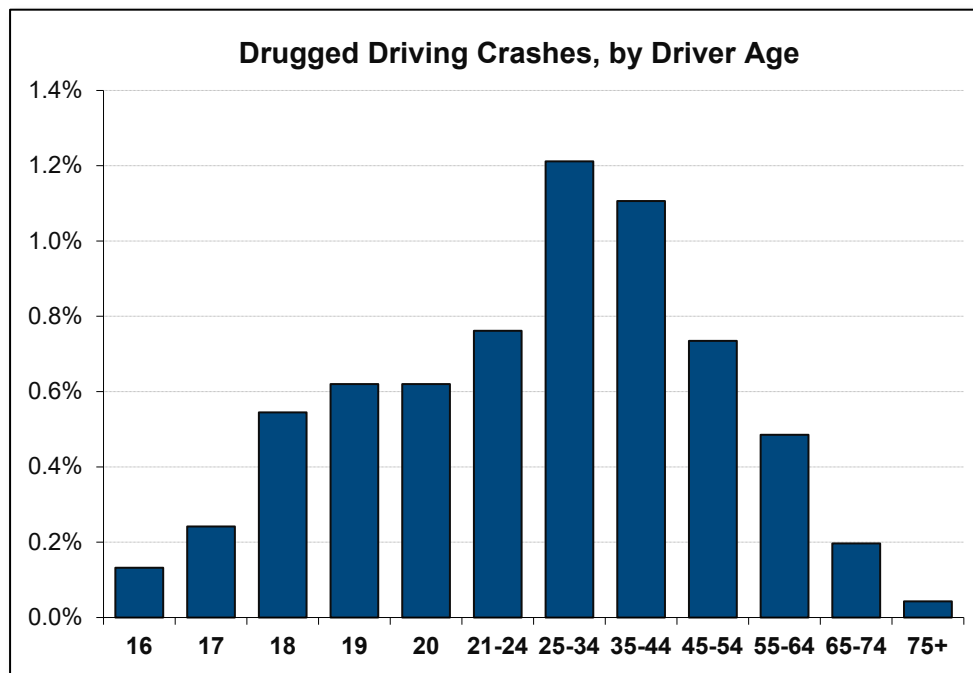
Source: NCDOT Motor Vehicle Crash Data, 2021.

Summary

During 2021, alcohol-impaired driving fatalities in North Carolina increased 4 percent, from 448 to 466. Similarly, the rate of alcohol-impaired fatalities per capita and per 100 million VMT grew noticeably. As in previous years, certain groups of drivers are at higher risk for fatal crashes involving alcohol, including males, drivers age 20 to 54, and motorcycle riders. Alcohol-involved crashes are most common at night, especially between 6 p.m.–3 a.m. The counties that account for the most alcohol-involved fatalities are Mecklenburg, Guilford, Wake, Robeson, Cumberland, and Forsyth.

Drugged driving appears to be a growing problem in North Carolina. The number of fatal crashes involving a drugged driver has nearly doubled over the past decade. Drugged driving crashes are especially common among males, drivers between the ages of 25 and 44, and those living in rural areas.

GHSP believes alcohol-involved and drugged driving fatalities can be reduced through a combination of enforcement and educational programs designed to deter driving while impaired. Countermeasures planned for FY2024 are described in the next section.

Countermeasures and Funding Priorities

To address the problem areas described above and to meet North Carolina's targets for 2024-2026, GHSP will focus on strategies that have been proven effective in reducing motor vehicle crashes, injuries, and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 10th Edition of NHTSA's *Countermeasures that Work* (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

Each of these countermeasures and funding priorities are undertaken with a strong commitment to advancing societal equity. As in other states, traditionally underserved communities in North Carolina are often overrepresented in—and disproportionately impacted by—traffic crashes. This includes communities of color, people with disabilities, rural communities, and others identified in the January 2021 *Executive Order on Advancing Racial Equity and Support for Underserved Communities Through the Federal Government*. Therefore, GHSP will do vigorous community engagement activities in areas that rank high in both impaired driving crashes and socioeconomic disparities. GHSP will fund projects that bring effective countermeasures to those communities, and they will continue to expand outreach efforts to ensure representatives of those communities are among the decision-makers in GHSP strategies advancing traffic safety policies. To advance equity efforts, GHSP applied for and was awarded Section 1906 funding in FY2022 and FY2023. In FY2024, GHSP will fund the SBI to strengthen those collection efforts through additional training of local officials on using the database and making improvements to the existing database collection software.

Enforcement Activities

GHSP is committed to supporting enforcement efforts statewide and particularly to those agencies that seek assistance in establishing impaired driving checking stations. Well publicized checking stations have been proven by NHTSA to be highly effective in curbing impaired driving and are supported by an overwhelming percentage of the population.

During 2022, law enforcement agencies in North Carolina conducted five waves of the *Booze It & Lose It* campaign:

- St. Patrick's Day *Booze It & Lose It* (March 14 – 20, 2022)
- *Booze It & Lose It*: Operation Firecracker (June 27 – July 10, 2022)
- Labor Day *Booze It & Lose It* (August 29 – September 11, 2022)
- Halloween *Booze It & Lose It* (October 26 – November 1, 2022)
- Holiday *Booze It & Lose It* (December 12, 2022 – January 1, 2023)

Across all five waves, 17,876 checkpoints and saturation patrols were conducted, resulting in a total of 6,430 DWI charges (see the table below). Compared to 2021, 2.3 percent more checkpoints and saturation patrols were conducted during *Booze It & Lose It* enforcement activities in 2022, and these activities resulted in 15 percent more DWI charges.

Law enforcement officers are encouraged to enforce North Carolina's DWI laws throughout the year between enforcement campaigns. As shown in the table below, there were a total of 40,881 DWI charges issued during 2021 and 35,291 of these were issued during noncampaign periods throughout the year. Eighty-six percent of DWI charges issued in 2021 were during nonenhanced enforcement campaign times of the year.

It is important to note that despite the COVID-19 pandemic, law enforcement agencies are participating in campaigns such as *Booze It & Lose It* at similar rates as previous years.

Checkpoints and DWI Charges		
	2022	**2021**
St. Patrick's Day *Booze It & Lose It*		
Checkpoints and saturation patrols	1,998	1,693
DWI charges	773	667
Booze It & Lose It: **Operation Firecracker**		
Checkpoints and saturation patrols	4,227	2,762
DWI charges	1,652	939
Labor Day *Booze It & Lose It*		
Checkpoints and saturation patrols	3,807	4,338
DWI charges	1,417	1,417
Halloween *Booze It & Lose It*		
Checkpoints and saturation patrols	2,199	1,912
DWI charges	696	614
Holiday *Booze It & Lose It*		
Checkpoints and saturation patrols	5,645	6,774
DWI charges	1,892	1,953
Total – All Enforcement Campaigns		
Checkpoints and saturation patrols	17,876	17,479
DWI charges	6,430	5,590
Total DWI Charges for Year (AOC*)	40,579	40,881
Total – Non-Enforcement Campaign DWI Charges #	34,149	35,291
Total – Non-Enforcement Campaign DWI Charges %	84.2%	86.3%

The information about checkpoint activity and DWI charges was provided to GHSP, as required, by law enforcement agencies participating in Booze It & Lose It enhanced enforcement periods. Each campaign included approximately 400 participating law enforcement agencies across the state, including local police departments, Sheriff's departments, and the North Carolina State Highway Patrol.
*Calendar year data from (AOC) includes Commercial DWI (DWI >=.04 – 20-138.2(A)(2), DWI Schedule I Controlled Substance – 20-138.2(A)(3), Commercial DWI Under the Influence – 20-138.2(A)(1), DWI Commercial Vehicle – 20-138.2) and DWI (Driving After Consuming <21 – 20-138.3, Driving While Impaired and Aid & Abet Impaired Driving – 20-138.1).

GHSP will continue to utilize high-visibility enforcement as a countermeasure. During FY2024, North Carolina law enforcement agencies plan to conduct five impaired driving campaigns:
- Halloween *Booze It & Lose It* (October 23 – 31, 2023)
- Holiday *Booze It & Lose It* (December 11, 2023 – January 1, 2024)
- St. Patrick's Day *Booze It & Lose It* (March 11 – 17, 2024)
- *Booze It & Lose It*: Operation Firecracker (June 24 – July 7, 2024)
- Labor Day *Booze It & Lose It* (August 26 – September 8, 2024)

In addition to high-visibility enforcement, GHSP will establish DWI Enforcement Teams in counties that were overrepresented in alcohol-related fatalities. GHSP began funding DWI Enforcement Teams to encourage local law enforcement agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers were most likely to be on the roadways—typically Thursday, Friday, and Saturday nights between 10 p.m.–6 a.m. the following morning. During FY2024, GHSP will

fund activity hours for DWI Enforcement efforts in Buncombe, Davidson, Forsyth, Guilford, Iredell, Mecklenburg, Onslow, and Robeson counties. Collectively, these 8 counties accounted for 28 percent of the alcohol-involved fatalities in North Carolina from 2018-2022 and all 8 counties are included in the top 20 counties for alcohol-related fatalities during that time. All agencies whose primary enforcement focus is impaired driving 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 field sobriety tests, and educate the public about the dangers of driving while impaired. GHSP also provided access to data and county maps in these communities to communicate the location of impaired driving crashes, injuries, and fatalities, as well as the time of day and day of week that these are occurring. To ensure equity in rural communities, GHSP will be funding some smaller law enforcement agencies for overtime enforcement hours to ensure those communities have the services needed to address their traffic safety needs. This is particularly true in Robeson County, a rural community with a high American Indian and Black population. Additional counties where overtime enforcement efforts will take place include the Craven County Sheriff's Office, the Dare County Sheriff's Office, the Onslow County Sheriff's Office, the Hendersonville Police Department (Henderson County), the Franklinton Police Department (Franklin County), the Franklin Sheriff's Office, the Raleigh Police Department (Wake County), the Salisbury Police Department (Rowan County), the Wilson Mills Police Department (Johnston County), the Concord Police Department (Cabarrus County), the Currituck County Sheriff's Office, and the North Carolina State Highway Patrol.

GHSP will also fund continued operation of the North Carolina Breath Alcohol Testing (BAT) Mobile Program, operated by the Forensic Tests for Alcohol Branch (FTA). Since its inception in 1996, the BAT Mobile program has played a major role in assisting law enforcement officers at DWI checking stations and in raising awareness of the dangers of impaired driving at education and safety events. The units are deployed regionally, assuring adequate checking station coverage throughout the state. During FY2023, GHSP will continue efforts to enhance the BAT mobile program by funding portable fingerprint capturing devices and applicable software to further assist law enforcement processing of arrestees at checking stations. GHSP will also continue funding for a database application system for the FTA to support the business processes associated with scheduling, enrollment, and delivery of training programs, tracking certification history, as well as scheduling and tracking special events for the BAT mobile program.

During FY2024, GHSP will also support the state's Drug Recognition Expert (DRE) program, considered one of the strongest such programs in the country. GHSP will support a DRE coordinator, who will schedule trainings across the state to help officers detect impaired driving suspects under the influence of drugs. The DRE coordinator will also provide training for DREs and DRE instructors to ensure state-of-the-art training for all certified DRE personnel in North Carolina. Additionally, GHSP will continue to help the DRE program increase management proficiency by funding the program's Data Entry and Management System.

Finally, GHSP is partnering with the Insurance Institute for Highway Safety (IIHS), UNC HSRC, and other partners to create and test changes to the *Booze It & Lose It* program. These changes will likely include revised messaging and additional law enforcement training in selected areas across North Carolina.

Prosecution, Adjudication, and Treatment

GHSP will continue supporting the prosecution of impaired drivers and will fund North Carolina Conference of District Attorneys efforts to train more prosecutors and law enforcement officers statewide. GHSP will also continue funding the Johnston County District Attorney's Office to provide administrative support to ensure prosecution of risky drivers, including those drivers who are operating

motor vehicles with an operator's license suspended or revoked as a result of an impaired driving conviction.

Although the North Carolina SBI laboratory does blood alcohol testing for most law enforcement agencies in North Carolina, other regional labs exist as well. During FY2024, GHSP will continue to fund a laboratory in New Hanover County to continue and/or expand their existing blood alcohol testing facilities and to expedite the blood alcohol analysis. GHSP also funded blood alcohol and drug testing equipment in Union County. With the establishment of the regional blood alcohol testing labs, the turnaround time for a blood analysis is often less than 30 days in participating counties. Over the next 2 years, GHSP will coordinate efforts to study North Carolina's toxicology landscape by bringing together local and state toxicology labs as well as those groups that utilize toxicology information (local law enforcement, local and state toxicology labs, and public health agencies). This group will then make recommendations for improvement.

GHSP will also work to address drugged driving issues in North Carolina. GHSP will fund the Forensic Tests for Alcohol (FTA) Branch of the North Carolina Division of Public Health to provide services and training for DREs across North Carolina.

During FY2024, GHSP will also provide support for dedicated DWI Treatment Courts in Buncombe County and Robeson County, an area with a large American Indian and Black population. DWI Courts deal only with impaired driving cases and are proven to reduce recidivism among offenders. In addition, GHSP will fund efforts at Carolinas Medical Center, the state's largest hospital, to use proven public health methods to get victims of traffic crashes who show significant impairment into substance use disorder treatment. GHSP will also fund other efforts to address equity concerns, including an emphasis on Robeson County, a large rural county with a diverse racial makeup. These efforts include a grassroots Vision Zero Task Force led by local leaders, a seat belt diversion program GHSP funds at Southeastern Regional Medical Center, and a countywide outreach effort to encourage clergy to leverage their role as community opinion leaders to spread traffic safety messages.

Statewide Impaired Driving Task Force
GHSP will continue to expand and rejuvenate the Statewide Impaired Driving Task Force. The Task Force is charged with reducing the number of impaired driving fatalities in the state by developing new strategies and initiatives to address the problem. The Task Force includes over 40 experts, including police chiefs, local sheriffs, emergency room personnel, substance use disorder treatment providers, judicial officials, public health experts, state officials, and others. To ensure equity in strategies and initiatives, the Task Force will include Black, American Indian, Hispanic Black, American Indian, and Hispanic representatives familiar with the needs of these traditionally underserved communities. The Task Force also includes experts and community members representing older drivers. The Task Force has developed an Impaired Driving Plan for the State of North Carolina. The Plan describes North Carolina's current and future initiatives regarding enforcement, media and outreach, adjudication, and treatment and rehabilitation as described in NHTSA's Highway Safety Program Guideline No. 8 Impaired Driving. During FY2021, the Impaired Driving Plan was revised and updated by the Impaired Driving Task Force. The Task Force has successfully championed policy efforts this General Assembly session to increase use of ignition interlock devices among those charged and/or convicted of impaired driving offenses.

Traffic Safety Conference and Expo

GHSP plans to host the Traffic Safety Conference and Expo during FY2024. Previous conferences have been attended by more than 750 national, state, and local traffic safety professionals, and law enforcement officers. The FY2024 conference will focus on strategies for reducing traffic-related fatalities and serious injuries in North Carolina, with the ultimate goal of eliminating roadway deaths. Conference participants will learn from leading experts in the fields of distracted and impaired driving, child passengers, pedestrians and bicycles, motorcycles, teens and older driver safety, adult occupant protection, transportation equity, vehicle technology, law enforcement, and commercial vehicles. The conference will share the latest research, evidence-based strategies, proven countermeasures, and promising new approaches for reducing roadway fatalities.

Media Plan

Over the next 2 years, GHSP will support the aforementioned impaired driving campaigns with earned and/or paid media to draw attention to each of the campaigns. North Carolina utilizes a variety of media modes to draw attention to the campaigns and the enforcement efforts in the state.

Campaign kickoff events are planned for all FY2024-FY2026 campaigns, seeking earned media attention that will be gained from partnerships with local governments, MADD, North Carolina State Highway Patrol, NCDOT, community groups, local law enforcement, etc. GHSP will do a mix of in-person and alternative kickoff events to engage communities statewide. In-person kickoff events may feature the GHSP Director, state and/or local law enforcement, community leaders, victims, survivors, or offenders. At times GHSP will change the typical kickoff format, including giving agencies a communications toolkit so they can utilize social media, news releases, and press conferences on their own to draw attention to issues and enforcement campaigns in their local areas.

GHSP will use innovative paid media strategies to reach young adult audiences, a key demographic according to market research, and to reach minority communities to ensure equity in outreach. This will include media buys in both English and Spanish on internet radio, digital video, digital displays, microtargeted web sites, and some print media. GHSP has partnered with French/West/Vaughn, a marketing agency, to produce a new, comprehensive advertising campaign that is cohesive, professional, and engaging. GHSP will also leverage social media such as Tik Tok and Instagram through paid influencer campaigns, with a focus on peer-to-peer messaging to spread impaired driving prevention messages and continue to utilize free social media such as Facebook, Twitter, and Instagram to promote messaging. Paid media will be utilized during enforcement periods and certain months when increased alcohol-related fatalities occur. In-house social media will also be used throughout the entire year with messaging targeting key demographics and areas.

GHSP will continue partnerships with schools and universities in the state. GHSP will promote *Booze It & Lose It* throughout the school year on campuses through media campaigns. GHSP will also continue to field test social norms messaging as a way of reducing impaired driving behavior.

FY2024 Alcohol- and Drug-Impaired Driving Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2024 North Carolina HSP to address alcohol- and drug-impaired driving. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's *Countermeasures that Work*).

Project Number(s):   M5HVE-24-15-01

Project Title: Onslow County Sheriff's Office DWI Unit

Agency: Onslow County Sheriff's Office

Project Description: This continuation grant funds activity hours for four deputies to conduct traffic safety enforcement focused on impaired driving. Onslow County is ranked 23rd in overall fatalities, 22nd in alcohol-related fatalities, and 10th in speeding-related fatalities.

CMTW: Chapter 1, Section 2.1 and 2.2 (Publicized Sobriety Checkpoints; High-Visibility Saturation Patrols)

Project Number(s):   M5II-24-15-01

Project Title: Improvements to NCDMV's Ignition Interlock

Agency: NCDOT (NCDMV)

Project Description: Grant funding will allow NCDivision of Motor Vehicles (DMV) to update the Ignition Interlock Management System(IIMS) and State Automated Driver License System (SADLS) to implement newly mandated alcohol concentration and ignition interlock restrictions.

CMTW: Chapter 4, Section 4.2 (Alcohol Ignition Interlocks)

Project Number(s):   M5HVE-24-15-02

Project Title: Lumberton Police Department DWI Enhancement

Agency: Lumberton Police Department

Project Description: This continuation grant funds activity hours for two deputies to conduct traffic safety enforcement focused on impaired driving. Robeson County is ranked 4th in overall fatalities, 5th in alcohol-related fatalities, and 4th in speeding-related fatalities. Robeson County scores the highest of any county on NCDOT's TDI rankings.

CMTW: Chapter 1, Section 2.1 and 2.2 (Publicized Sobriety Checkpoints; High-Visibility Saturation Patrols)

Project Number(s):   AL-24-02-03

Project Title: Robeson County DWI Treatment Court

Agency: Robeson County District Attorney's Office

Project Description: This continuation grant funds the Robeson County DWI Treatment Court to decrease the number of repeat DWI offenders in Robeson County and to address these cases in a timely manner. This grant with the District Attorney's office will also provide sentencing alternatives to eligible offenders convicted of DWI.

CMTW: Chapter 1, Section 3.1 (DWI Courts)

Project Number(s): AL-24-02-02

Project Title: *Booze It & Lose It* 2024 Overtime

Agency: North Carolina Department of Public Safety (North Carolina State Highway Patrol)

Project Description: This continuation project funds the North Carolina State Highway Patrol for overtime enforcement of impaired driving offenses. The State Highway Patrol will accomplish this by strategically placing Troopers in the top 25 counties for impaired driving fatalities during the *Booze It & Lose It* sponsored campaigns in FY2024. They will do this by focusing on impaired driving suspects during peak nighttime hours and on weekends.

CMTW: Chapter 1, Section 2.1 and 2.2 (Publicized Sobriety Checkpoints; High-Visibility Saturation Patrols)

Project Number(s): M5BAC-24-15-01

Project Title: Breath Alcohol Testing Mobile Unit Program

Agency: NCDHHS (Forensic Testing for Alcohol Branch)

Project Description: This project supports mobile Blood Alcohol Testing (BAT) Units stationed regionally across the state. The BAT Program provides resources to law enforcement agencies in North Carolina for assistance in detection, apprehension, and prosecution of impaired drivers. More specifically, the BAT Program assists law enforcement in their efforts to conduct DWI checking stations. This grant will fund seven full-time BAT Coordinators.

CMTW: Chapter 1, Section 2.1 (Publicized Sobriety Checkpoints)

Project Number(s): M5TR-24-15-01

Project Title: Drug Recognition Expert (DRE) Program

Agency: NCDHHS (Forensic Testing for Alcohol Branch)

Project Description: This ongoing project funds the DRE Training Coordinator and DRE Program Coordinator position. The Training Coordinator schedules statewide trainings to teach officers to detect impaired suspects under the influence of drugs. The coordinator also provides instruction for DREs and DRE instructors to ensure state-of-the-art training. The Program Coordinator oversees all DRE program activities and helps develop effective education programs and strategies for all DREs in North Carolina.

CMTW: Chapter 1, Section 7.1 (Enforcement of Drug Impaired Driving)

Project Number(s): M5BAC-24-15-02

Project Title: Science Program

Agency: NCDHHS (Forensic Testing for Alcohol Branch)

Project Description:	This ongoing project provides for and maintains breath alcohol testing instruments statewide. The project also trains law enforcement officers to effectively use these instruments.
CMTW:	Chapter 1, Section 2.3 (Breath Test Devices)

Project Number(s):	M5TR-24-15-02
Project Title:	Standardized Field Sobriety Testing (SFST) Program
Agency:	NCDHHS (Forensic Testing for Alcohol Branch)
Project Description:	This ongoing project provides training to law enforcement officers for SFST and Advanced Roadside Impaired Driving Enforcement (ARIDE) across the state.
CMTW:	Chapter 1, Section 2.1, 2.2, 2.5 (Publicized Sobriety Checkpoints; High-Visibility Saturation Patrols, Integrated Enforcement)

Project Number(s):	AL-24-02-04
Project Title:	Public Information Program/Mobile Enforcement Grant 2024
Agency:	North Carolina Department of Public Safety (Alcohol Law Enforcement)
Project Description:	This project funds North Carolina Alcohol Law Enforcement agents to conduct their Keys to Life Program and Mobile Enforcement Operations while focusing on the top 25 counties for young driver alcohol-related crashes.
CMTW:	Chapter 1, Section 6.4 (Other Minimum Drinking Age 21 Law Enforcement)

Project Number(s):	AL-24-02-09
Project Title:	Forsyth County DWI Task Force
Agency:	Kernersville Police Department
Project Description:	This project funds Kernersville's participation in the Forsyth County DWI Task Force. Forsyth County is ranked 6th in overall fatalities and 7th in alcohol-related fatalities. This Task Force is a multi-agency effort between the police departments of Kernersville and Winston-Salem and the Forsyth County Sheriff's Office.
CMTW:	Chapter 1, Section 2.1 and 2.2 (Publicized Sobriety Checkpoints; High-Visibility Saturation Patrols)

Project Number(s):	M5HVE-24-15-03
Project Title:	Guilford County DWI Task Force Continuation
Agency:	Guilford County Sheriff's Office
Project Description:	This continuation grant funds the Guilford County DWI Task Force. Guilford County ranks 3rd in overall fatalities, 2nd in alcohol-related fatalities, and 2nd in unrestrained fatalities. The grant also funds a DWI Educator, who educates the public on impaired driving.

CMTW:	Chapter 1, Section 2.1 and 2.2 (Publicized Sobriety Checkpoints; High-Visibility Saturation Patrols)

Project Number(s):	M5BAC-24-15-03
Project Title:	New Hanover County Sheriff's Office Forensic Laboratory Grant
Agency:	New Hanover County Sheriff's Office
Project Description:	This continuation grant funds activity hours for a Laboratory Technician, along with supplies and training. The New Hanover County Sheriff's Office Forensic Lab provides analysis for casework submitted by partner agencies to ensure effective investigation and prosecution of crimes.
CMTW:	Chapter 1, Section 2.1 and 2.2 (Publicized Sobriety Checkpoints; High-Visibility Saturation Patrols)

Project Number(s):	M5BAC-24-15-04
Project Title:	North Carolina State Crime Lab Toxicology Enhancement 2024
Agency:	North Carolina Department of Justice (SBI)
Project Description:	This continuation project funds 3 one-year preventative maintenance or service contracts for the three Liquid Chromatograph/Quadrupole-Time-of-Flight (LC/Q-TOF) instruments. These instruments allow for the screening of blood sample extracts for compounds with known molecular formulas, which includes over a thousand drugs and metabolites. These agreements are needed to keep the instrumentation running at optimal conditions.
CMTW:	Chapter 1, Section 2.1 and 2.2 (Publicized Sobriety Checkpoints; High-Visibility Saturation Patrols)

Project Number(s):	AL-24-02-05
Project Title:	Carolinas Medical TSBIRT Program
Agency:	Carolinas Medical Center
Project Description:	This continuation project with Carolinas Medical Center will fund a social worker to serve the road-based injured trauma population. The social worker will screen patients, counsel them toward treatment and safe driving interventions, and then contact treatment centers to facilitate treatment options.
CMTW	Chapter 1, Section 4.1 (Alcohol Problem Assessment and Treatment)

Project Number(s):	M5CS-24-15-01 -24-04-02
Project Title:	North Carolina Conference of District Attorneys Traffic Safety Program FY2024
Agency:	North Carolina Judicial Department-Conference of District Attorneys
Project Description:	This continuation grant funds efforts to educate law enforcement personnel, prosecutors, magistrates and judges on basic and advanced traffic safety topics and their daily job duties and responsibilities. This grant also funds Traffic Safety Resource Prosecutors to alleviate increased caseloads; provide technical

assistance; and train prosecutors, law enforcement, judicial officials, and other allied officials in the counties with DWI Task Forces.

CMTW: Chapter 1, Section 2.1 and 2.2, and 3 (Publicized Sobriety Checkpoints; High-Visibility Saturation Patrols, Deterrence: Prosecution and Adjudication)

Project Number(s):   M5HVE-24-15-04

Project Title: Buncombe County DWI Task Force

Agency: Buncombe County Sheriff's Office

Project Description: This new grant funds activity hours for two deputies and a supervisor to conduct impaired driving enforcement in Buncombe County. Buncombe County ranks 11th for overall fatalities and 9th for alcohol-related fatalities statewide.

CMTW: Chapter 1, Section 2.1 and 2.2 (Publicized Sobriety Checkpoints; High-Visibility Saturation Patrols)

Project Number(s):   AL-24-02-07

Project Title: CMPD DWI Task Force

Agency: Charlotte-Mecklenburg Police Department

Project Description: This project funds a DWI Task Force consisting of seven DWI Task Force officers. In addition to enforcement activities, the Task Force will work closely with the local teen safe driving project to educate the teens and the citizens of Mecklenburg County about the dangers of drinking and driving. Mecklenburg County is ranked 1st in overall fatalities, 1st in alcohol-related fatalities, 1st in unrestrained fatalities, and 1st in speeding fatalities.

CMTW: Chapter 1, Section 2.1 and 2.2 (Publicized Sobriety Checkpoints; High-Visibility Saturation Patrols)

Project Number(s):   CP-24-09-12

Project Title: Johnston County High-Risk Traffic Offender Initiative

Agency: North Carolina Judicial Department-Johnston County District Attorney

Project Description: This project funds salary and fringe costs for a dedicated legal assistant in the Johnston County District Attorney's Office. This dedicated legal assistant reviews Johnston County court calendars to identify high-risk driving offenses, to include excessive speeding (>100 mph), driving with a revoked license due to impaired driving, careless and reckless driving, and misdemeanor death by motor vehicle. The dedicated administrative assistant records high-risk offenders on a spreadsheet and reviews driving records prior to adjudication. This review will include a review of any pending charges in other counties. The information will be used by prosecutors to better assess risk and suitability for charge reductions or deferred prosecutions pending Safestreet training.

CMTW: Chapter 1, Section 3.2 (Limits on Diversion and Plea Agreements)

Project Number(s):   M5OT-24-15-01

Project Title: Impaired Driving and Underage Drinking Prevention

Agency: MADD

Project Description: This ongoing project funds the MADD Program Specialist and Court Monitor Specialist positions and provides materials and support for public education and awareness events.

CMTW: Chapter 1, Section 3.3 (Court Monitoring)

Project Number(s):   AL-24-02-08

Project Title: Statesville DWI Task Force

Agency: Statesville Police Department

Project Description: This project funds activity hours for two officers to conduct impaired driving enforcement in Statesville. Iredell County is ranked 12th for overall fatalities and 23rd for alcohol-related fatalities.

CMTW: Chapter 1, Section 2.1 and 2.2 (Publicized Sobriety Checkpoints; High-Visibility Saturation Patrols)

Project Number(s):   M5HVE-24-15-06

Project Title: Forsyth County DWI Task Force

Agency: Winston-Salem Police Department

Project Description: This project funds Winston-Salem's participation in the Forsyth County DWI Task Force. Forsyth County is ranked 6th in overall fatalities and 7th in alcohol-related fatalities. This Task Force is a multi-agency effort between the police departments of Kernersville, Winston-Salem, and the Forsyth County Sheriff's Office.

CMTW: Chapter 1, Section 2.1 and 2.2 (Publicized Sobriety Checkpoints; High-Visibility Saturation Patrols)

Project Number(s):   M5CS-24-15-02

Project Title: Buncombe County DWI Treatment and Prevention Court

Agency: North Carolina Judicial Department-Administrative Office of the Courts

Project Description: This continuation project funds a Legal Assistant to work in conjunction with the Buncombe County DWI Treatment Court Coordinator.

CMTW: Chapter 1, Section 3.1 (DWI Courts)

Project Number(s):   M5X-24-00-00

Project Title: GHSP In-House Impaired Driving Future Projects

Agency: Governor's Highway Safety Program

Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise during the fiscal year to conduct projects and funds are maintained for this purpose.

CMTW: N/A

Project Number(s): AL-24-00-00

Project Title: GHSP In-House Impaired Driving Future Projects

Agency: Governor's Highway Safety Program

Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise during the fiscal year to conduct projects and funds are maintained for this purpose.

CMTW: N/A

Occupant Protection (Adult and CPS)

Passenger Vehicle Driver and Occupant Deaths and Injuries

The goal of the North Carolina occupant protection program is to reduce fatalities by increasing seat belt use and by ensuring young children are properly secured in age- and size-appropriate car seats and booster seats. As restraint use increases, the number of unrestrained occupant fatalities should decline. In 2022, there were 544 fatalities in North Carolina involving an unrestrained passenger vehicle occupant, which was a 5.6% increase from 2021. Based on the 5-year moving average, unrestrained fatalities have been gradually increasing in North Carolina, as shown in the figure below.

Number of Unrestrained Passenger Vehicle Occupant Fatalities

Year	Value
2012	354
2013	355
2014	360
2015	402
2016	430
2017	400
2018	393
2019	428
2020	501
2021	515
2022	544
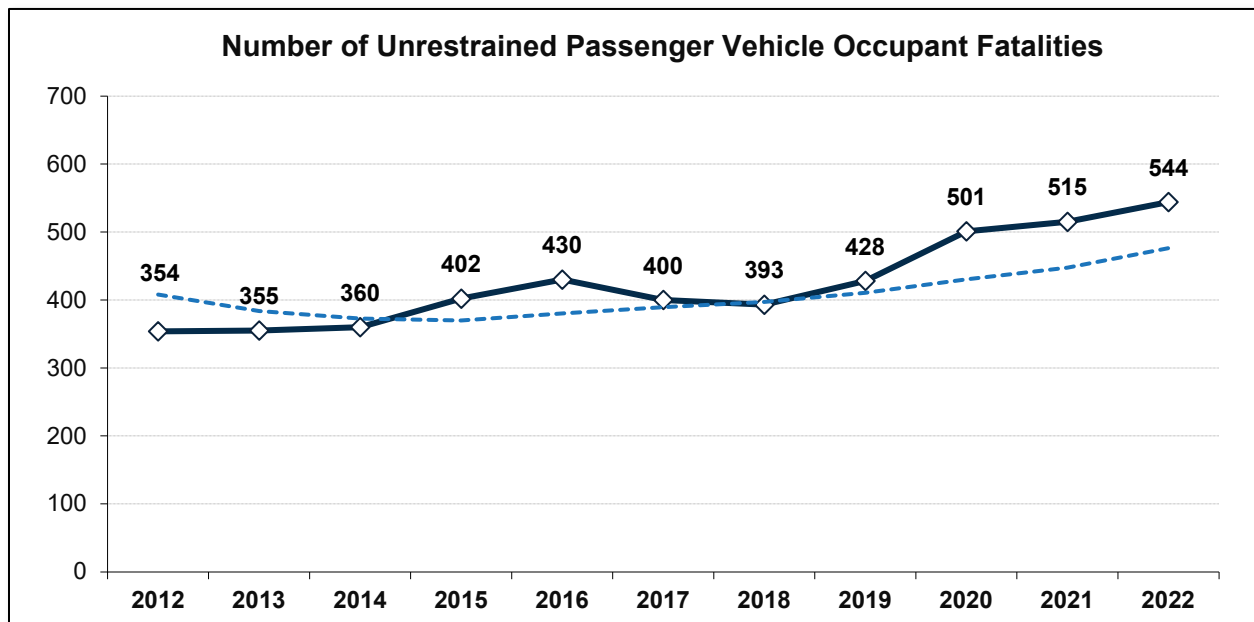
Source: FARS, 2012-2021. NCDOT, 2022.

In 2021, 46.1 percent of fatally injured passenger vehicle occupants were unrestrained. This is a slight decrease from 2020 (48.3%) but still higher than it has been in the past 10 years.

Percent of Vehicle Occupant Fatalities Who Were Unrestrained
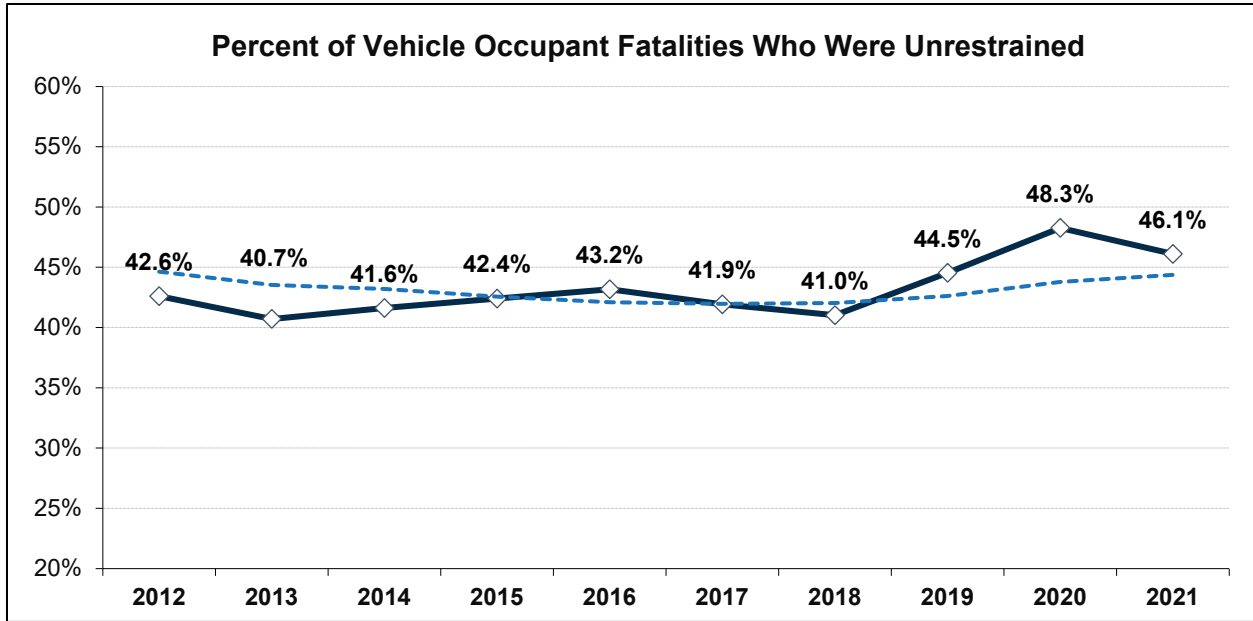
Source: FARS, 2012-2021.

Because North Carolina's population has grown considerably during the last decade, fatality rate per capita is an important measure of progress. The figure below shows unrestrained fatalities per 100,000 population from 2012 through 2021. Unrestrained fatalities per capita increased sharply during 2020. The 5-year moving average shows a gradual rise in unrestrained fatalities per capita.

Unrestrained Passenger Vehicle Occupant Fatalities per 100,000 Population
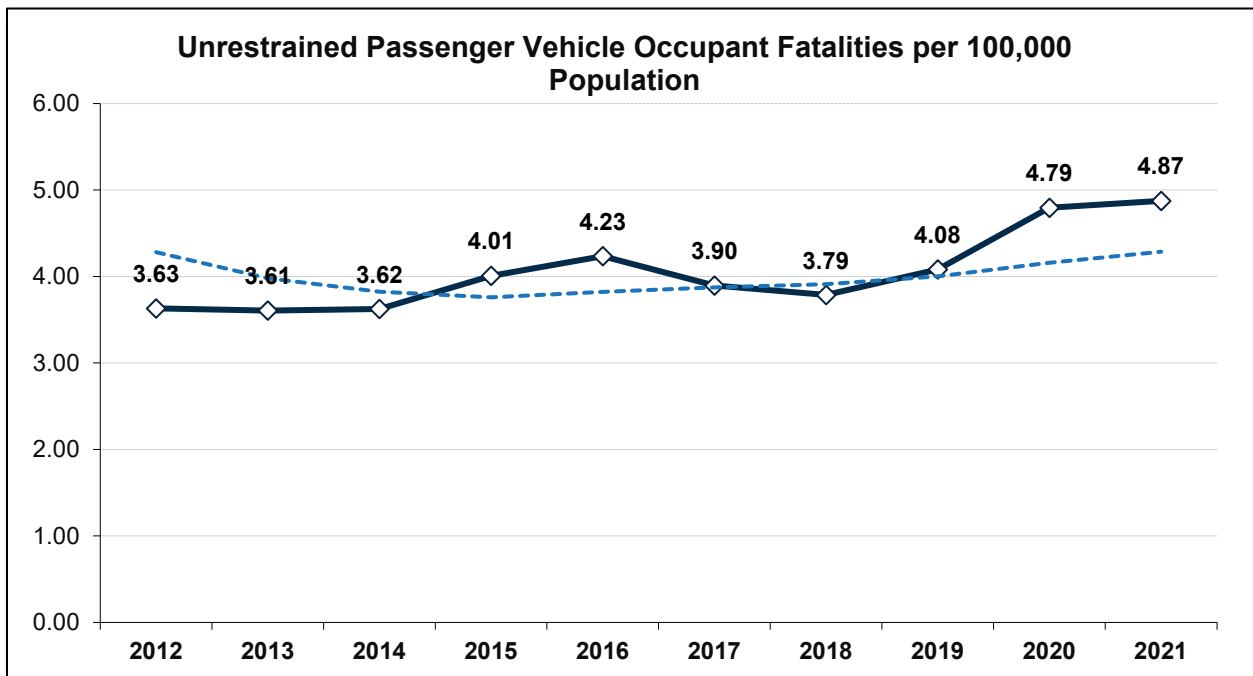
Source: FARS, 2012–2021 and U.S. Census.

In 2021, there were 1,137 serious ("A") injuries among unrestrained passenger vehicle occupants. This was an increase of 100 serious injuries compared to 2020. The definition of "serious injury" was changed in late 2016. Nonetheless, the 5-year moving average shows a steady rise in unrestrained serious injuries since 2015.

Number of Unrestrained Passenger Vehicle Occupant Serious Injuries

Year	Value
2012	418
2013	389
2014	374
2015	414
2016	568
2017	847
2018	838
2019	956
2020	1,037
2021	1,137
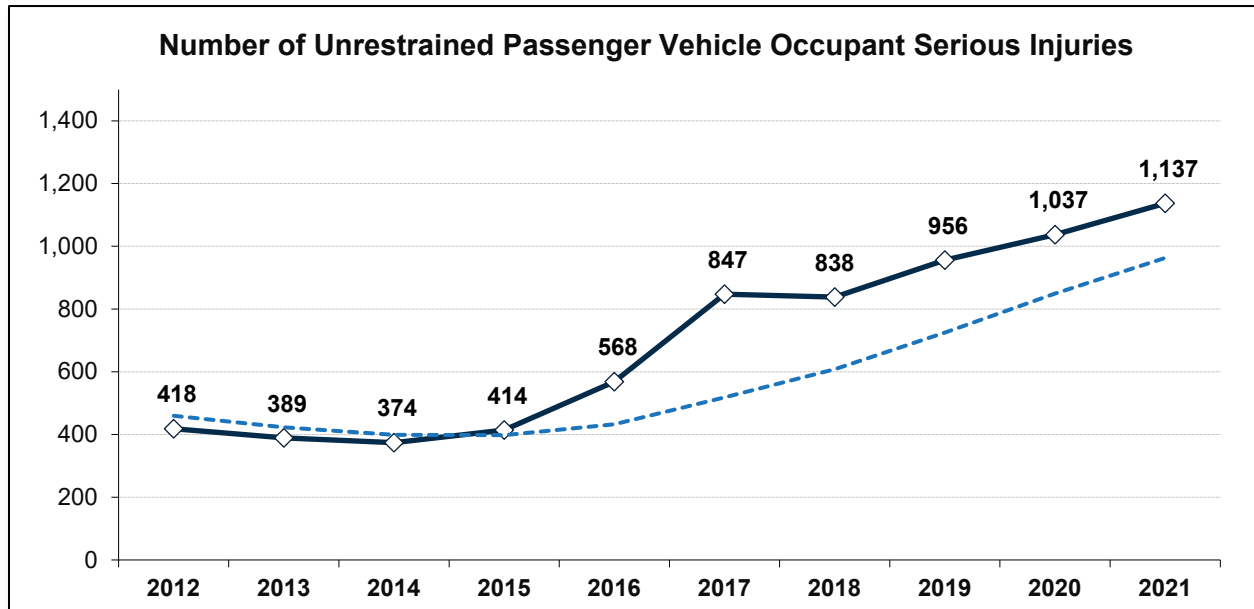
Source: NCDOT Motor Vehicle Crash Data, 2012–2021.
Note: The definition of "serious injury" was changed in late 2016, contributing to the rise in reported injuries.

Between 2017 and 2021, males accounted for nearly three-fourths (73%) of unrestrained fatalities. Additionally, 59 percent of all unrestrained fatalities occurred in rural areas. As shown in the figure below, the number of unrestrained fatalities in North Carolina is highest among passenger vehicle occupants ages 20 to 29 and lowest among those under 15 and those 80+.

Number of Unrestrained Passenger Vehicle Occupant Fatalities, by Age
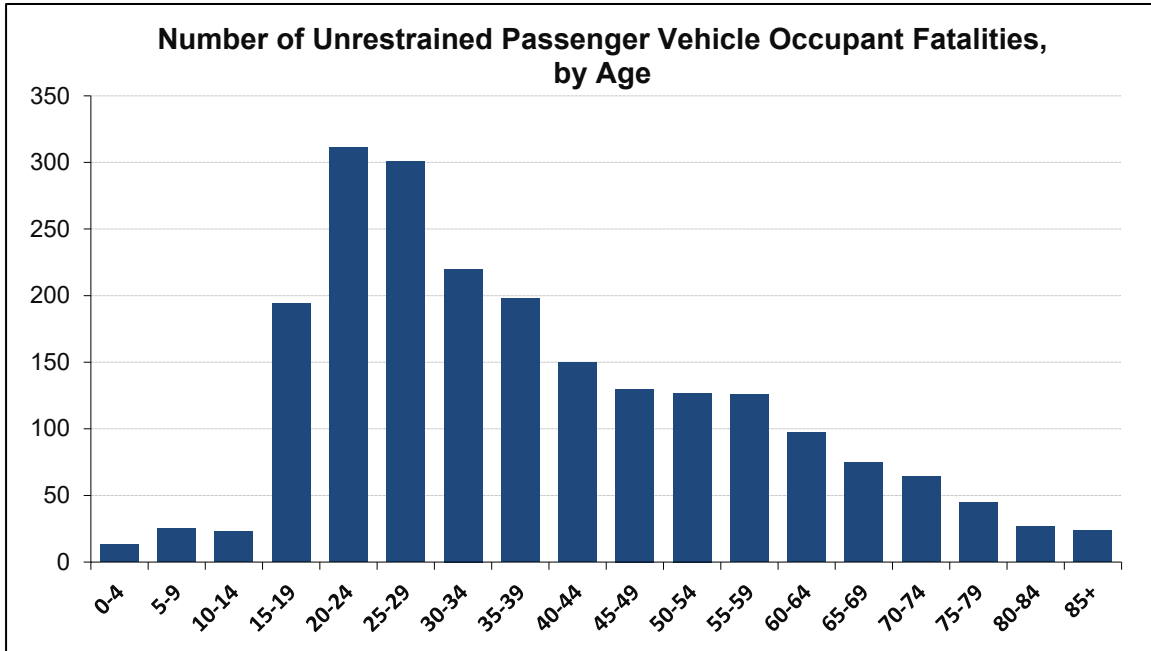
Source: FARS, 2017-2021.

The next figure shows the number (left axis, blue bars) and percent (right axis, blue line) of unrestrained passenger vehicle occupant fatalities and the time of day those crashes occurred. The number of unrestrained fatalities peaks between 6:00–8:59 p.m. The percent of fatalities who were unrestrained is highest late at night from 9 p.m.–5:59 a.m.

Number and Percent of Unrestrained Passenger Vehicle Occupant Fatalities, by Time of Day (2017-2021)
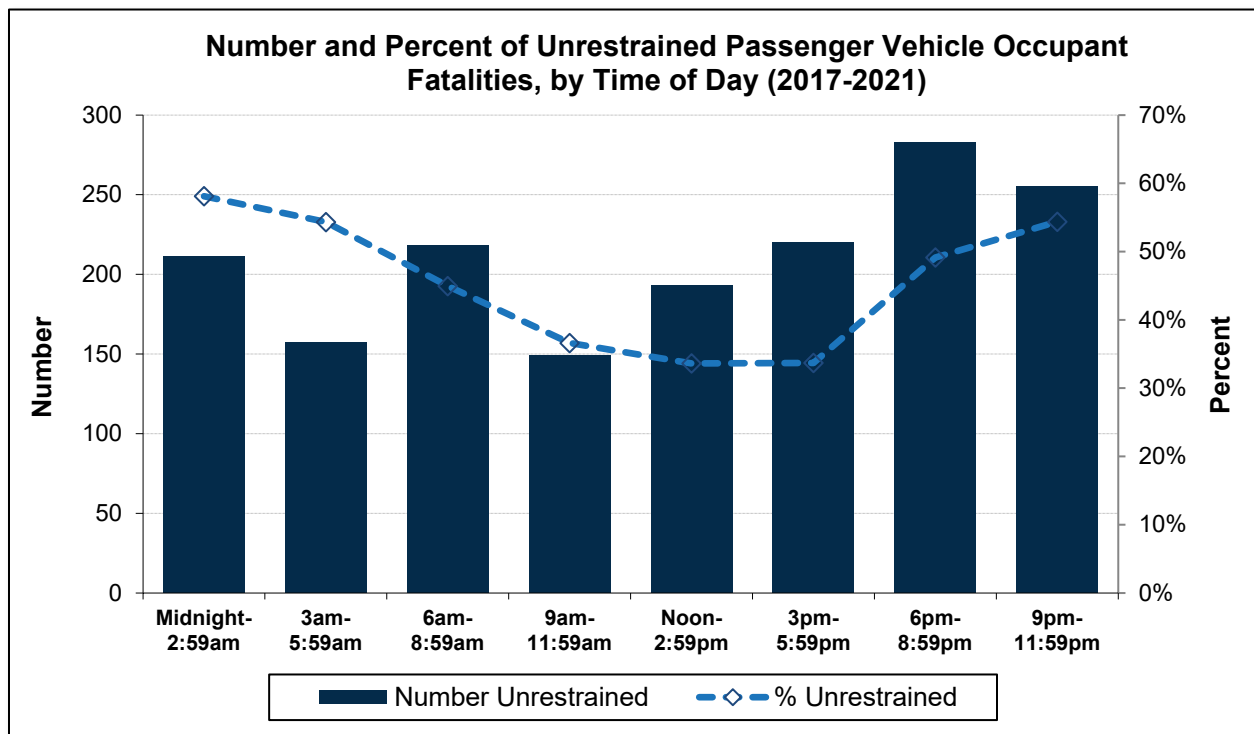
Source: FARS, 2017-2021.

The table below shows the 40 counties with the most unrestrained fatalities from 2017 to 2021. Mecklenburg County had the most unrestrained fatalities, followed by Guilford, Robeson, Wake, Cumberland, and Forsyth counties. The 40 counties listed in the table account for 75 percent of the state's unrestrained fatalities from 2017 to 2021. The table also shows the percentage of unrestrained fatalities in each county. Duplin (62.5%), Edgecombe (62.5%), Durham (61.2%), and Wayne (59.3%) counties had a particularly high percentage of unrestrained fatalities, well above the statewide average of 44.2 percent.

Percent Unrestrained Fatalities in North Carolina by County, 2017-2021
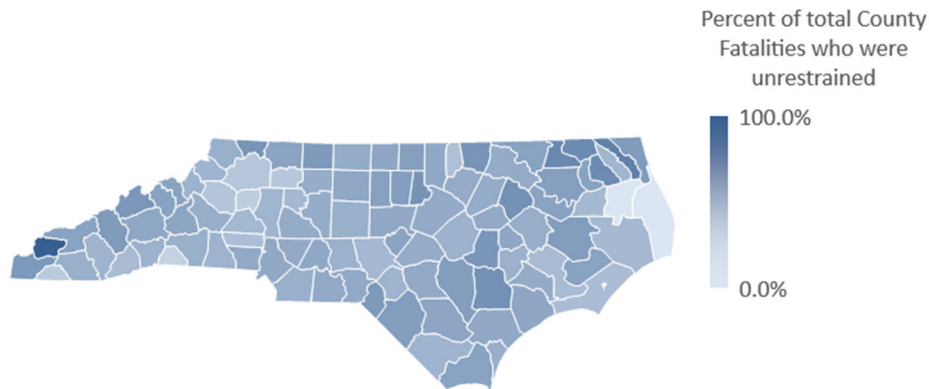
Unrestrained Passenger Vehicle Occupant Fatalities, 2017–2021			
County	**Total Unrestrained Fatalities**	**Percent of Total County Fatalities Who Were Unrestrained**	**Percent of Total NC Unrestrained Fatalities**
Mecklenburg	100	44.8%	5.9%
Guilford	72	45.6%	4.3%
Robeson	70	53.4%	4.1%
Wake	58	43.6%	3.4%
Cumberland	49	44.1%	2.9%
Forsyth	43	42.2%	2.5%
Durham	41	61.2%	2.4%
Harnett	39	41.9%	2.3%
Buncombe	37	46.3%	2.2%
Johnston	36	38.3%	2.1%
Wayne	35	59.3%	2.1%
Nash	34	42.5%	2.0%
Brunswick	33	50.0%	2.0%
Davidson	31	41.9%	1.8%
Duplin	30	62.5%	1.8%
Gaston	30	44.8%	1.8%
Alamance	29	50.9%	1.7%
Randolph	29	40.3%	1.7%
Pender	28	45.2%	1.7%

	Unrestrained Passenger Vehicle Occupant Fatalities, 2017–2021		
County	**Total Unrestrained Fatalities**	**Percent of Total County Fatalities Who Were Unrestrained**	**Percent of Total NC Unrestrained Fatalities**
Pitt	27	40.9%	1.6%
Edgecombe	25	62.5%	1.5%
Iredell	25	36.2%	1.5%
Sampson	25	53.2%	1.5%
Granville	24	46.2%	1.4%
Union	24	40.0%	1.4%
Cabarrus	23	44.2%	1.4%
Columbus	21	36.8%	1.2%
Cleveland	20	37.0%	1.2%
Halifax	20	42.6%	1.2%
Onslow	20	46.5%	1.2%
Rowan	20	42.6%	1.2%
Chatham	19	45.2%	1.1%
Lee	19	48.7%	1.1%
Surry	19	48.7%	1.1%
Burke	18	40.9%	1.1%
Franklin	18	42.9%	1.1%
Moore	18	33.3%	1.1%
Northampton	18	50.0%	1.1%
Bladen	17	47.2%	1.0%
Catawba	16	34.0%	0.9%

Source: FARS, 2017-2021.

Behaviors

Every year, North Carolina conducts a seat belt use survey in accordance with the NHTSA-certified plan. States are required to resample observation sites every 5 years. North Carolina's observation sites were resampled for 2022.

For the 2022 survey, observations were collected in 15 counties stratified by three regions (Mountains, Piedmont, and Coastal). Eight observation sites were visited in each county for a total of 120 sites. Data were collected during rush hours (weekdays between 7–9 a.m. or 3:30–6 p.m.), non-rush hours (weekdays between 9 a.m.–3:30 p.m.) and on weekends (Saturday or Sunday between 7 a.m.–6 p.m.). In total, data collectors observed seat belt use for 19,051 drivers and 5,014 front seat passengers, for a total of 24,065 observations.

The 2022 combined seat belt use rate was 90.9 percent, up from 89.6 percent in 2021. The observed seat belt use rate increased for both drivers (90.1% to 90.7%) and right front seat passengers (87.8% to 91.6%). North Carolina's observed seat belt use rate has remained close to 90 percent for the past decade. However, the state has dipped below the national observed seat belt use rate for each of the past 4 years, as shown in the figure below.

Observed Seat Belt Use by Passenger Vehicle Drivers and Front Seat Occupants
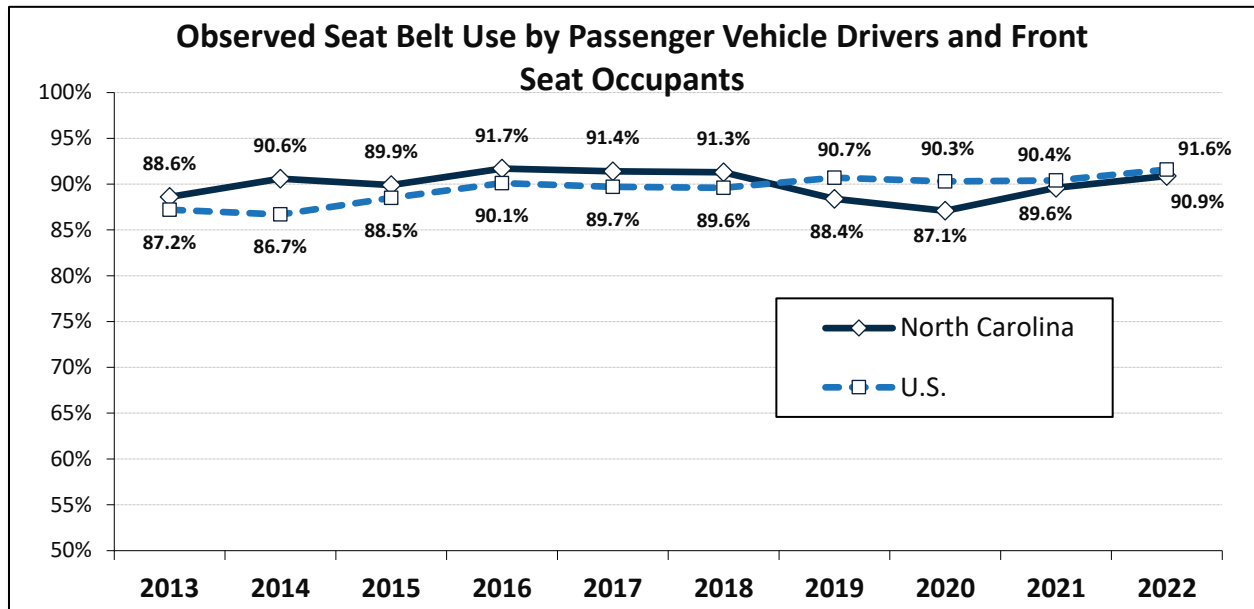
Source: North Carolina's annual seat belt use survey and NHTSA.

Historically, observed seat belt use in North Carolina is relatively low among males, young drivers, those driving in rural areas, and occupants of pickup trucks. Seat belt use is also lower among those living in the coastal region of the state compared to those living elsewhere. As shown in the next table, observed seat belt use in 2022 differed across the 15 counties included in the survey, from a low of 84.2 percent in Nash County to a high of 93.6 percent in Forsyth and Henderson counties.

2022 Observed Seat Belt Use Rates by County	
County	**Observed Seat Belt Use %**
Bladen	88.5
Buncombe	91.8
Davidson	89.6
Forsyth	93.6
Franklin	88.6
Henderson	93.6
Iredell	93.1
Johnston	88.2
Lee	85.0
Mecklenburg	91.7
Nash	84.2
New Hanover	92.9
Robeson	85.0
Stanley	89.4
Wilkes	90.3

Source: North Carolina's annual seat belt use survey.

Summary

During 2022, North Carolina's combined seat belt use rate for passenger vehicle drivers and front seat passengers was 90.9 percent, up from 89.6 percent in 2021. North Carolina's observed seat belt use rate has remained close to 90 percent for the past decade. However, the state has dipped below the national observed seat belt use rate for each of the past 4 years. Unrestrained fatalities are highest among males, in rural areas, and among passenger vehicle occupants ages 20 to 29. Mecklenburg County had the most unrestrained fatalities, followed by Wake, Guilford, Forsyth, and Robeson counties.

Statewide Campaigns/Programs

Enforcement Activities

North Carolina's seat belt law (G.S. 20-135.2A) requires drivers and front and rear seat passengers ages 16 and older to wear seat belts in vehicles required to have them. The North Carolina Child Passenger Safety (CPS) 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 younger than age 8 and weighing less than 80 pounds. Additionally, children younger than age 5 and weighing less than 40 pounds must be in the rear seat in vehicles with active front passenger airbags.

During FY2022, law enforcement agencies in North Carolina conducted two statewide waves of the Click It or Ticket campaign, plus a special enforcement campaign held during Child Passenger Safety Week:

- Thanksgiving *Click It or Ticket* (November 22 – 28, 2021)
- Spring *Click It or Ticket* (May 23 – June 5, 2022)
- Child Passenger Safety Week (September 19 – 25, 2022)

During these campaigns, 13,024 occupant restraint citations were issued: 11,638 citations for violations of the seat belt law and 1,386 citations for violations of the CPS law. By comparison, 11,342 total occupant restraint citations were issued during the previous year's campaigns. An additional 20,816 seat belt violations and3,128 CPS law violations were issued in 2022 during other enhanced enforcement periods (e.g., *Booze It & Lose It*) and 89,387 seat belt and CPS citations were issued in 2022 during noncampaign periods throughout the year.

North Carolina Seat Belt and Child Passenger Safety Law Citations

Campaign / Violations	FY2021	FY2022
Spring Click It or Ticket Campaign		
Seat belt violations	7,062	7,267
Child passenger safety law violations	762	811
Total	7,824	8,078
Child Passenger Safety Week Campaign		
Seat belt violations	1,361	2,039
Child passenger safety law violations	242	274
Total	1,603	2,313
Thanksgiving Click It or Ticket Campaign		
Seat belt violations	1,684	2,332
Child passenger safety law violations	231	311
Total	1,915	2,643
Click It or Ticket/CPS Week Overall Totals		
Seat belt violations	10,107	11,638
Child passenger safety law violations	1,235	1,396
Total	11,342	13,034
Other Campaign Totals (e.g., Booze It & Lose It)		
Seat belt violations	14,801	20,816
Child passenger safety law violations	1,993	3,128
Total	16, 794	23,944
Totals – All Enforcement Campaigns		
Seat belt violations	24,908	32,454
Child passenger safety law violations	3,228	4,524
Total	28,154	36,978
Totals Citations for Year (AOC*)		
Seat belt violations	97,866	108,542
Child passenger safety law violations	15,142	17,823
Total	113,008	126,365
Totals – Non-Enforcement Campaign Citation #		
Seat belt violations	72,592	76,088
Child passenger safety law violations	8,774	13,299
Total	81,366	89,387
Totals – Non-Enforcement Campaign Citation % (AOC*)		
Seat belt violations	74.5%	70.1%
Child passenger safety law violations	78.7%	74.6%
Total	75.1%	70.7%

Source: GHSP Online Reporting system and *North Carolina Administrative Office of the Courts (AOC) -Data from Administrative Office of the Courts (data is reported for July through June) includes Child Passenger Safety (Child Not in Rear Seat – 20-137.1(A1), Fail to Secure Passenger Under 16 – 20-137.1, No Child Restraint System – 20-137.1) and Seat Belt (Fail to Wear Seat Belt-Driver – 20-135.2A, Fail to Wear Seat Belt-Front Seat – 20-135.2A, Fail to Wear Seat Belt-Rear Seat – 20-135.2A€, License/Permit Seat Belt Violation <18 – 20-11(L)).

During FY2024, North Carolina law enforcement agencies will conduct three occupant protection campaigns:

- Thanksgiving *Click It or Ticket* (November 20 – 26, 2023)
- Spring *Click It or Ticket* (May 20 – June 2, 2024)
- Child Passenger Safety Week (September 16 – 22, 2024)

Child Passenger Safety Programs

The North Carolina Child Passenger Safety (CPS) Program is managed collaboratively by GHSP, the UNC HSRC, and the Department of Insurance's Office of State Fire Marshal/Safe Kids North Carolina. This collaboration unites both research and field perspectives to create a comprehensive approach to CPS. In addition, the North Carolina Occupant Protection Task Force provides input and feedback. By pooling resources and perspectives, North Carolina can coordinate a large array of CPS efforts.

North Carolina has a large CPS program that consistently has a recertification rate higher than the national average. As of May 2023, North Carolina had 3,326 certified CPS Technicians and Instructors. Of these, 3,278 were Technicians (including 114 Technician Proxies and 1 Instructor Candidate) and 48 were Technician Instructors. North Carolina had at least one Technician in 97 of 100 counties. More than half of these Technicians are in the fire services (e.g., fire fighters). Law enforcement is the second largest profession represented.

North Carolina has an extensive network of Permanent Checking Stations (PCSs) where certified CPS Technicians provide hands-on CPS education to ensure caregivers can correctly and confidently use their restraints. As of May 2023, there were 274 PCS program locations operating in 85 counties. The majority of PCS locations (164) are in historically underserved rural counties; that is, counties with an average population density of 250 people per square mile or less. Additionally, 223 locations are in counties where the percentage of children ages 0-17 living in poverty is higher than the state average. Many of these programs also serve neighboring counties without a PCS. Parents and other caregivers can search the buckleupnc.org website for programs that offer CPS assistance in their communities. During FY2022, North Carolina PCSs reported checking 5,810 car seats. While this represents an increase over FY2021, it continues to be significantly less than pre-pandemic levels, as many stations have continued to pause services or reduce their hours due to the COVID-19 pandemic. Additionally, not all PCSs consistently submit reports, so this is likely an underestimate of the number of seats checked statewide. Of those seat checks reported, half were for children less than age 1 and another third were for children 1-5 years old.

The North Carolina criteria for PCSs clearly meets and exceeds NHTSA's Inspection Station criteria. Criteria for recognition as a PCS in North Carolina include:

- The sponsoring agency must provide one or more permanent locations where parents/caregivers can receive car seat installation assistance and education.

- The primary contact for the PCS must be a current Nationally Certified Child Passenger Safety Technician or Technician Instructor (CPST).

- A current CPST must be available, on site, for scheduled appointments and walk-in hours.

- All persons educating caregivers on the installation and proper use of occupant restraints must be currently certified CPSTs.

- Individuals who are not current CPSTs may assist by filling out inspection forms and/or providing general safety information in the form of handouts or referrals to websites and other resources.

- The sponsoring agency must develop and implement protocols to ensure the following:
    - All education provided is within the scope of the national CPST curriculum.
    - All aspects of correct restraint use and installation are evaluated based on the car seat and vehicle manufacturer's instructions and are documented using a CPS checklist form.
    - Caregivers are educated on the use and installation of their car seat, have a hands-on role in this process, and make the final decision on how to use and install their car seat.

- If personnel are subject to emergency response calls, the sponsoring agency must develop and implement protocols to ensure the following:
    - Certified CPSTs involved in seat checks are designated as the last to be called.
    - A back-up plan is in place to complete seat checks in the event all involved personnel are called to respond to an emergency.
    - Prior to beginning a seat check, caregivers are informed about the possibility of emergency responses and the back-up plan for completing the check.

- Appropriate documentation must be made for each seat checked, distributed, and/or installed. Documentation must be kept on file for at least 3 years and must be made available to appropriate state agencies upon request.

- The sponsoring agency must post a fixed checking station sign on site.

The counties with PCS programs represent the majority (97.4%) of North Carolina's total 2021 population. As part of ongoing efforts to ensure equity in the PCS program, the table below breaks down PCS presence by population and race. In North Carolina, 98.7 percent of the state's Hispanic population, 97.6 percent of the state's Black/African American population, and 98.0 percent of the state's American Indian population has access to a PCS in their county.

Permanent Checking Station (PCS) Presence in North Carolina Counties, by Population and Race					
County & Presence of PCS	2021 Population*	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
PCS Present in County					
Alamance	174212	1.65%	2.23%	1.64%	1.48%
Alexander	36325	0.34%	0.16%	0.09%	0.12%
Alleghany	11120	0.11%	0.12%	0.01%	0.05%
Anson	21586	0.20%	0.06%	0.43%	0.07%
Ashe	26701	0.25%	0.13%	0.01%	0.07%
Avery	17951	0.17%	0.09%	0.03%	0.07%
Beaufort	44561	0.42%	0.30%	0.47%	0.17%
Bertie	17214	0.16%	0.03%	0.46%	0.04%
Bladen	29402	0.28%	0.22%	0.43%	0.52%
Brunswick	143550	1.36%	0.68%	0.55%	0.67%
Buncombe	271454	2.57%	1.96%	0.74%	1.18%

Permanent Checking Station (PCS) Presence in North Carolina Counties, by Population and Race

County & Presence of PCS	2021 Population*	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
Burke	87812	0.83%	0.65%	0.23%	0.94%
Cabarrus	231230	2.19%	2.48%	2.07%	1.24%
Caldwell	80820	0.77%	0.44%	0.19%	0.30%
Carteret	68284	0.65%	0.28%	0.15%	0.24%
Caswell	22402	0.21%	0.09%	0.30%	0.08%
Catawba	161736	1.53%	1.55%	0.62%	1.03%
Chatham	77420	0.73%	0.92%	0.38%	0.52%
Chowan	13707	0.13%	0.05%	0.20%	0.04%
Clay	11258	0.11%	0.04%	0.00%	0.04%
Cleveland	100934	0.96%	0.37%	0.93%	0.24%
Columbus	50369	0.48%	0.23%	0.66%	1.05%
Craven	101988	0.97%	0.64%	0.93%	0.37%
Cumberland	342082	3.24%	3.57%	6.06%	3.93%
Currituck	29602	0.28%	0.11%	0.07%	0.09%
Dare	37481	0.36%	0.22%	0.04%	0.16%
Davidson	170907	1.62%	1.24%	0.78%	0.90%
Davie	43280	0.41%	0.30%	0.12%	0.21%
Duplin	48754	0.46%	0.95%	0.55%	0.59%
Durham	327957	3.11%	4.44%	5.13%	2.85%
Edgecombe	48311	0.46%	0.24%	1.23%	0.18%
Forsyth	384063	3.64%	4.83%	4.44%	2.85%
Franklin	71220	0.67%	0.64%	0.76%	0.47%
Gaston	232789	2.21%	1.83%	1.94%	1.09%
Gates	10393	0.10%	0.02%	0.13%	0.04%
Granville	61150	0.58%	0.55%	0.84%	0.38%
Greene	20124	0.19%	0.25%	0.33%	0.17%
Guilford	542451	5.14%	4.65%	8.38%	3.04%
Halifax	48214	0.46%	0.13%	1.11%	0.97%
Harnett	136820	1.30%	1.72%	1.32%	1.19%
Haywood	62495	0.59%	0.25%	0.04%	0.27%
Henderson	116710	1.11%	1.33%	0.18%	0.65%
Hertford	19803	0.19%	0.08%	0.51%	0.13%
Hoke	53773	0.51%	0.70%	0.81%	2.53%
Iredell	191752	1.82%	1.43%	1.04%	0.72%
Jackson	42613	0.40%	0.29%	0.05%	2.35%
Johnston	226661	2.15%	3.18%	1.69%	1.80%
Jones	9202	0.09%	0.03%	0.12%	0.04%
Lee	64068	0.61%	1.16%	0.52%	0.61%
Lenoir	54851	0.52%	0.38%	1.01%	0.20%
Lincoln	89556	0.85%	0.58%	0.22%	0.32%
Macon	37347	0.35%	0.31%	0.02%	0.23%
Madison	21446	0.20%	0.07%	0.01%	0.05%
Martin	21661	0.21%	0.08%	0.40%	0.07%

Permanent Checking Station (PCS) Presence in North Carolina Counties, by Population and Race

County & Presence of PCS	2021 Population*	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
Mecklenburg	1121482	10.62%	15.11%	15.43%	7.80%
Moore	102517	0.97%	0.67%	0.50%	0.63%
Nash	95465	0.90%	0.66%	1.70%	0.62%
New Hanover	229943	2.18%	1.58%	1.28%	0.92%
Onslow	206530	1.96%	2.48%	1.33%	1.24%
Orange	148197	1.40%	1.39%	0.74%	0.84%
Pender	62978	0.60%	0.46%	0.36%	0.33%
Person	39486	0.37%	0.20%	0.45%	0.22%
Pitt	172014	1.63%	1.17%	2.80%	0.71%
Polk	19559	0.19%	0.09%	0.03%	0.06%
Randolph	145044	1.37%	1.70%	0.44%	1.11%
Richmond	42522	0.40%	0.27%	0.58%	0.67%
Robeson	116485	1.10%	1.04%	1.22%	25.73%
Rockingham	91706	0.87%	0.54%	0.77%	0.39%
Rowan	147799	1.40%	1.43%	1.08%	0.85%
Rutherford	64263	0.61%	0.29%	0.27%	0.19%
Sampson	59019	0.56%	1.08%	0.66%	1.04%
Scotland	33292	0.32%	0.10%	0.58%	2.09%
Stanly	62659	0.59%	0.28%	0.33%	0.23%
Stokes	44884	0.43%	0.13%	0.08%	0.13%
Surry	71401	0.68%	0.75%	0.13%	0.37%
Swain	14284	0.14%	0.05%	0.01%	2.42%
Transylvania	33361	0.32%	0.16%	0.05%	0.11%
Union	242948	2.30%	2.70%	1.31%	1.39%
Vance	42270	0.40%	0.33%	0.96%	0.18%
Wake	1150722	10.90%	11.47%	9.80%	6.05%
Watauga	54361	0.51%	0.34%	0.11%	0.16%
Wayne	117662	1.11%	1.32%	1.66%	0.77%
Wilkes	65809	0.62%	0.41%	0.13%	0.23%
Wilson	78559	0.74%	0.79%	1.38%	0.63%
Yadkin	37164	0.35%	0.39%	0.06%	0.23%
TOTAL POP SERVED BY PCS	**10283957**	**97.4%**	**98.7%**	**97.6%**	**98.0%**
No PCS Present in County					
Camden	10663	0.10%	0.03%	0.05%	0.04%
Cherokee	28964	0.27%	0.08%	0.02%	0.26%
Graham	8044	0.08%	0.02%	0.00%	0.34%
Hyde	4603	0.04%	0.03%	0.05%	0.01%
McDowell	44688	0.42%	0.26%	0.08%	0.19%
Mitchell	14933	0.14%	0.06%	0.00%	0.03%
Montgomery	25782	0.24%	0.34%	0.20%	0.19%
Northampton	17116	0.16%	0.03%	0.43%	0.04%
Pamlico	12334	0.12%	0.04%	0.09%	0.04%

Permanent Checking Station (PCS) Presence in North Carolina Counties, by Population and Race					
County & Presence of PCS	2021 Population*	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
Pasquotank	40629	0.38%	0.20%	0.65%	0.16%
Perquimans	13251	0.13%	0.03%	0.12%	0.03%
Tyrrell	3226	0.03%	0.02%	0.04%	0.01%
Warren	18850	0.18%	0.07%	0.42%	0.58%
Washington	10789	0.10%	0.03%	0.24%	0.02%
Yancey	18470	0.17%	0.09%	0.01%	0.06%
TOTAL POP NOT SERVED BY PCS	**272,342**	**2.6%**	**1.3%**	**2.4%**	**2.0%**
NC TOTAL	**10556299**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

*2022 population estimates are not yet available.

North Carolina anticipates the number of PCS locations will increase 5 percent in FY2024 to a total of 289 locations. A particular focus will be on PCS locations within the 15 counties currently without a program located within the county. This will increase the total number of locations serving both rural and at-risk populations.

The North Carolina Department of Insurance (DOI) Office of State Fire Marshal (OSFM) coordinates car seat distribution in collaboration with local Safe Kids Coalitions and PCSs. Through these collaborations, these programs provide NHTSA/GHSP-funded no-cost car seats, along with education on their correct use, to qualifying families when available. Using these programs as car seat distribution sites helps to ensure that trained, qualified personnel provide education and harnessing/installation assistance to parents and caregivers who receive seats purchased with GHSP funding. The Bipartisan Infrastructure Law requires qualifying states to use not less than 10 percent of occupant protection grant funds to recruit and train CPS technicians serving low-income and underserved populations, to educate parents and caregivers in low-income and underserved populations regarding the importance of proper use and installation of child restraints, and to purchase and distribute child restraints to low-income and underserved populations.

The DOI OSFM also coordinates North Carolina's CPS classes. Classes are held based on need, requests from local agencies and programs, ability of a location to fill a class of 20-25 students, and availability of a suitable training location. Classes are held in both urban and rural areas throughout the state.

In FY2022, 34 Certification Courses were held resulting in the certification of 580 new Technicians. Additionally, four Certification Renewal courses were held for Technicians whose certifications had expired but who wanted to remain active in the field. In total, 646 individuals were certified or recertified, as shown in the following table.

Summary of NC CPS Certification and Renewal Classes by Type and Region, FY2022				
Class Type & Region	**No. Classes**	**# Certified/ Recertified**	**Average No. Students**	**Anticipated FY2024 Classes**
Certification Classes				
Southwest (Region 1)	14	238	17	6
Northwest (Region 2)	8	131	16	6
Northeast (Region 3)	5	88	18	6
Southeast (Region 4)	7	123	18	6
Certification Total	34	580	17	24
Renewal Classes				
Southwest (Region 1)	4	66	17	1
Northwest (Region 2)	0	0	0	1
Northeast (Region 3)	0	0	0	1
Southeast (Region 4)	0	0	0	1
Renewal Total	4	66	17	4
Total	38	646	--	28

GHSP anticipates the distribution and location of classes in FY2024 will be similar. North Carolina plans to hold approximately 28 classes with a total of 520 – 650 students.

Unattended Vehicle/Hot Car Deaths

Over the past twenty-five years, more than 950 children have died of heatstroke after being left or having become trapped in a hot car. In 2022, thirty-three children died of heatstroke in vehicles in the U.S. A study conducted by Kids and Cars in 2017 indicated North Carolina ranked sixth nationally in hot car deaths when thirty-two children suffered heatstroke related deaths in unattended vehicles between 1991 and 2016. The North Carolina Department of Insurance and Safe Kids North Carolina partners with over forty Safe Kids County Coalitions in sixty-eight counties to conduct outreach and provide education regarding dangers associated with children being left unattended in vehicles and heatstroke deaths. Safe Kids NC currently has three hot car temperature displays located regionally for the county coalitions to use in these efforts. GHSP will partner with Safe Kids NC to provide additional educational equipment and messaging focused on strategies to prevent these tragic events.

Countermeasures and Funding Priorities

To address the problem areas described above and to meet North Carolina's targets, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries, and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 10th Edition of NHTSA's *Countermeasures that Work* (CMTW). CMTW is designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

GHSP is implementing a comprehensive occupant protection program through a strategic plan developed by a statewide Occupant Protection Task Force in 2020. This strategic plan was informed in part by recommendations from the April 2016 NHTSA-facilitated occupant protection program

assessment. A subsequent occupant protection assessment was conducted in February 2021 and provided updated recommendations. The Occupant Protection Task Force will revise the strategic plan, as appropriate, to incorporate the 2021 recommendations. The statewide campaigns, programs, and countermeasures that follow may be updated to reflect the recommendations generated by the statewide Occupant Protection Task Force and working groups that have been established to address specific programs and target groups.

GHSP will work with program partners to continue support for CPS efforts in the state. GHSP will work to maintain a large CPS Technician (and therefore PCS) program through CPS Certification and Renewal classes held across the state and by supporting opportunities for CPS Technicians to earn continuing education credits needed for recertification. GHSP is also working with partners to expand the CPS diversion program. Currently, 43 counties in North Carolina have diversion programs. In these counties, drivers who receive a ticket for violating the CPS law are given the option to visit a designated PCS to receive education and installation help by a CPS Technician. Once the Technician is comfortable with the driver's understanding on how to properly use their car seat, they give the driver a form to take to the District Attorney's office to have the ticket dismissed. This program encourages law enforcement officers to be proactive in enforcing CPS violations and provides education and installation assistance to drivers charged with these violations.

GHSP will strive to increase occupant restraint use by working with law enforcement, media, local partners, and others to educate the public about occupant protection and to enforce North Carolina's occupant protection laws. GHSP law enforcement grantees will be required to conduct a minimum of one nighttime seat belt enforcement effort each month. GHSP will also encourage nighttime seat belt enforcement in counties that are overrepresented in unbelted fatalities. Through support and refinement of the Vision Zero Analytics project, GHSP will continue to facilitate the collection and sharing of data and county maps with agencies in these counties. In addition, GHSP will partner with the North Carolina State Highway Patrol to conduct Special Operation Projects in designated high-risk counties. Selected enforcement days and times will correspond with data showing when unrestrained fatalities are occurring.

The FY2022 Observational Seat Belt survey conducted by North Carolina State University's ITRE included several new counties as approved by NHTSA. In addition, ITRE's survey observers were to utilize tablets to input data more quickly and accurately. GHSP has expanded the annual observational seat belt use survey to cover all 100 counties every 2 years. Western counties were surveyed in addition to the 15 approved counties during FY2023. In FY2024, counties in the eastern half of the state will be surveyed. This approach will ensure that seat belt usage rates are available for every county at least once every 2 years.

Media Plan

GHSP will support all FY2024 occupant protection campaigns and seat belt mobilizations with earned and/or paid media to draw attention to each of the campaigns. North Carolina utilizes a variety of media modes to draw attention to the campaigns and the enforcement efforts in the state. Media will concentrate on counties and demographic groups which demonstrate low seat belt usage. GHSP is also considering focus groups specifically for members of communities disproportionately impacted by low seat belt use.

Media campaigns are planned for all FY2024 enforcement campaigns, seeking earned media attention that will be gained from partnerships with the NCDOT Communications Office, Safe Kids North Carolina, State Highway Patrol, local law enforcement, etc. Typically, the campaigns have included kickoff events featuring the GHSP Director, state law enforcement, local law enforcement, and often victims, survivors, or offenders. GHSP plans in FY2024 to augment this format with social media campaigns, virtual kickoffs, and other media tools to draw public attention to occupant protection issues.

Advertising and targeted marketing opportunities will be done through GHSP's agency of record. Marketing and advertising efforts are becoming more precise with the ability to micro-target GHSP's audience and utilize a variety of mediums to ensure GHSP efforts use the most effective messaging. Paid media will be utilized during enforcement periods and certain months when increased unbelted fatalities occur. GHSP is creating new video ads to appeal to young adults, a key demographic with traditionally lower occupant protection use rates than others. In-house social media will also be used throughout the entire year with messaging targeting key demographics and areas.

FY2024 Occupant Protection Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2024 North Carolina HSP to address occupant protection. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's 10th Edition of *Countermeasures that Work*).

Project Number(s): OP-24-04-01

Project Title: *Click It or Ticket* 2024 Overtime

Agency: North Carolina Department of Public Safety (North Carolina State Highway Patrol)

Project Description: This continuation project funds overtime enforcement for occupant restraint violations. The project will provide increased and sustained enforcement efforts in the top 25 counties for unrestrained fatalities during the *Click It or Ticket* campaigns in FY2024. Select waves of overtime enforcement will be conducted during the May *Click It or Ticket* campaign, Thanksgiving *Click It or Ticket* campaign, and at other times throughout the year.

CMTW: Chapter 2, Sections 2.1, 2.2 and 2.3 (Hi-visibility enforcement, Integrated Nighttime Enforcement, and Sustained Enforcement)

Project Number(s): M2PE-24-13-01

Project Title: *BuckleUpNC* Occupant Protection Program

Agency: UNC Highway Safety Research Center

Project Description: This continuation project maintains and updates the *BuckleUpNC* website (www.buckleupnc.org), which provides consumer information to the public through a toll-free number, website, brochures, and flyers. The project also provides program and technical assistance to CPS advocates and administrators. The Highway Safety Research Center will continue to support the North Carolina Occupant Protection Task Force and will continue to collaborate with GHSP and the Office of the State Fire Marshal on Occupant Protection issues throughout the year.

CMTW: Chapter 2, Section 6.1, 6.2, and 7.2 (Strategies for Older Children, Strategies for Child Restraint and Booster Seat Use, and Inspection Stations)

Project Number(s): OP-24-04-03

Project Title: Robeson County *Saved by the Belt* Occupant Restraint Program

Agency: Southeastern Regional Medical

Project Description: This ongoing project funds activity hours for a coordinator overseeing a seat belt diversion program, a partnership with the Robeson County District Attorney's Office, local law enforcement agencies, and the court system. The program allows first-time seat belt use offenders to have their first offense dismissed if they participate in the *Trauma Nurses Talk Tough* seat belt education program.

CMTW: Chapter 2, Section 3.2 (Strategies for Low-Belt Use Groups)

Project Number(s): M2CPS-24-13-02

Project Title: Safe Kids Western North Carolina FY2024

Agency: Mountain Area Health Care Education Center

Project Description: This continuation project funds Safe Kids Western North Carolina (Safe Kids WNC) to increase and maintain the base of CPS Technicians trained in Special Needs Transportation. Safe Kids WNC is the referral resource for families of children with special health care needs and offers the Transporting Children with Special Needs CPS enrichment course twice a year in different regions of the state. Safe Kids WNC will develop and grow partnerships with law enforcement while participating in local *Click It or Ticket* enforcement activities and the CPS Diversion Program. The project will educate preteens and teens to become safe passengers now and safe drivers in the future.

CMTW: Chapter 2, Sections 6.1, 6.2, and 7.2 (Strategies for Older Children, Strategies for Child Restraint and Booster Seat Use, and Inspection Stations)

Project Number(s): M2CPS-24-13-01

Project Title: Child Passenger Safety Program for North Carolina

Agency: North Carolina Department of Insurance

Project Description: This ongoing project funds the Office of State Fire Marshal (OSFM)/Safe Kids NC to continue CPS efforts.

CMTW: Chapter 2, Sections 6.1, 6.2, and 7.2 (Strategies for Older Children, Strategies for Child Restraint and Booster Seat Use, and Inspection Stations)

Project Number(s): M2OP-24-13-01

Project Title: North Carolina Observational Survey of Seat Belt Use 2024

Agency: North Carolina State University – ITRE

Project Description: This project conducts the state's Annual Seat Belt Survey in accordance with National Highway Traffic Safety Administration (NHTSA) requirements to qualify for seat belt incentive grant program funds, and in accordance with the Uniform

Criteria for State Observational Surveys of Seat Belt Use. The survey is conducted in select counties and results will document the statewide seatbelt use rate.

Project Number(s): M1X-24-00-00

Project Title: GHSP In-House Occupant Protection Future Projects

Agency: Governor's Highway Safety Program

Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise during the fiscal year to conduct projects and funds are maintained for this purpose.

Project Number(s): M2X-24-00-00

Project Title: GHSP In-House Occupant Protection Future Projects

Agency: Governor's Highway Safety Program

Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise during the fiscal year to conduct projects and funds are maintained for this purpose.

Police Traffic Services

Crashes, Deaths, and Injuries

In 2022, 426 people were killed in crashes involving a driver who was speeding in North Carolina, a decrease of 52 fatalities from 2021. In 2022, almost one-quarter (24%) of traffic fatalities involved a driver who was speeding. Speeding-related fatalities have fluctuated over the past 10 years in North Carolina, as shown in the figure below, with significant increases during 2020. While the number of speeding-related fatalities have steadily decreased since 2020, they have still not decreased to the levels seen prior to the COVID-19 pandemic.

Fatalities in Speeding-related Crashes

Year	Fatalities
2012	441
2013	413
2014	497
2015	547
2016	566
2017	423
2018	327
2019	331
2020	489
2021	478
2022	426
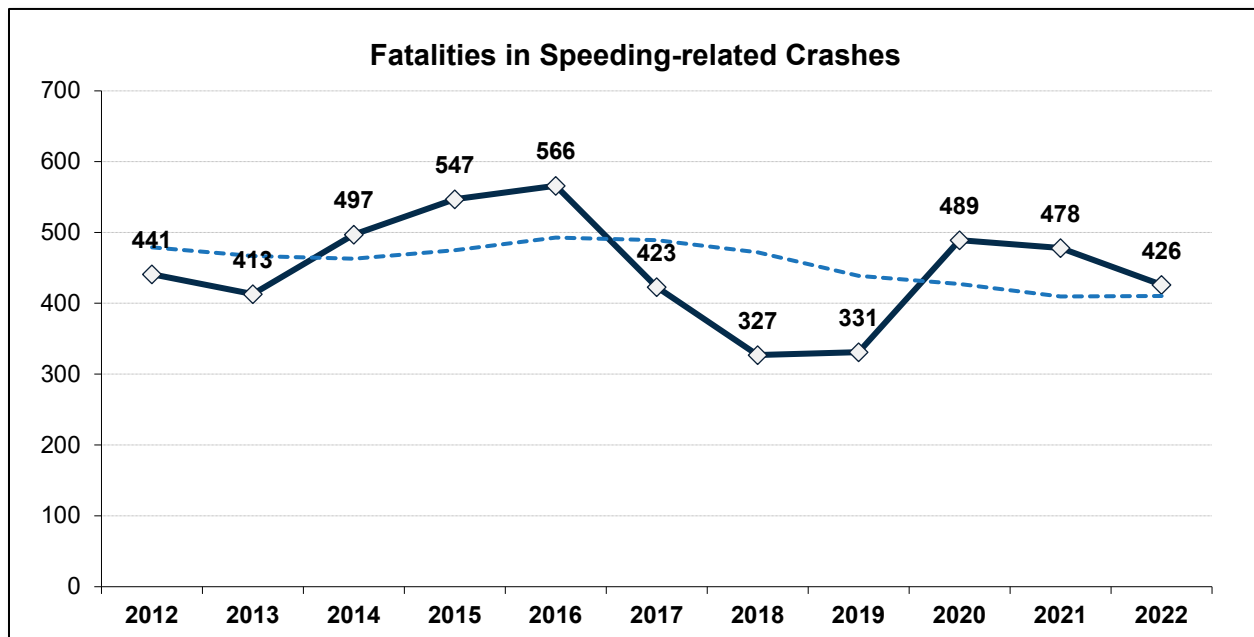
Source: FARS, 2012–2021; NCDOT, 2022.

North Carolina's population continues to grow rapidly, so fatality rates per capita provide a useful measure of changes in traffic safety over time. The figure below shows speeding-related driving fatalities per 100,000 population in North Carolina from 2011 through 2021. Speeding-related fatalities per capita decreased from the 2020 rate, but the rate (4.53 speeding-related fatalities per 100,000 people) remains higher than in 2019. However, the 5-year moving average (the dotted line) supports the downward trend in speeding-related fatalities per capita observed over previous years of data.

Speeding-related Fatalities per 100,000 Population
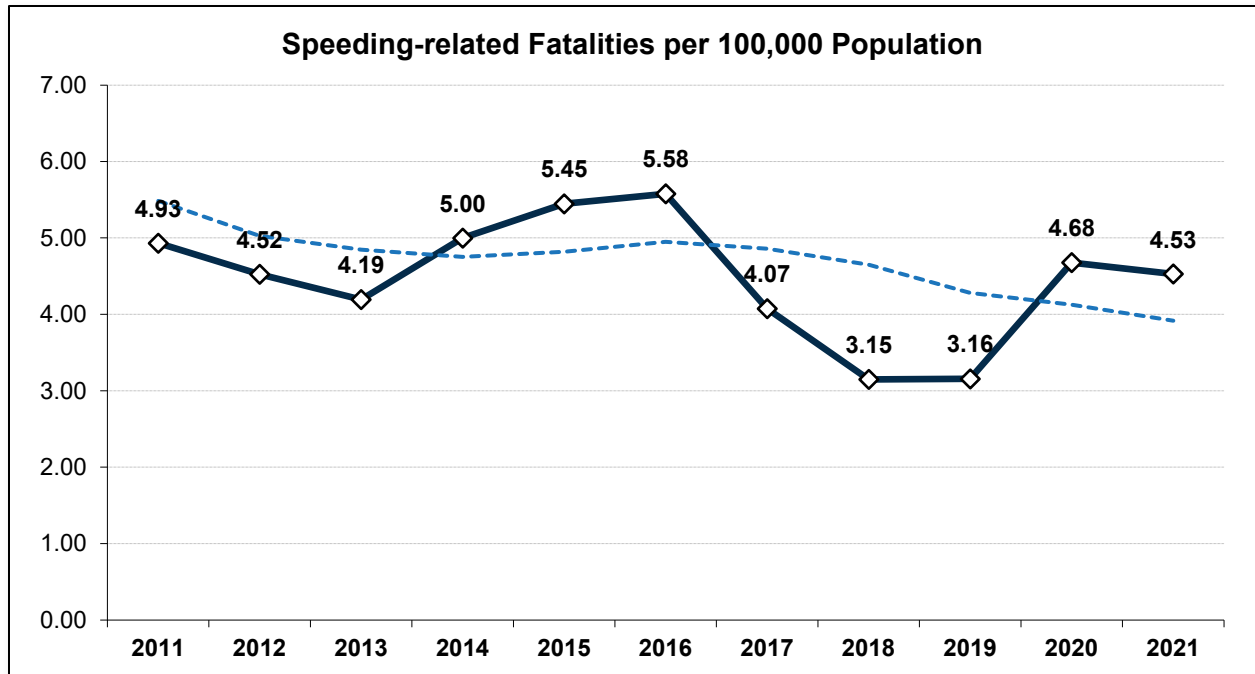
Source: FARS, 2011–2021 and U.S. Census.

In addition to the 478 speeding-related fatalities in 2021, there were 668 serious ("A") injuries, 5,192 less severe injuries, and 9,136 property damage only crashes.

Historically, male drivers tend to be more often involved in speeding-related fatal crashes than female drivers. Between 2017 and 2021, 20 percent of fatal crashes among males involved speeding, while only 12 percent of fatal crashes for females involved speeding. Speeding involvement in fatal crashes also varies by the age of the driver. As in previous years, younger drivers (i.e., those between the ages of 16 and 24) have the highest involvement in fatal crashes among all drivers; after age 24, the involvement in fatal crashes by age decreases. This pattern can be seen in the figure below.

**Percent of Fatal Crashes Involving Speeding,
by Driver Age**
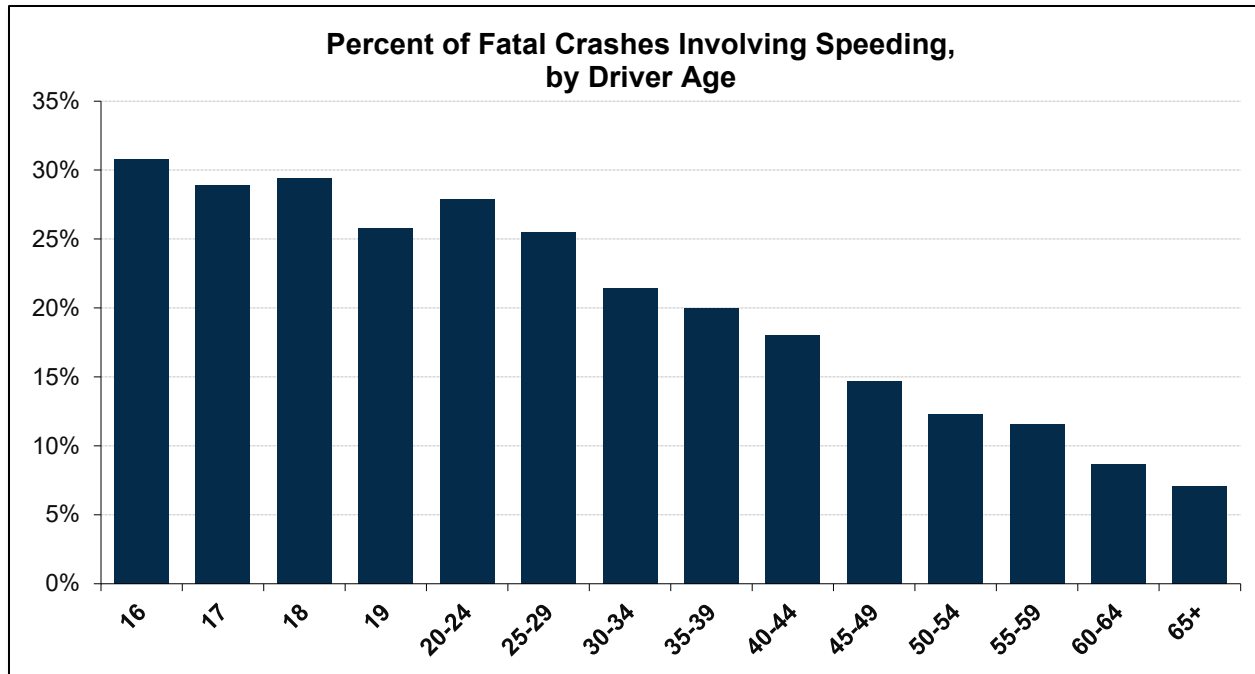
Source: FARS, 2017-2021.

Speeding is almost equally common between rural and urban areas. In rural areas in North Carolina, between 2017 and 2021, 26 percent of fatal crashes involved speeding. In urban areas from 2017 to 2021, 27 percent of fatal crashes involved speeding. Speeding also varies somewhat by vehicle type. Speeding is more common in fatal crashes involving motorcycles (30%) in comparison to passenger cars (21%), pickup trucks (15%), large trucks (4%), buses (3%), or other types of vehicles.

The next figure shows the number (blue bars, left axis) and percent (blue line, right axis) of fatal crashes involving speeding, by time of day. The number of fatal crashes involving speeding tends to peak in the afternoon to evening, typically between 4:00–9:59 p.m. However, the percent of fatal crashes involving speeding tends to be highest at night, especially between 1:00–3:59 a.m. From 2017 to 2021, the percentage of fatal crashes involving speeding between these hours was 37 percent. These data tend to show that speeding-involved fatal crashes tend to be frequent during common driving hours, but when traffic is minimal, such as late at night, over a third of fatal crashes involve speeding.

**Fatal Crashes Involving Speeding,
by Time of Day**
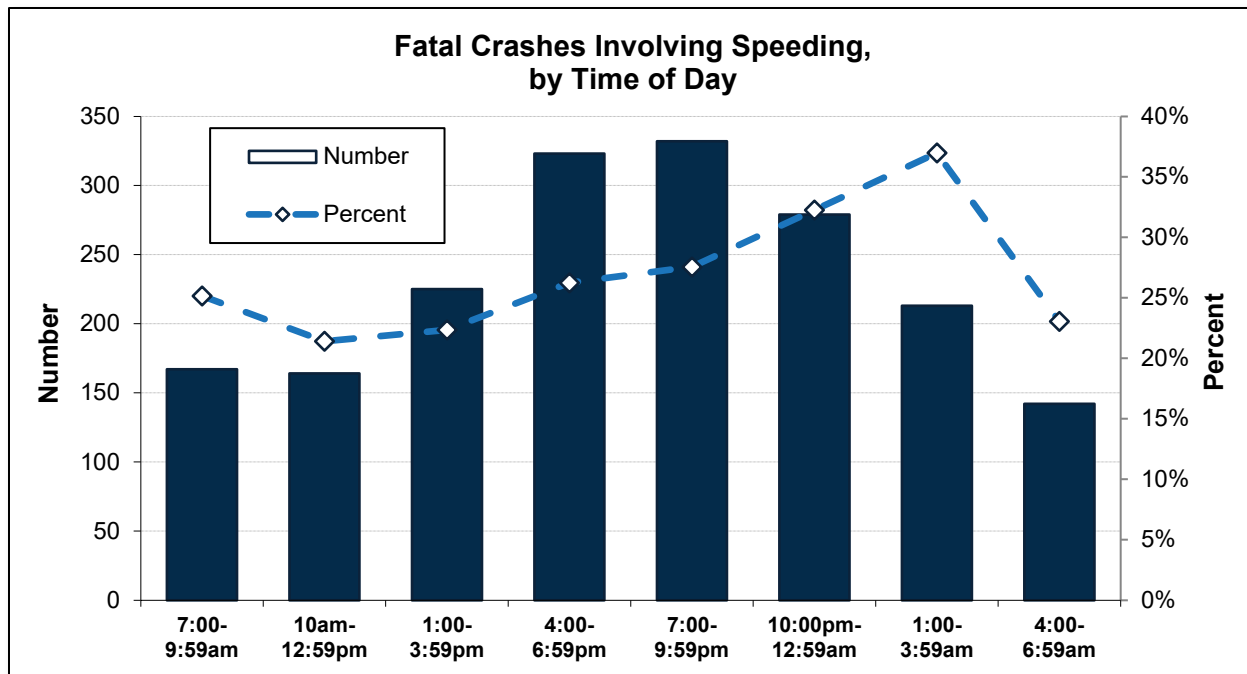
Source: FARS, 2017-2021.

North Carolina has 100 counties. The table below shows the 36 counties with the most fatalities in speeding-involved crashes from 2017 to 2021. Mecklenburg County had the highest number of speeding-involved fatalities during this period (219 fatalities), followed by Guilford (103), Wake (99), Robeson (76), and Cumberland (75). These five counties are among the largest in North Carolina and include many of the most populous cities. Together, the 36 counties listed in the table accounted for three-fourths (75%) of all speeding-related fatalities in North Carolina from 2017 to 2021.

The table also shows fatalities per 10,000 population. The North Carolina average per capita rate of speeding-involved fatalities was 0.39, and many counties exceeded this value. The three highest shown in the table are Robeson (1.30), Columbus (1.03), and Duplin (1.03). Many of the counties with high incidence of speeding-involved fatalities are in rural areas that rank high on the TDI index.

	Fatalities in Crashes Involving a Driver Who Was Speeding, 2017–2021		
County	**Fatalities in speeding-related crashes**	**Fatalities per 10,000 population**	**% of all speeding-related fatalities**
Mecklenburg	219	0.39	10.70%
Guilford	103	0.38	5.03%
Wake	99	0.17	4.84%
Robeson	76	1.30	3.71%
Cumberland	75	0.44	3.66%
Forsyth	61	0.32	2.98%
Durham	59	0.36	2.88%
Harnett	58	0.85	2.83%
Gaston	49	0.42	2.39%
Johnston	46	0.41	2.25%
Pitt	43	0.50	2.10%
Nash	41	0.86	2.00%
Randolph	36	0.50	1.76%
New Hanover	34	0.30	1.66%
Alamance	33	0.38	1.61%
Buncombe	32	0.24	1.56%
Davidson	31	0.36	1.51%
Onslow	31	0.30	1.51%
Brunswick	28	0.39	1.37%
Union	28	0.23	1.37%
Granville	27	0.88	1.32%
Rowan	27	0.37	1.32%
Columbus	26	1.03	1.27%
Duplin	25	1.03	1.22%
Catawba	23	0.28	1.12%
Franklin	22	0.62	1.07%
Lee	22	0.69	1.07%
Cabarrus	21	0.18	1.03%
Halifax	21	0.87	1.03%
Hoke	21	0.78	1.03%
Orange	21	0.28	1.03%
Pender	21	0.67	1.03%
Wilson	21	0.53	1.03%
Edgecombe	19	0.79	0.93%
Lenoir	19	0.69	0.93%
Surry	19	0.53	0.93%

Source: FARS, 2017–2021.

Summary

Speeding-related fatalities remain a considerable problem in North Carolina. Although the 2022 total (426) was 52 less than the 2021 total (478), it still remains well above the 2019 total of 331. As in many other states, post-pandemic speeding-involvement in traffic fatalities remains higher than the 3 years prior to the pandemic. Speeding was a factor in almost a quarter of all traffic fatalities during 2022. Speeding in fatal crashes remains highest among males, younger drivers, and motorcycle riders, and these trends have not shifted. Speeding also plays a role in a large percentage of late-night fatal crashes. As with previous years, Mecklenburg, Guilford, Wake, Robeson, and Cumberland counties account for a significant share of speeding-related fatalities in North Carolina.

GHSP believes the number of speeding-related fatalities in North Carolina can be reduced through a combination of enforcement and educational programs. These countermeasures are described in the sections that follow.

Countermeasures and Funding Priorities

To address the problem areas described above and to meet North Carolina's goals, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries, and fatalities. To assist in this process, GHSP uses the 10th Edition of NHTSA's *Countermeasures that Work* (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas. According to CMTW, evidence-based high-visibility enforcement is one of the most effective strategies.

For many years, GHSP has supported a statewide campaign called *Speed a Little. Lose a Lot.* The campaign reminds drivers of the dangers of speeding and the potential consequences: the loss of a life. Law enforcement agencies in North Carolina conducted the *Speed a Little. Lose a Lot* campaign from April 11-17, 2022. The campaign included 2,150 checkpoints and patrols and resulted in 12,271 citations for speeding. Additionally, the 2022 campaign resulted in 731 DWI charges, 2,996 occupant restraint charges, and 1,423 citations for reckless driving. North Carolina supported the national *Speeding Slows You Down* campaign from July 18-24, 2022. The campaign included 1,840 checkpoints and patrols and resulted in 9,614 citations for speeding. Additionally, the 2022 campaign resulted in 581 DWI charges, 2,298 occupant restraint charges, and 1,207 citations for reckless driving.

GHSP also partnered with the North Carolina State Highway Patrol and local law enforcement agencies to conduct the high-visibility *Survive the Drive* campaign. The campaign focuses on speeding, seatbelt nonuse, and distracted driving in counties with high fatality rates on rural roads. Although only about 20 percent of the U.S. population lives in rural areas, rural roads account for more than half of all traffic fatalities. According to U.S. DOT, the fatality rate in rural areas is 2.4 times higher than in urban areas.

During FY2024, GHSP will continue to support the national campaign with the *Speed a Little. Lose a Lot* campaign. The latter campaign is planned for March 25 – April 1, 2024. The strategy is to hold this campaign annually and to look for continued growth in future years. North Carolina will also support the national *Speeding Wrecks Lives* Campaign July 22 – July 28, 2024. GHSP will continue to support and promote participation in all national campaigns aimed at reducing speeding. In addition, GHSP will focus law enforcement and media attention on the enforcement of speed laws at night. GHSP will also continue to share data with all agencies, particularly in counties overrepresented in speeding fatalities. This data will include the locations of speeding-related crashes, day of the week and the time of day, and other enforcement data. The analytical and mapping tools of the GHSP-funded Vision Zero efforts

will provide this information in a timely manner. GHSP will work with agencies to address the problem locations and GHSP will consider funding as needed to enhance the enforcement efforts. The Statewide Traffic Enforcement Program mainly focuses on speed enforcement and thus will provide additional enforcement efforts to address the overall speeding problem.

In FY2024, GHSP will continue to support a highly successful Law Enforcement Liaison (LEL) program through a network of 11 Regional LELs to coordinate and organize GHSP highway safety efforts and activities throughout the state. Through the guidance and coordination efforts of these Regional LELs, planning, preparation, and reporting activities are accomplished. In addition, GHSP will continue to fund enforcement activity hours for traffic safety officers in counties with increased speeding and unrestrained fatalities. In FY2024, GHSP plans to fund enforcement activity hours in Brunswick, Buncombe, Columbus, Davidson, Durham, Edgecombe, Forsyth, Guilford, Iredell, McDowell, Mecklenburg, Nash, Onslow, Pender, Robeson, and Wake counties. These efforts include new enforcement projects and activity hours in the Marion Police Department (McDowell County), Mint Hill Police Department (Mecklenburg County), Robeson County Sheriff's Office, and the Tabor City Police Department (Columbus County). Additional enforcement efforts will take place through the administration of overtime grants to the Canton Police Department (Haywood County), Charlotte-Mecklenburg Police Department (Mecklenburg County), Cherokee County Sheriff's Office, Concord Police Department (Cabarrus County), Dare County Sheriff's Office, Edenton Police Department (Chowan County), Fayetteville Police Department (Cumberland County), Franklin County Sheriff's Office, Fuquay-Varina Police Department (Wake County), Hendersonville Police Department (Henderson County), Jacksonville Police Department (Onslow County), Morrisville Police Department (Wake County), New Bern Police Department (Craven County), Pasquotank County Sheriff's Office, Pembroke Police Department (Robeson County), Raleigh Police Department (Wake County), Salisbury Police Department (Rowan County), Waynesville Police Department (Haywood County), Wilkesboro Police Department (Wilkes County), Wilmington Police Department (New Hanover County) and the North Carolina State Highway Patrol. GHSP made a concerted effort to fund efforts in previously underserved counties within the state.

Media Plan

GHSP will support the statewide *Speed a Little, Lose a Lot* campaign though both paid and earned media. Campaign kickoff events are planned for all FY2024 campaigns, seeking earned media attention that will be gained from partnerships with local governments, MADD, North Carolina State Highway Patrol, NCDOT, community groups, local law enforcement, etc. GHSP will do a mix of in-person and alternative kickoff events to engage communities statewide. In-person kickoff events may feature the GHSP Director, state and/or local law enforcement, community leaders, victims, survivors, or offenders. At times GHSP will change the typical kickoff format, including giving agencies a communications toolkit so they can utilize social media, news releases, and press conferences on their own to draw attention to issues and enforcement campaigns in their local areas.

GHSP will continue to rely heavily on the use of technologies, such as variable message signs or boards, and social media sites such as Facebook, Instagram, and Twitter, to spread the word on the enforcement crackdown. GHSP will rely on the NCDOT Communications Office to assist in this effort.

Beginning in FY2023 and continuing in FY2024, GHSP will fund media efforts intended to focus on speeding, vulnerable road users such as young drivers and older drivers, distracted driving, motorcycle safety, and roadside safety. Strategies will include paid and earned media efforts as well as social media.

FY2024 Police Traffic Services Projects

The following section outlines the key projects that are currently approved by the review team and officially part of the original submission of the FY2024 North Carolina HSP to address speeding, aggressive driving, and other unsafe driving behaviors. A complete listing of projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's *Countermeasures that Work*).

Project Number(s):	PT-24-06-01
Project Title:	Statewide Traffic Enforcement Program (STEP)
Agency:	Governor's Highway Safety Program
Project Description:	This is an ongoing project to fund a program for traffic safety equipment for use in a statewide enforcement and education program. GHSP conducts various enforcement efforts throughout the year, including several *Booze It & Lose It* and *Click It or Ticket* campaigns. GHSP encourages law enforcement agencies to participate and report their citation totals via online reporting on a weekly basis during each campaign as well as at other times during the year. Agencies are evaluated at the end of the year for their participation and reporting. Based on a demonstrated need, agencies may then request specific equipment to assist GHSP in achieving their goals in the reduction of alcohol, speed, or unrestrained fatalities. This project funds the cost of the equipment.
CMTW:	Chapter 1, Section 2.1 (Publicized Sobriety Checkpoints); Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement); Chapter 3, Section 2.2 (High-Visibility Enforcement)

Project Number(s):	PT-24-06-12
Project Title:	Region 1 LEL
Agency:	Dare County Sheriff's Office
Project Description:	This is an ongoing project for the Region 1 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 1 to continue GHSP campaigns and other traffic related initiatives as it pertains to GHSP.
CMTW:	Highway Safety Program Guideline No. 15

Project Number(s):	PT-24-06-02
Project Title:	Region 2 LEL
Agency:	New Bern Police Department
Project Description:	This is an ongoing project for the Region 2 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 2 to continue GHSP campaigns and other traffic-related initiatives as it pertains to GHSP.
CMTW:	Highway Safety Program Guideline No. 15

Project Number(s):   PT-24-06-03

Project Title: Region 3 LEL

Agency: Brunswick County Sheriff's Office

Project Description: This is an ongoing project for the Region 3 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 3 to continue GHSP campaigns and other traffic-related initiatives as it pertains to GHSP.

CMTW: Highway Safety Program Guideline No. 15

Project Number(s):   PT-24-06-04

Project Title: Region 4 LEL

Agency: Granville County Sheriff's Office

Project Description: This is an ongoing project for the Region 4 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 4 to continue GHSP campaigns and other traffic-related initiatives as it pertains to GHSP.

CMTW: Highway Safety Program Guideline No. 15

Project Number(s):   PT-24-06-05

Project Title: Region 5 LEL

Agency: Orange County Sheriff's Office

Project Description: This is an ongoing project for the Region 5 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 5 to continue GHSP campaigns and other traffic-related initiatives as it pertains to GHSP.

CMTW: Highway Safety Program Guideline No. 15

Project Number(s):   PT-24-06-06

Project Title: Region 6 LEL

Agency: Rockingham Police Department

Project Description: This is an ongoing project for the Region 6 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 6 to continue GHSP campaigns and other traffic-related initiatives as it pertains to GHSP.

Project Number(s):   PT-24-06-07

Project Title: Region 7 LEL

Agency: Davidson County Sheriff's Office

Project Description: This is an ongoing project for the Region 7 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 7 to continue GHSP campaigns and other traffic-related initiatives as it pertains to GHSP.

CMTW: Highway Safety Program Guideline No. 15

Project Number(s):   PT-24-06-08

Project Title: Region 8 LEL

Agency: Charlotte-Mecklenburg Police Department

Project Description: This is an ongoing project for the Region 8 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 8 to continue GHSP campaigns and other traffic-related initiatives as it pertains to GHSP.

CMTW: Highway Safety Program Guideline No. 15

Project Number(s):   PT-24-06-09

Project Title: Region 9 LEL

Agency: Marion Police Department

Project Description: This is an ongoing project for the Region 9 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 9 to continue GHSP campaigns and other traffic-related initiatives as it pertains to GHSP.

CMTW: Highway Safety Program Guideline No. 15

Project Number(s):   PT-24-06-10

Project Title: Region 10 LEL

Agency: Columbus Police Department

Project Description: This is an ongoing project for the Region 10 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 10 to continue GHSP campaigns and other traffic-related initiatives as it pertains to GHSP.

CMTW: Highway Safety Program Guideline No. 15

Project Number(s):   PT-24-06-11

Project Title: Region 11 LEL

Agency: Sylva Police Department

Project Description: This is an ongoing project for the Region 11 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 11 to continue GHSP campaigns and other traffic-related initiatives as it pertains to GHSP.

CMTW: Highway Safety Program Guideline No. 15

Project Number(s):   PT-24-06-43

Project Title: Mint Hill Traffic Enforcement

Agency: Mint Hill Police Department

Project Description: This new grant funds activity hours for a police officer to conduct traffic safety enforcement in Mint Hill. Mecklenburg County is ranked 1st in overall fatalities, 1st in unrestrained fatalities, and 1st in speeding fatalities.

Project Number(s):   PT-24-06-24

Project Title: Hendersonville Traffic Enforcement Activities Overtime FY24

Agency: Hendersonville Police Department

Project Description: This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Henderson County is ranked 41st in overall fatalities, 50th in unrestrained fatalities, and 53rd in speeding-related fatalities. However, this western county has been underserved in the past.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s):   PT-24-06-13

Project Title: Raleigh Police Department Overtime for Traffic Enforcement FY23-24

Agency: Raleigh Police Department

Project Description: This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Wake County is ranked 2nd in overall fatalities, 4th in unrestrained fatalities, and 3rd in speeding-related fatalities.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s):   PT-24-06-25

Project Title: Customer Compliance Services – Training

Agency: NCDOT (NCDMV)

Project Description: This continuation project trains officers to conduct professional and thorough hearings that balance an individual's privilege to drive with highway safety concerns. The hearing officers are educated on case law and statute updates to ensure that they conduct and hold hearings in accordance with all applicable laws. The project will also bring the National Judicial College to North Carolina to conduct training for the hearing officers.

CMTW: Chapter 1, Section 1.1 (Administrative License Revocation or Suspension)

Project Number(s):   PT-24-06-14

Project Title: Dare County Sheriff's Office Traffic Safety Enforcement Overtime

Agency: Dare County Sheriff's Office

Project Description: This project funds overtime for traffic enforcement with a focus on seatbelt and speeding enforcement and pedestrian/bicycle safety in an effort to reduce related fatalities. Dare County is ranked 49th in pedestrian fatalities, 38th in pedestrian crashes with serious injuries, and 11th in crashes involving bicycles. Dare County is situated in an area of the state traditionally underserved.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement); Chapter 8, Section 4.4 (Pedestrian Enforcement Strategies): Chapter 9, Section 3.3 (Bicycle Enforcement Strategies)

Project Number(s): PT-24-06-44

Project Title: Edenton Police Department Traffic Safety Enforcement Overtime Activity

Agency: Edenton Police Department

Project Description: This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Chowan County is ranked 88th for overall fatalities, 86th for unrestrained fatalities, and 79th for speeding-related fatalities. This is a traditionally underserved community for grant-funded traffic safety efforts and ranks high on NCDOT's TDI rankings.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-36

Project Title: Pembroke Safe Streets Initiative

Agency: Pembroke Police Department

Project Description: This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Robeson County is ranked 4th for overall fatalities, 3rd for unrestrained fatalities, and 4th for speeding-related fatalities. Robeson County scores the highest of any county on NCDOT's TDI rankings.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-15

Project Title: Jacksonville Overtime for Traffic Enforcement 2024

Agency: Jacksonville Police Department

Project Description: This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Onslow County is ranked 23rd for overall fatalities, 30th for unrestrained fatalities, and 10th for speeding-related fatalities.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-27

Project Title: Mooresville Traffic Unit Expansion Year 2

Agency: Mooresville Police Department

Project Description: This is the second year of a project funding activity hours for two officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Iredell County is ranked 12th in overall fatalities, 23rd in unrestrained fatalities, and 36th in speeding-related fatalities.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s):   PT-24-06-45

Project Title: Wilkesboro Traffic Enforcement Overtime

Agency: Wilkesboro Police Department

Project Description: This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Wilkes County is ranked 47th for overall fatalities, 65th for unrestrained fatalities, and 46th for speeding-related fatalities. This is a traditionally underserved community for grant-funded traffic safety efforts.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s):   PT-24-06-28

Project Title: Cabarrus County Sheriff's Office Traffic Enforcement and Education

Agency: Cabarrus County Sheriff's Office

Project Description: This project will fund activity hours for two deputies to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Cabarrus County is ranked 22nd in overall fatalities, 32nd in unrestrained fatalities, and 35th in speeding-related fatalities.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s):   PT-24-06-46

Project Title: Cherokee County Overtime Enforcement

Agency: Cherokee County Sheriff's Office

Project Description: This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Cherokee County is ranked 67th for overall fatalities, 60th for unrestrained fatalities, and 61st for alcohol-related fatalities. This is a traditionally underserved community for grant-funded traffic safety efforts and ranks high on NCDOT's TDI rankings.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s):   PT-24-06-29

Project Title: Zebulon Traffic Unit 2024

Agency: Zebulon Police Department

Project Description: This project funds activity hours for one officer to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Wake County is ranked 2nd in overall fatalities, 4th in unrestrained fatalities, and 3rd in speeding-related fatalities.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-30

Project Title: Durham Sheriff Traffic Enforcement Grant Year 3

Agency: Durham County Sheriff's Office

Project Description: This project will fund activity hours for three deputies to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Durham County is ranked 10th in overall fatalities, 8th in unrestrained fatalities, and 8th in speeding-related fatalities.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-16

Project Title: Pasquotank County Safe Roads Overtime

Agency: Pasquotank County Sheriff's Office

Project Description: This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Pasquotank County is ranked 71st for overall fatalities, 76th for unrestrained fatalities, and 74th for speeding-related fatalities. This is a traditionally underserved community for grant-funded traffic safety efforts and ranks high on NCDOT's TDI rankings

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-31

Project Title: Brunswick County Sheriff Highway Traffic Safety Project

Agency: Brunswick County Sheriff's Office

Project Description: This project will fund activity hours for three deputies to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Brunswick County is ranked 19th in overall fatalities, 12th in unrestrained fatalities, and 24th in speeding-related fatalities.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-32

Project Title: Edgecombe County Traffic Enforcement

Agency: Edgecombe County Sheriff's Office

Project Description: This project will fund activity hours for one officer to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Edgecombe County is ranked 48th in overall fatalities, 26th in unrestrained fatalities, and 27th in speeding-related fatalities.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-17

Project Title: Salisbury Traffic Safety Overtime Grant

Agency: Salisbury Police Department

Project Description: This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Rowan County is ranked 20th for overall fatalities, 20th for unrestrained fatalities, and 21st for speeding-related fatal crashes.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-33

Project Title: Robeson County Traffic Enforcement

Agency: Robeson County Sheriff's Office

Project Description: This grant funds activity hours for three deputies to conduct high-visibility enforcement with a focus on impaired driving Robeson County. Robeson County ranks 4th for overall fatalities, 3rd for unrestrained fatalities, and 4th for speeding-related fatalities. Robeson County scores the highest of any county on NCDOT's TDI rankings.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-34

Project Title: Davidson Steps to Vision Zero GHSP 2023-2024

Agency: Davidson Police Department

Project Description: This project will fund activity hours for one officer to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Mecklenburg County is ranked 1st in overall fatalities, 1st in alcohol-related fatalities, 1st in unrestrained fatalities, and 1st in speeding fatalities.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-48

Project Title: Morrisville Educational Programming and Related Work – Overtime Hours

Agency: Morrisville Police Department

Project Description: This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Wake County is ranked 2nd for overall fatalities, 4th for unrestrained fatalities, and 3rd for speeding-related fatal crashes.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-35

Project Title: Pender County Sheriff's Office Traffic and Safety Team

Agency: Pender County Sheriff's Office

Project Description: This continuation grant funds activity hours for two deputies to conduct traffic safety enforcement. Pender County is ranked 30th in overall fatalities, 24th in alcohol-related fatalities, 30th in speeding-related fatalities, and 27th in unrestrained fatalities.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s):   PT-24-06-41

Project Title: Spreading the Belief in Vision Zero

Agency: North Carolina Department of Justice (North Carolina Justice Academy)

Project Description: This grant funds approved Speed Measuring Instruments in North Carolina for training purposes. The grant also funds the North Carolina Justice Academy to conduct Driving Instructor training to help reduce emergency vehicle crashes and the Traffic Crash Investigation and Reconstruction program that provides a thorough reconstruction of highway incidents.

CMTW: Chapter 3, Section 2.3 (Other Enforcement Methods)

Project Number(s):   PT-24-06-37

Project Title: Robeson County Traffic Enforcement Unit Expansion FY2024

Agency: Robeson County Sheriff's Office

Project Description: This grant funds activity hours for an additional deputy to conduct high-visibility enforcement with a focus on seatbelt and speeding enforcement in Robeson County. Robeson County ranks 4th for overall fatalities, 3rd for unrestrained fatalities, and 4th for speeding-related fatalities. Robeson County scores the highest of any county on NCDOT's TDI rankings.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s):   PT-24-06-49

Project Title: Fuquay-Varina Traffic Enforcement Overtime Grant

Agency: Fuquay-Varina Police Department

Project Description: This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Wake County is ranked 2nd in overall fatalities, 4th in unrestrained fatalities, and 3rd in speeding-related fatalities.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s):   PT-24-06-18

Project Title: Concord Police Department Overtime for Traffic Enforcement FY2024

Agency: Concord Police Department

Project Description: This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Cabarrus County is ranked 22nd for overall fatalities, 28th for alcohol-related fatalities, 35th for speeding-related fatalities, and 32nd for unrestrained fatalities.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-52

Project Title: Marion Police Department Crash Reduction and Education Initiative

Agency: Marion Police Department

Project Description: This new project funds activity hours for one officer to conduct traffic safety enforcement focused on seatbelt and speeding enforcement. McDowell County is ranked 65th in overall fatalities, 67th in unrestrained fatalities, 65th in speeding-related fatalities, and 23rd in motorcycle crashes resulting in serious injuries. This is a traditionally underserved community for grant-funded traffic safety efforts.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-19

Project Title: Canton Traffic Safety Overtime

Agency: Canton Police Department

Project Description: This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Haywood County is ranked 53rd in overall fatalities, 53rd in unrestrained fatalities, and 62nd in speeding-related fatalities. This is a traditionally underserved community for grant-funded traffic safety efforts.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-38

Project Title: Nashville Police Department Traffic Safety

Agency: Nashville Police Department

Project Description: This is the third year of a project funding a traffic safety officer in Nashville. Nash County is ranked 17th in overall fatalities, 10th in alcohol-related fatalities, 19th in unrestrained fatalities, and 15th in speeding-related fatalities.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-39

Project Title: Columbus County Traffic Team 2024

Agency: Columbus County Sheriff's Office

Project Description: This continuation grant funds activity hours for two deputies to conduct traffic safety enforcement. Columbus County is ranked 24th in overall fatalities, 23rd in speeding-related fatalities, and 21st in unrestrained fatalities.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-40

Project Title: Wake County Sheriff's Office: Crash Reduction Unit (CRU)

Agency: Wake County Sheriff's Office

Project Description: This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Wake County is ranked 2nd for overall fatalities, 4th for unrestrained fatalities, and 3rd for speeding-related fatal crashes.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-20

Project Title: Fayetteville Overtime for Traffic Enforcement

Agency: Fayetteville Police Department

Project Description: This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Cumberland County is ranked 5th in overall fatalities, 5th in unrestrained fatalities, and 5th in speeding-related fatalities.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-21

Project Title: Wilmington Overtime for Traffic Enforcement

Agency: Wilmington Police Department

Project Description: This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. New Hanover County is ranked 21st in overall fatalities, 41st in unrestrained fatalities, and 17th in speeding-related fatalities.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s): PT-24-06-22

Project Title: CMPD Overtime for Traffic Enforcement

Agency: Charlotte-Mecklenburg Police Department

Project Description: This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Mecklenburg County is ranked

1st in overall fatalities, 1st in unrestrained fatalities, and 1st in speeding-related fatalities.

CMTW:	Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s):	PT-24-06-23
Project Title:	New Bern Overtime for Traffic Enforcement
Agency:	New Bern Police Department
Project Description:	This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Craven County is ranked 53rd in overall fatalities, 53rd in unrestrained fatalities, and 62nd in speeding-related fatalities. This is a traditionally underserved community for grant-funded traffic safety efforts and ranks high on NCDOT's TDI rankings.
CMTW:	Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s):	PT-24-06-50
Project Title:	Matthews Police Department Traffic Safety Unit
Agency:	Matthews Police Department
Project Description:	This continuation grant funds activity hours for two officers to conduct traffic safety enforcement focused on seat belt and speeding. Mecklenburg County is ranked 1st in overall fatalities, 1st in unrestrained fatalities, and 1st in speeding-related fatalities.
CMTW:	Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Number(s):	PT-24-06-42
Project Title:	Waynesville Police Department Overtime for Traffic Enforcement FY2024
Agency:	Waynesville Police Department
Project Description:	This project funds overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Haywood County is ranked 53rd in overall fatalities, 53rd in unrestrained fatalities, and 62nd in speeding-related fatalities. This is a traditionally underserved community for grant-funded traffic safety efforts.
CMTW:	Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement): Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Project Title:	Nash County Crash Reduction Team Year 2
Agency:	Nash County Sheriff's Office
Project Description:	This is the second year of a project funding four deputies to work high-visibility enforcement. Nash County is ranked 17th in overall fatalities, 10th in alcohol-related fatalities, 19th in unrestrained fatalities, and 15th in speeding-related fatalities.

CMTW: Chapter 2, Section 2.1 (Short-Term, High-Visibility Seat Belt Law Enforcement):
              Chapter 3, Section 2.2 (High-Visibility (Speeding) Enforcement)

Young Drivers

Crashes, Deaths, and Injuries

Motor vehicle crashes are a leading cause of death among young people in North Carolina. In 2022, 198 young drivers were involved in fatal crashes, an increase from 192 in 2021. Young driver involvement in fatal crashes has risen since 2020, but the 5-year moving average (the dotted line in the figure below) suggests little change in young driver fatal crash involvement in North Carolina since 2015.
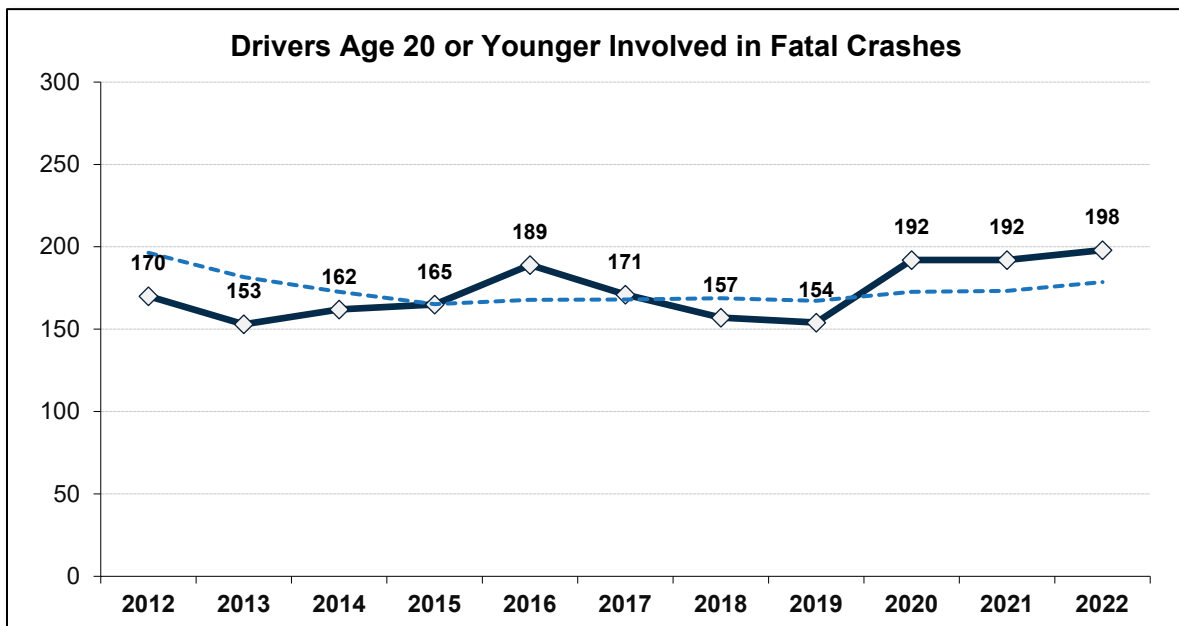
Source: FARS, 2012–2021; NCDOT, 2022.

In response to the COVID-19 pandemic, several legislative actions were taken that affected young drivers. Beginning in July 2020, the road test was waived for young drivers seeking an intermediate (provisional) license in the graduated driver licensing (GDL) system. This was intended to reduce health risks for both license applicants and licensing examiners. Road tests were reinstated in February 2021. Additionally, the 12-month mandatory learner period in GDL was temporarily reduced to 6 months. This was intended to reduce delays in the licensing process created by COVID-19. Although the 6-month learner period was set to expire before the end of 2021, legislation extended this until the end of 2023. Then beginning in January 2024, the learner permit period will permanently change to 9 months. The effect of these actions on young drivers' safety is not yet known.

North Carolina's population has grown rapidly during the past decade. Consequently, it is important to examine crash involvements per capita. The figure below shows fatal crash rates per 10,000 population for drivers ages 16 to 20. In 2021, the fatal crash rate increased from 2.10 to 2.66. Once again, the 5-year moving average shows little change in fatal crashes per capita since 2015.

Young Driver Fatal Crashes per 10,000 Population
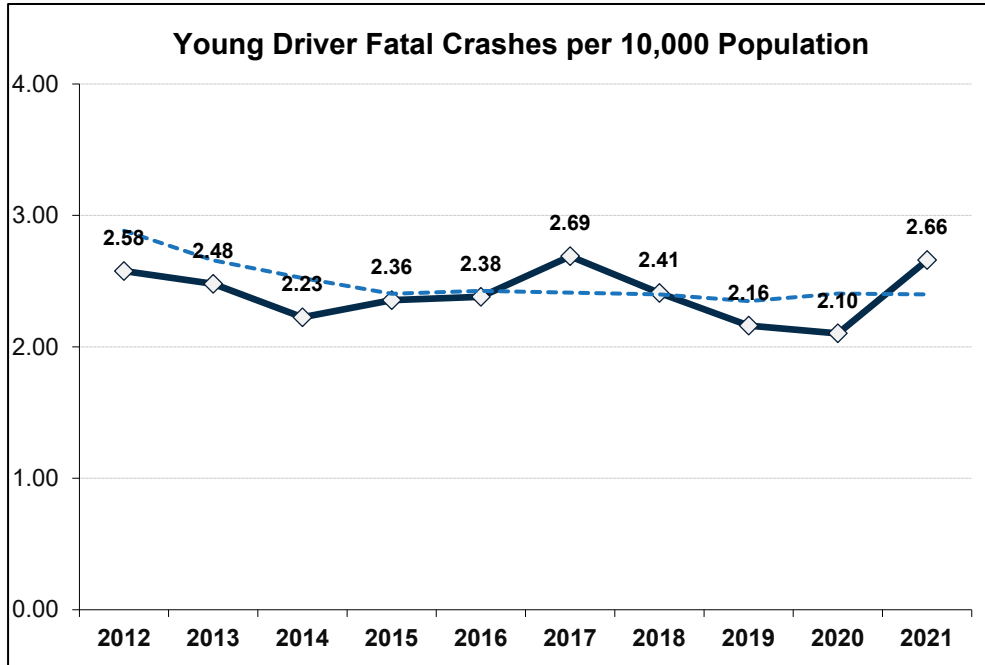
Source: FARS, 2011–2021, and U.S. Census.

Compared to adults, young drivers are somewhat overrepresented in fatal crashes. Persons 16 to 20 years old comprised 6.9 percent of the population in North Carolina in 2021, but they accounted for 8.2 percent of all fatal crashes. In addition to fatal crashes, drivers 16 to 20 years old were involved in 632 serious ("A") injury crashes, 14,995 less severe injury crashes, and 38,783property damage only crashes.

The figure below shows young drivers involved in fatal crashes by single year of age. As age increases, fatal crashes also increase. Sixteen- and 17-year-olds are less likely to have a license than their older counterparts, and they tend to drive fewer miles. Also, there is growing evidence that young people are waiting until age 18 or older to obtain their first license. North Carolina's GDL system, a significant factor in decreasing young driver crash rates, only applies to those under the age of 18. Consequently, these "older novices" may be missing the protective benefits of GDL.

Young Drivers Involved in Fatal Crashes, by Age
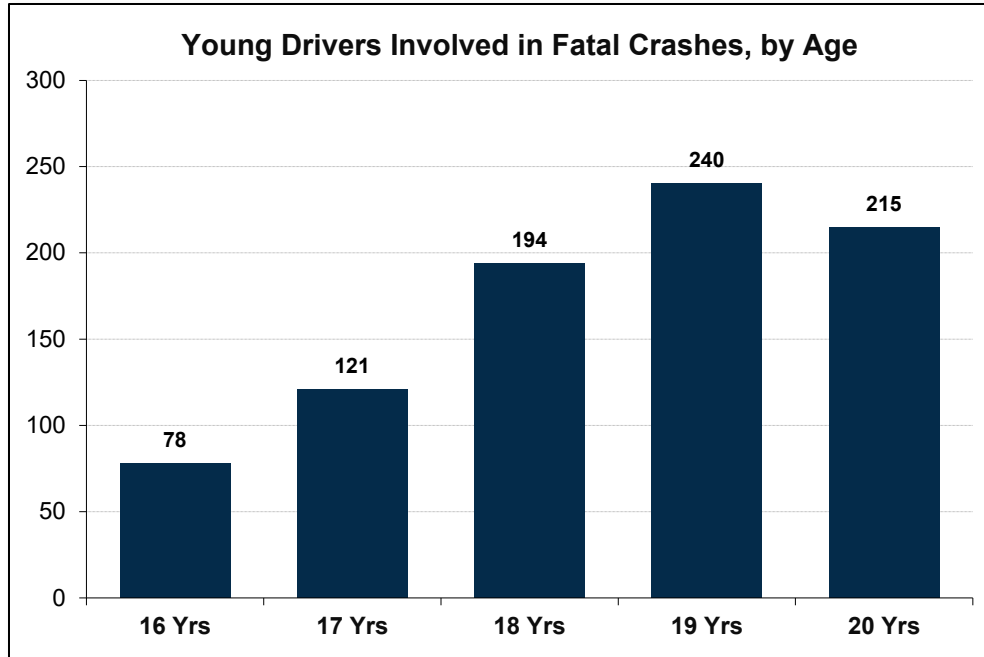
Source: FARS, 2017-2021.

Between 2017 and 2021, young male drivers accounted for a greater proportion of fatal crashes than young female drivers (70% versus 30%). In addition, young driver fatal crashes were more likely to occur on rural roads than urban roads (53% versus 47%). Notably, in 2021, young driver fatal crashes occurred more on urban roads than rural roads.

Fifty-five percent of young drivers in fatal crashes were driving passenger cars. Fewer were driving pickup trucks (18%), motorcycles (4%), or other types of vehicles.

The figure below shows the time of day of young driver fatal crashes between 2017 and 2021. Fatal crashes peak in the mid- to late-afternoon, coinciding with the time when teenagers are leaving school. A second peak occurs from 8:00–8:59 p.m., and fatal crashes are generally high during the evening hours. Nighttime is more dangerous for drivers of all ages because of darkness, fatigue, alcohol use, and other factors, but it is especially dangerous for young drivers who are less experienced in this setting. North Carolina currently restricts unsupervised driving after 9 p.m. for teens with a provisional GDL license.

Drivers age 16-20 Involved in Fatal Crashes, By Time of Day
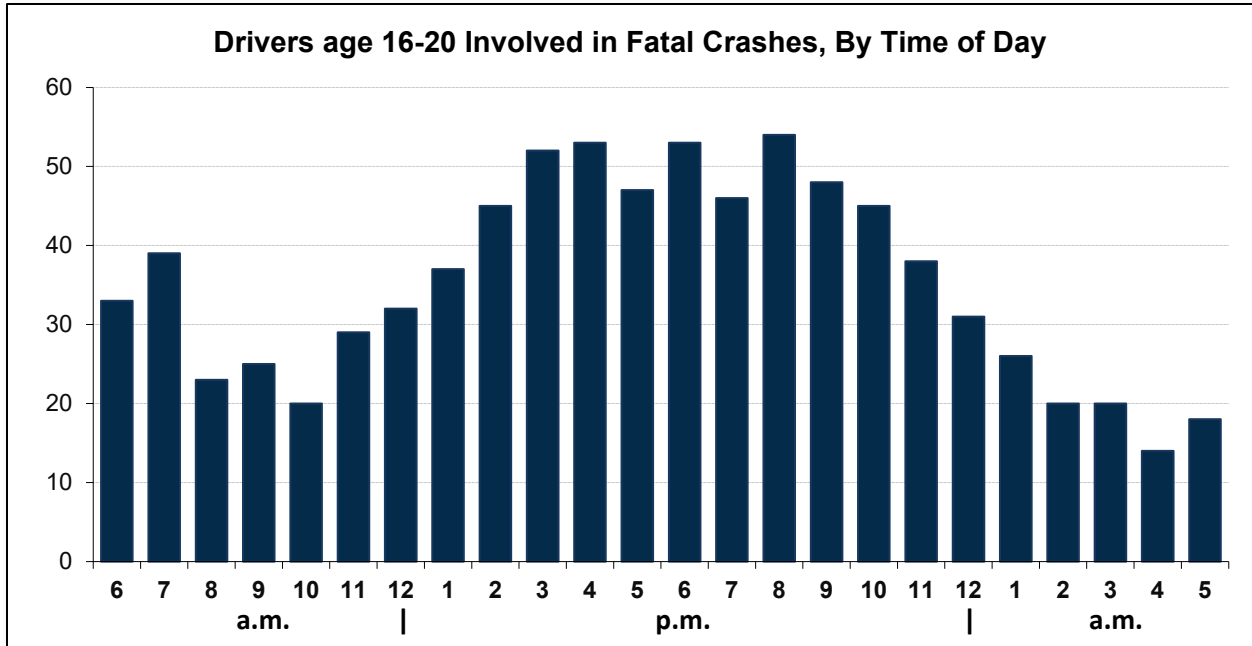
Source: FARS, 2017-2021.

The table below lists the 30 counties with the highest numbers of young drivers involved in fatal crashes from 2017 to 2021. Mecklenburg County had the highest number of young drivers in fatal crashes (59), followed by Wake (47), Guilford (41), Forsyth (26), Harnett (25), Johnston (25), and Cumberland (22) counties. In total, the 30 counties listed in the table account for two-thirds (67%) of all young drivers involved in fatal crashes in North Carolina from 2017 to 2021. The counties near the top of the table are generally those with large populations.

Young Drivers (Ages 16-20) Involved in Fatal Crashes, 2017–2021

County	Young drivers involved in fatal crashes	Rate per 10,000 population	% of all 16-20 involved in fatal crashes
Mecklenburg	59	1.79	6.96%
Wake	47	1.16	5.54%
Guilford	41	1.99	4.83%
Forsyth	26	1.95	3.07%
Harnett	25	4.78	2.95%
Johnston	25	3.01	2.95%
Cumberland	22	1.86	2.59%
Randolph	20	4.08	2.36%
Robeson	20	3.95	2.36%
Davidson	19	3.56	2.24%
Pitt	18	1.89	2.12%
Rowan	18	3.52	2.12%
Cabarrus	17	1.98	2.00%
Durham	17	1.57	2.00%
Union	15	1.51	1.77%
Nash	14	4.76	1.65%
Sampson	14	6.56	1.65%
Alamance	13	1.91	1.53%
Buncombe	13	1.72	1.53%
Duplin	13	7.44	1.53%
Iredell	13	1.95	1.53%
Pender	13	6.69	1.53%
Wayne	13	3.17	1.53%
Catawba	12	2.22	1.42%
Columbus	12	7.16	1.42%
Onslow	12	1.37	1.42%
Gaston	11	1.44	1.30%
Pasquotank	11	6.36	1.30%
Rockingham	11	4.05	1.30%

Source: FARS, 2017–2021 and U.S. Census.

Summary

According to FARS data, fatal crashes involving young drivers in North Carolina increased 2.6 percent in 2022. This was notable given the reductions seen from 2017-2019. Young driver fatal crashes were most common among males, on rural roads, and in the afternoon or early evening. Mecklenburg, Wake, Guilford, Forsyth, Harnett, Johnston, and Cumberland counties accounted for the largest number of drivers age 16-20 involved in fatal crashes.

In response to the COVID-19 pandemic, various legislative actions were implemented that had an impact on young drivers. One notable change was the reduction of the mandatory learner period from 12 months to 6 months. This adjustment aimed to alleviate the delays in the licensing process that were caused by the pandemic. Originally, the 6-month learner period was scheduled to expire before the end of 2021. However, legislation extended it until the end of 2023. Starting in January 2024, the learner permit period will permanently change to 9 months.

It is important to note that the impact of these legislative actions on the safety of young drivers is not yet known. The long-term effects of these changes on road safety and the driving skills of young individuals have yet to be determined.

Countermeasures and Funding Priorities

GHSP is committed to exploring and evaluating innovative approaches to improving young driver safety. GHSP will continue to fund programs that include educational presentation activities and hands-on driver training. During FY2024, GHSP is funding teen driver safety initiatives led by University Health Systems of Eastern North Carolina, the UNC HSRC, Students Against Destructive Decisions (SADD), and continued leadership in the Driver Education Advisory Committee. In FY2024 through FY2026, GHSP will be especially interested in funding projects to measure the impact of recent changes to the state's GDL program. GHSP also plans to work with partners to educate policymakers about youth licensing issues, including research on GDL.

University Health Systems of Eastern North Carolina will expand efforts into Pitt and Duplin counties by coordinating four parent education activities through the *Countdown 2: Drive* program, a national program developed by Safe Kids Worldwide designed to prepare teens and their families with the necessary knowledge to be safe passengers. This program will be expanded to include key safety messages for teen drivers while providing parents with tips and resources to empower them to better assist their teens in becoming safer and more experienced drivers. This project will also work directly with select high schools in Pitt and Duplin counties to increase seat belt use and reduce alcohol-involved crashes and fatalities among teen drivers while providing monthly education related to distracted driving, speeding, and drowsy driving. The Cinema Drive interactive safe driving program for teens will be utilized in select high schools, as well.

SADD seeks to host at least 43 school and community traffic safety events across North Carolina in an effort to reduce teen crashes. Rock the Belt Kits, Textless Live More Kits, and other materials will be provided to schools and partners to use at events and in community educational outreach. SADD will also hold its statewide conference.

GHSP will fund the Street Safe Lifesaving Driving Experience in New Hanover County. This program was created to educate teens and young drivers in safe driving practices. This project seeks to expand this program in New Hanover County to the underserved Hispanic community. A lack of bilingual officers,

first responders, court workers, and general office assistance makes it very difficult for Spanish-speaking individuals to take advantage of the sessions. This grant will fund instructors and materials for the bilingual version of Street Safe Driving Experience and the Alcohol Education Session for the Hispanic youth community.

GHSP plans to use the Driver Education Program Assessment Report as the basis for planning driver education program improvements, assessing legislative priorities, considering additional training, and evaluating funding priorities. The Driver Education Advisory Committee is also utilizing the Assessment to make changes and improvements in the quality, availability, content, and delivery of driver education. GHSP will also educate policymakers and opinion leaders on the positive safety impacts on North Carolina's youth licensing system, including its strong GDL law. GHSP serves as a member of the Driver Education Advisory Committee. In addition, GHSP plans to work with several partners to help educate leaders in North Carolina about the importance of the state's GDL program.

Media Plan

GHSP will utilize earned media attention for youth and teen driving safety.

There are several local media efforts as well. University Health Systems of Eastern North Carolina will again provide traffic safety messaging through Gas Station TV commercials in Pitt and Duplin counties. Additional traffic safety messaging will be provided through both print and broadcast media, public service announcements, and billboards. In addition, SADD will be awarded a GHSP grant to create youth leadership outreach in eight counties in North Carolina.

GHSP has formed a long-standing marketing opportunity with the North Carolina High School Athletic Association (NCHSAA) to educate high school athletes, coaches, and other school officials about the importance of seat belt use and the dangers of impaired driving. Under this arrangement, the *Click It or Ticket* campaign is a major part of NCHSAA events, marketing, and education activities, including poster contests, video contests, athletic tournaments, and other aspects of the program. Through this arrangement, GHSP educates coaches—some of the most influential people in a young person's life—about safe driving, and those coaches in turn spread this message to their players.

GHSP has also created a social influencer campaign series to expand its social media presence on Facebook, Twitter, Instagram, and other platforms that are popular among young drivers. Having a presence on various social media sites allows GHSP to communicate with teen drivers directly and target its messaging to them. GHSP, working with media firm French/West/Vaughn (FWV), has used social media messages generated by 12 different young social media influencers and approved by GHSP prior to posting. These messages are based on themes that FWV and GHSP provide to them. So far, this campaign has significantly increased the safe driving message reach among followers of those influencers.

GHSP also plans to educate young drivers about the dangers of using electronic communication devices while driving. GHSP will fund the North Carolina Alliance for Safe Transportation to do targeted ad campaigns to youth drivers, and to partner with professional soccer team Charlotte FC to provide key traffic safety messages in Spanish, leveraging the team's media presence. NCAST will partner with the North Carolina Auto Dealers Association to educate parents and youth about what to look for when shopping for a safe vehicle for young drivers.

FY2024 Young Driver Projects

The following section outlines the key projects that are currently approved by the review team and officially part of the original submission of the FY2024 North Carolina HSP to address young driver safety. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's *Countermeasures that Work*).

Project Number(s):   TSP-24-23-02

Project Title: Distracted Driving in Eastern NC: Expansion in Pitt and Halifax Counties

Agency: University Health Systems of Eastern North Carolina

Project Description: This continuation project funds local parent education and peer-to-peer education initiatives in several additional counties in eastern North Carolina.

CMTW: Chapter 6, Section 3.1 (Parental Roles in Teaching and Managing Young Drivers)

Project Number(s):   TSP-24-23-01

Project Title: North Carolina Teen Driver Safety Initiative

Agency: UNC Highway Safety Research Center

Project Description: This continuation project funds the Teen Driver Resource Center to provide guidance and assistance to various stakeholder groups with an interest in improving teen driver and passenger safety throughout North Carolina.

CMTW: Chapter 6, Section 3.1 (Parental Roles in Teaching and Managing Young Drivers)

Project Number(s):   TSP-24-23-03

Project Title: Time To Drive Parent Training Program

Agency: UNC Highway Safety Research Center

Project Description: This project seeks to convert the Time to Drive Parent Training Program into an online, self-paced training maintained on the ncteendriver.org website. Experts in instructional design and online course development will be required to create a high-quality, engaging, and useful learning tool for parents of teen drivers.

CMTW: Chapter 6, Section 3.1 (Parental Roles in Teaching and Managing Young Drivers)

Project Number(s):   TSP-24-23-04

Project Title: Strategies in Peer-to-Peer Mobility Safety

Agency: Students Against Destructive Decisions (SADD)

Project Description: This project funds SADD to work in communities overrepresented in teen crashes to identify the causes of teen crashes through a data-driven approach, respond with evidence-based countermeasures, and build a sustainable network of peer-to-peer based student chapters to provide programming in those schools and communities, and eventually across the state.

CMTW: Chapter 6, Section 3.1 (Parental Roles in Teaching and Managing Young Drivers)

Project Number(s):   TSP-24-23-05

Project Title: The Street Safe Lifesaving Driving Experience (Spanish Version)

Agency: S Solutions, Inc.

Project Description: The Street Safe Lifesaving Driving Experience was created to educate teens and young drivers in safe driving practices. This project seeks to expand this program in New Hanover County to the underserved Hispanic community. A lack of bilingual officers, first responders, court workers, and general office assistance makes it very difficult for Spanish-speaking individuals to take advantage of the sessions. This grant will fund instructors and materials for the bilingual version of Street Safe Driving Experience and the Alcohol Education Session for the Hispanic youth community.

CMTW: Chapter 6, Section 3.1 (Parental Roles in Teaching and Managing Young Drivers)

Motorcycle Safety

Crashes, Deaths, and Injuries

In 2022, there were 237 motorcycle rider fatalities in North Carolina. This was an increase of 7 fatalities (3%) from 2021. Despite improvements in 2020, the 5-year moving average suggests a slight rise in motorcycle rider fatalities over the past decade.

Number of Motorcyclist Fatalities
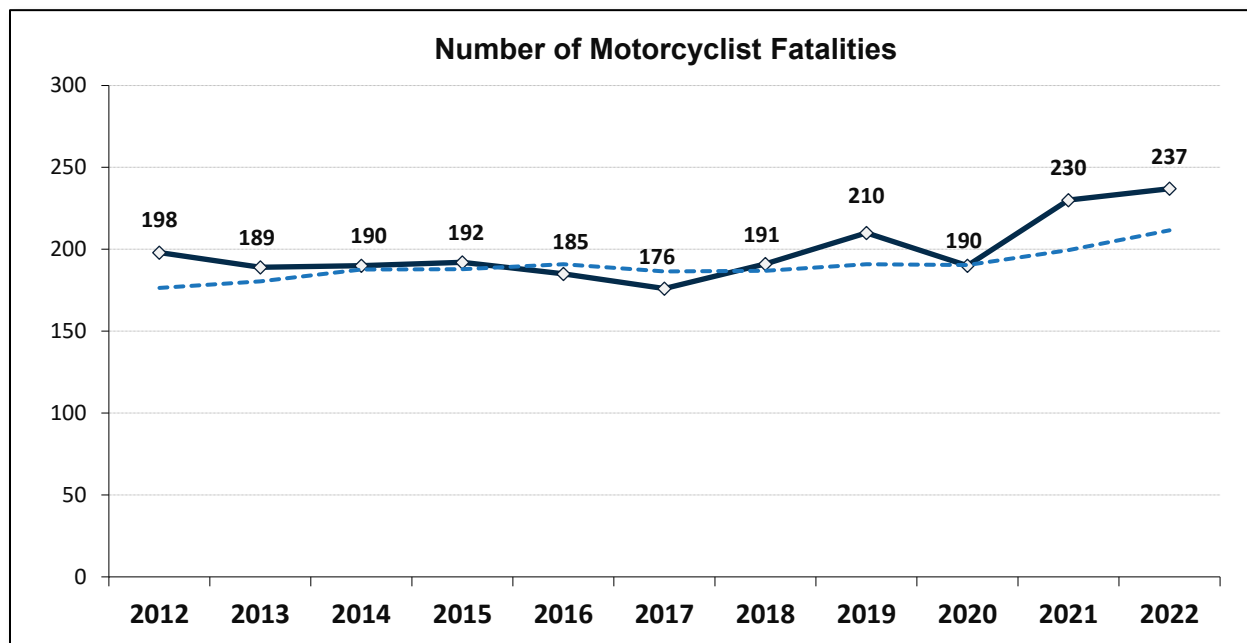
Source: FARS, 2012–202; NCDOT, 2022.

As shown in the table below, the crash and fatality rate per registered motorcycle has been relatively stable in North Carolina. The total number of crashes, fatalities, and registered motorcycles have also remained within a narrow range.

Motorcycle Crash and Fatality Rates per Registered Motorcycle, 2016–2021					
Year	Total Crashes	Total Fatalities	Registered Motorcycles*	Crash Rate per 1,000 Registered Motorcycles	Fatality Rate per 10,000 Registered Motorcycles
2016	4,826	185	189,029	25.5	9.79
2017	4,674	176	188,197	24.8	9.35
2018	4,398	191	189,392	23.2	10.08
2019	4,305	210	186,655	23.1	11.14
2020	4,163	190	189,649	22.0	10.02
2021	4,574	230	196,166	23.3	11.72

*Note: Registered motorcycle data are from NCDOT vehicle registration file. These differ substantially from what is reported in the FHWA database, which is simply an estimate of motorcycle registrations.

In North Carolina, motorcyclist fatalities represented 13.8 percent of all traffic fatalities in 2021, an increase from 12.5 percent in 2020. Of the motorcycle crashes in 2021, 5.2 percent resulted in a fatality, compared to 0.6 percent of passenger vehicle crashes. Among motorcycle crashes in 2021, 16.4 percent resulted in a serious injury, compared to 1.4 percent of passenger vehicle crashes. Motorcycles are not equipped with the same level of occupant protection as passenger vehicles. As a result, crashes involving motorcycles are more likely to result in death or injury when compared to crashes involving passenger vehicles (such as cars, SUVs, and pickup trucks.). While crashes involving property only damage are higher among passenger vehicles, it is likely that motorcycle crashes involving only property damage are likely underreported.
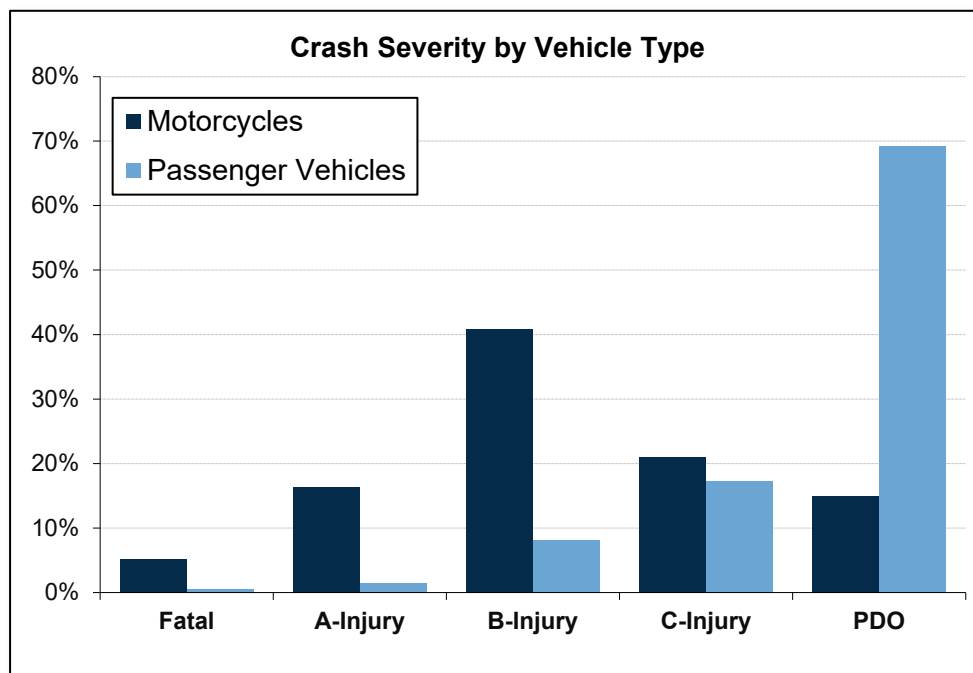
Source: NCDOT Motor Vehicle Crash Data, 2021.

Although motorcycles do not provide the same level of occupant protection as passenger vehicles, motorcyclists can take measures to protect themselves in the event of a crash, such as wearing a helmet. In North Carolina, the Universal Helmet Law requires all riders and passengers to wear a helmet that complies with Federal Motor Vehicle Safety Standard 218. Consequently, the percentage of fatally injured riders that were unhelmeted has remained consistently low over the last decade, averaging 8.5 percent. NHTSA estimates that the high rate of helmet use in North Carolina resulting from the Universal Helmet Law saves approximately 100 lives each year.

Unhelmeted Motorcyclist Fatalities
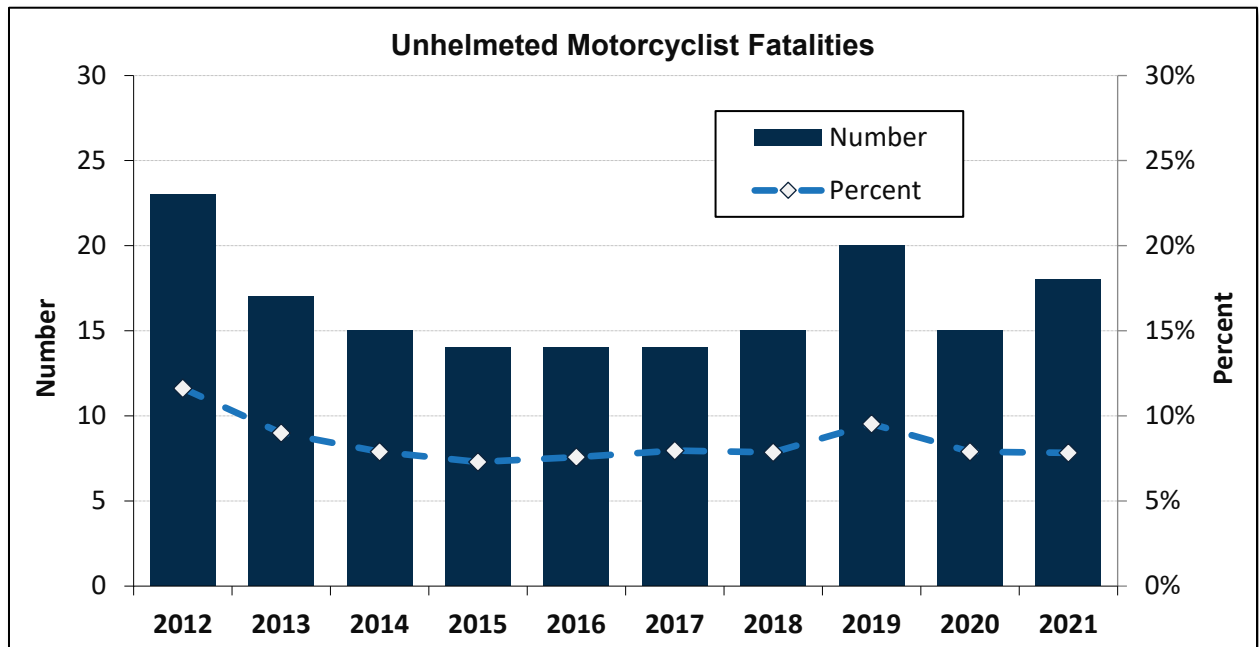
Source: FARS, 2012-2021.

Between 2017 and 2021, males accounted for a greater proportion of fatally injured motorcyclists than females (93% vs 7%). Nearly half (48%) of motorcyclist fatalities occurred on rural roads.

Over the past decade, there has been a noticeable rise in the age of riders involved in motorcycle fatalities. Currently, riders aged 55 and above account for 30 percent of motorcyclist fatalities in North Carolina, which is a significant increase from the previous 19 percent.

Motorcylist Fatalities, by Rider Age

[Bar chart showing motorcyclist fatalities by rider age comparing 2017-2021 (dark blue) and 2007-2011 (light blue). Y-axis from 0% to 25%.

- 16-24: 2017-2021 ≈ 12%, 2007-2011 ≈ 14.7%
- 25-34: 2017-2021 ≈ 21.7%, 2007-2011 ≈ 20.9%
- 35-44: 2017-2021 ≈ 17.5%, 2007-2011 ≈ 22.7%
- 45-54: 2017-2021 ≈ 18%, 2007-2011 ≈ 23.2%
- 55-64: 2017-2021 ≈ 20.4%, 2007-2011 ≈ 13.5%
- 65+: 2017-2021 ≈ 9.7%, 2007-2011 ≈ 5%]
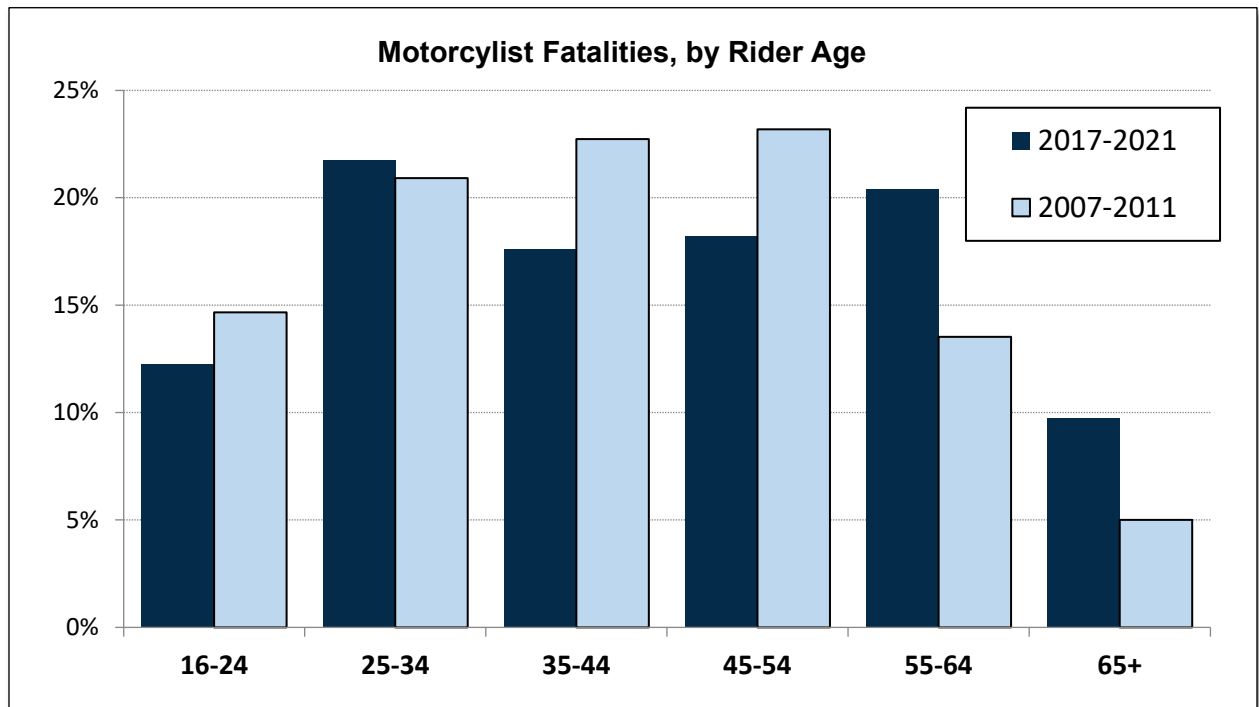
Source: *FARS, 2007-2011 and 2017-2021.*

Between 2017 and 2021, there was a disproportionate number of motorcyclist fatalities that occurred on the weekends, with 51 percent of fatalities occurring on Saturday or Sunday. The most prevalent time of day for motorcyclist fatalities is the late afternoon and early evening, between 3 p.m. and 9 p.m.

Motorcyclist Fatalities, by Time of Day

[Bar chart showing motorcyclist fatalities by time of day. Y-axis from 0% to 25%.

- 6-9am ≈ 5.8%
- 9am-noon ≈ 7.4%
- noon-3pm ≈ 16.4%
- 3-6pm ≈ 23.8%
- 6-9pm ≈ 23.8%
- 9pm-12am ≈ 13.7%
- 12-3am ≈ 6.3%
- 3-6am ≈ 3.3%]
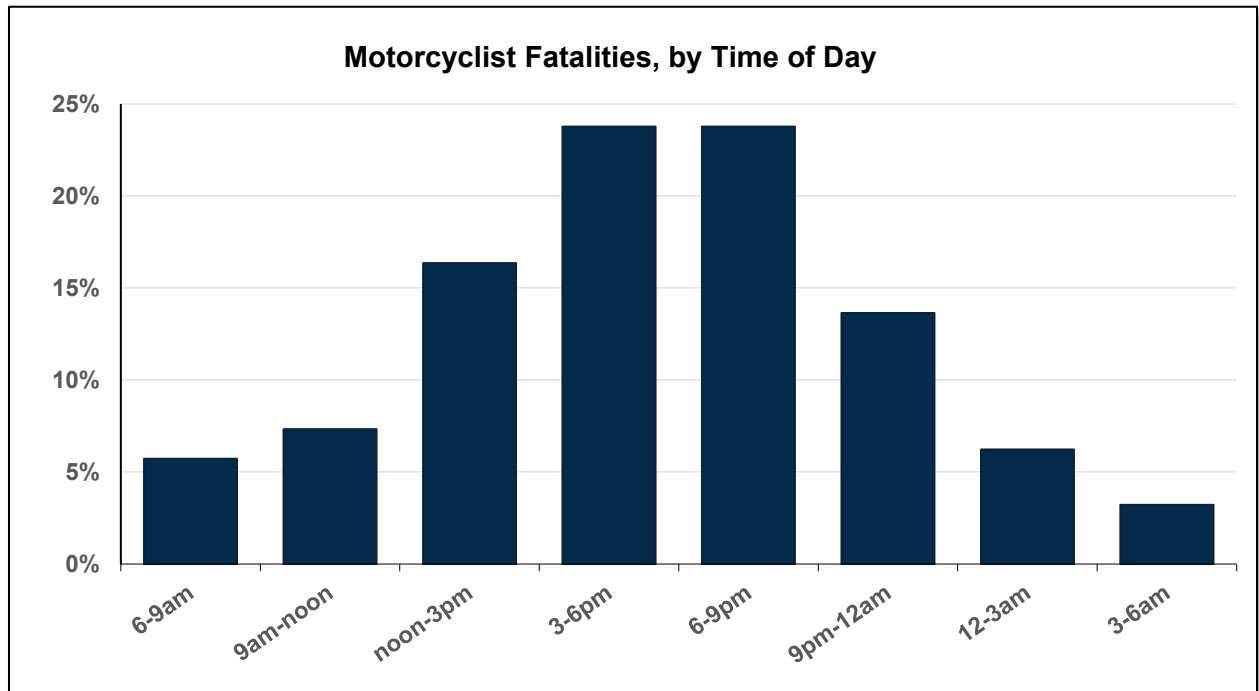
Source: FARS, 2017-2021.

Out of North Carolina's 100 counties, Mecklenburg (60), Guilford (52), Wake (48), Cumberland (43), and Forsyth (34) had the highest number of motorcyclist fatalities between 2017 and 2021. These five counties accounted for 23.8 percent of all motorcyclist fatalities in North Carolina between 2017 and 2021. The counties with the highest number of motorcyclist fatalities are also among the most populous counties in the state. The map and table below illustrate the total number of motorcyclist fatalities in each county between 2017 and 2021, along with the rank of each county based on the number of motorcyclist fatalities, with "1" indicating the highest number of fatalities.

Total Motorcyclist Fatalities in North Carolina, by County, 2017-2021
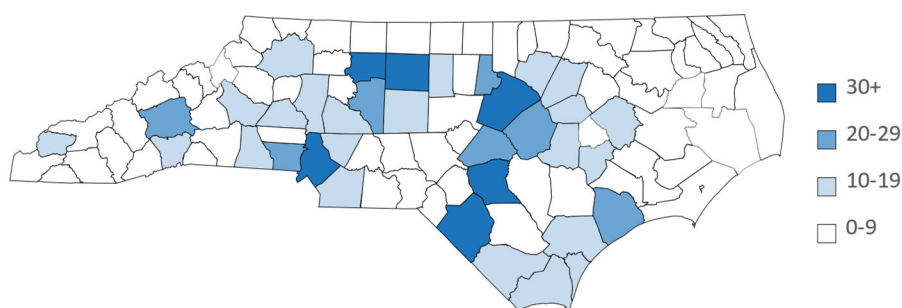
Source: FARS, 2017–2021.

Motorcyclist Fatalities by County, 2017–2021							
County	Fatalities	% total Fatalities	Rank	County	Fatalities	% Fatalities	Rank
Alamance	11	1.1%	27	Johnston	24	2.4%	10
Alexander	5	0.5%	55	Jones	3	0.3%	73
Alleghany	2	0.2%	79	Lee	6	0.6%	53
Anson	2	0.2%	80	Lenoir	11	1.1%	30
Ashe	6	0.6%	51	Lincoln	9	0.9%	37
Avery	0	0.0%	97	Macon	8	0.8%	44
Beaufort	3	0.3%	67	Madison	6	0.6%	54
Bertie	1	0.1%	84	Martin	1	0.1%	88
Bladen	8	0.8%	41	McDowell	7	0.7%	49
Brunswick	19	1.9%	14	Mecklenburg	60	6.0%	1
Buncombe	28	2.8%	7	Mitchell	1	0.1%	89
Burke	14	1.4%	21	Montgomery	5	0.5%	58
Cabarrus	19	1.9%	15	Moore	5	0.5%	59
Caldwell	3	0.3%	68	Nash	11	1.1%	31
Camden	1	0.1%	85	New Hanover	18	1.8%	18
Carteret	7	0.7%	46	Northampton	3	0.3%	74
Caswell	5	0.5%	56	Onslow	27	2.7%	8
Catawba	19	1.9%	16	Orange	9	0.9%	38
Chatham	9	0.9%	36	Pamlico	1	0.1%	90
Cherokee	4	0.4%	63	Pasquotank	5	0.5%	60
Chowan	2	0.2%	81	Pender	10	1.0%	34
Clay	1	0.1%	86	Perquimans	1	0.1%	91
Cleveland	11	1.1%	28	Person	3	0.3%	75

Motorcyclist Fatalities by County, 2017–2021

County	Fatalities	% total Fatalities	Rank	County	Fatalities	% Fatalities	Rank
Columbus	11	1.1%	29	Pitt	16	1.6%	19
Craven	3	0.3%	69	Polk	4	0.4%	64
Cumberland	43	4.3%	4	Randolph	12	1.2%	25
Currituck	1	0.1%	87	Richmond	3	0.3%	76
Dare	3	0.3%	70	Robeson	34	3.4%	6
Davidson	22	2.2%	11	Rockingham	9	0.9%	39
Davie	2	0.2%	82	Rowan	13	1.3%	23
Duplin	8	0.8%	42	Rutherford	9	0.9%	40
Durham	26	2.6%	9	Sampson	3	0.3%	77
Edgecombe	3	0.3%	71	Scotland	5	0.5%	61
Forsyth	34	3.4%	5	Stanly	4	0.4%	65
Franklin	10	1.0%	33	Stokes	4	0.4%	66
Gaston	22	2.2%	12	Surry	8	0.8%	45
Gates	2	0.2%	83	Swain	1	0.1%	92
Graham	14	1.4%	22	Transylvania	3	0.3%	78
Granville	8	0.8%	43	Tyrrell	1	0.1%	93
Greene	0	0.0%	98	Union	16	1.6%	20
Guilford	52	5.2%	2	Vance	7	0.7%	50
Halifax	5	0.5%	57	Wake	48	4.8%	3
Harnett	20	2.0%	13	Warren	1	0.1%	94
Haywood	6	0.6%	52	Washington	0	0.0%	100
Henderson	12	1.2%	24	Watauga	5	0.5%	62
Hertford	3	0.3%	72	Wayne	10	1.0%	35
Hoke	7	0.7%	47	Wilkes	11	1.1%	32
Hyde	0	0.0%	99	Wilson	12	1.2%	26
Iredell	18	1.8%	17	Yadkin	1	0.1%	95
Jackson	7	0.7%	48	Yancey	1	0.1%	96

When examining the number of fatalities per registered motorcycle, a different pattern emerges, with several of the counties with the highest fatality rates per 10,000 registered motorcycles being in less populated areas. Graham County stands out with a significantly higher fatal crash rate per 10,000 registered motorcycles compared to any other county in North Carolina. This may be due to the county's popularity as a destination for riders from other nearby counties and states. These riders would not be included in the number of registered motorcycles in Graham County, thus leading to an overestimation of the fatality rate per 10,000 registered motorcycles. Other counties with high fatality rates per 10,000 registered motorcycles see a high number of visiting riders due to their proximity to major highways and travel routes to and from motorcycle events. The table and map below depict the fatality rate per 10,000 registered motorcycles in each county between 2017 and 2021, as well as the rank of each county.

Fatality Rate per Registered Motorcycle in North Carolina by County, 2017-2021
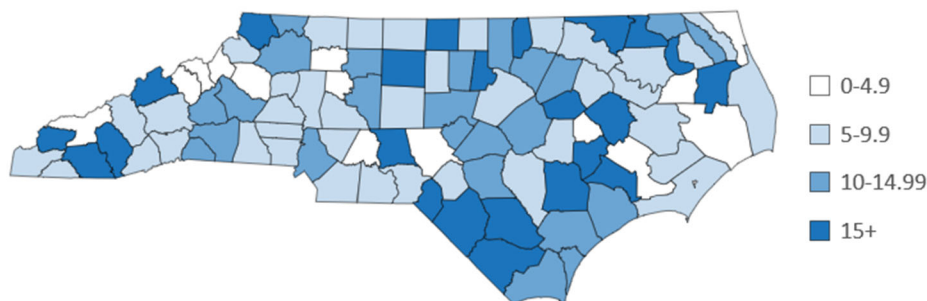
Fatality Rate per Registered Motorcycle, 2017–2021									
County	Fatalities	Registered Motorcycles	Rate per 10,000 Motorcycle	Rank	County	Fatalities	Registered Motorcycles	Rate per 10,000 Motorcycle	Rank
Alamance	11	15,570	7.06	70	Johnston	24	21,149	11.35	40
Alexander	5	6,205	8.06	62	Jones	3	1,340	22.39	7
Alleghany	2	1,404	14.25	25	Lee	6	5,912	10.15	47
Anson	2	2,498	8.01	63	Lenoir	11	4,134	26.61	3
Ashe	6	3,877	15.48	21	Lincoln	9	13,500	6.67	76
Avery	0	2,464	0.00	97	Macon	8	4,897	16.34	17
Beaufort	3	4,152	7.23	69	Madison	6	3,506	17.11	15
Bertie	1	1,534	6.52	77	Martin	1	1,875	5.33	84
Bladen	8	3,015	26.53	4	McDowell	7	6,811	10.28	46
Brunswick	19	16,919	11.23	41	Mecklenburg	60	49,890	12.03	34
Buncombe	28	28,258	9.91	48	Mitchell	1	2,372	4.22	89
Burke	14	10,886	12.86	31	Montgomery	5	3,160	15.82	18
Cabarrus	19	20,588	9.23	52	Moore	5	11,357	4.40	87
Caldwell	3	11,718	2.56	93	Nash	11	8,448	13.02	30
Camden	1	1,602	6.24	82	New Hanover	18	15,741	11.44	39
Carteret	7	7,999	8.75	57	Northampton	3	1,979	15.16	23
Caswell	5	2,293	21.81	9	Onslow	27	25,239	10.70	42
Catawba	19	21,321	8.91	56	Orange	9	8,650	10.40	45
Chatham	9	7,474	12.04	33	Pamlico	1	1,591	6.29	81
Cherokee	4	4,670	8.57	59	Pasquotank	5	3,643	13.72	27
Chowan	2	1,003	19.94	12	Pender	10	6,688	14.95	24
Clay	1	1,475	6.78	71	Perquimans	1	1,547	6.46	79
Cleveland	11	11,716	9.39	51	Person	3	5,786	5.18	85
Columbus	11	5,402	20.36	10	Pitt	16	10,366	15.44	22
Craven	3	11,944	2.51	94	Polk	4	3,337	11.99	36
Cumberland	43	31,982	13.45	28	Randolph	12	17,781	6.75	72
Currituck	1	4,057	2.46	95	Richmond	3	4,750	6.32	80
Dare	3	4,110	7.30	68	Robeson	34	15,450	22.01	8
Davidson	22	21,002	10.48	44	Rockingham	9	9,793	9.19	53
Davie	2	5,542	3.61	92	Rowan	13	17,233	7.54	67
Duplin	8	4,264	18.76	13	Rutherford	9	8,481	10.61	43
Durham	26	14,129	18.40	14	Sampson	3	5,120	5.86	83
Edgecombe	3	3,510	8.55	60	Scotland	5	2,956	16.91	16
Forsyth	34	28,998	11.72	38	Stanly	4	9,208	4.34	88
Franklin	10	7,608	13.14	29	Stokes	4	7,739	5.17	86
Gaston	22	25,187	8.73	58	Surry	8	9,510	8.41	61
Gates	2	1,452	13.77	26	Swain	1	2,449	4.08	90

| Fatality Rate per Registered Motorcycle, 2017–2021 | | | | | | | | | |
County	Fatalities	Registered Motorcycles	Rate per 10,000 Motorcycle	Rank	County	Fatalities	Registered Motorcycles	Rate per 10,000 Motorcycle	Rank
Graham	14	1,356	103.24	1	Transylvania	3	4,474	6.71	74
Granville	8	6,773	11.81	37	Tyrrell	1	359	27.86	2
Greene	0	1,580	0.00	97	Union	16	23,752	6.74	73
Guilford	52	33,086	15.72	20	Vance	7	2,962	23.63	5
Halifax	5	5,264	9.50	50	Wake	48	61,454	7.81	64
Harnett	20	15,738	12.71	32	Warren	1	1,493	6.70	75
Haywood	6	9,270	6.47	78	Washington	0	892	0.00	97
Henderson	12	15,424	7.78	65	Watauga	5	5,153	9.70	49
Hertford	3	1,483	20.23	11	Wayne	10	11,100	9.01	55
Hoke	7	7,671	9.13	54	Wilkes	11	9,157	12.01	35
Hyde	0	192	0.00	97	Wilson	12	5,285	22.71	6
Iredell	18	23,163	7.77	66	Yadkin	1	5,448	1.84	96
Jackson	7	4,431	15.80	19	Yancey	1	2,483	4.03	91

Summary

Motorcycles remain a popular form of transportation in North Carolina. In North Carolina, motorcyclist fatalities represented 13.8 percent of all traffic fatalities in 2021, an increase from 12.5 percent in 2020.

The statewide Universal Helmet Law requires helmet use for all riders, resulting in a low percentage of fatally injured unhelmeted riders. NHTSA estimates that motorcycle helmets save approximately 100 lives each year in North Carolina.

Between 2017 and 2021, motorcyclist fatalities were highest amongst males (93%) and riders aged 55 and above (30%). Motorcyclist fatalities were more prevalent on the weekends and between 3 p.m. and 9 p.m.

The five counties – Mecklenburg, Guilford, Wake, Cumberland, and Forsyth – accounting for 23.8 percent of the state's motorcycle fatalities are among the most populous counties in the state. However, when examining fatalities per registered motorcycle, several less-populated counties have high fatality rates, with Graham County having the highest rate in the state.

Countermeasures and Funding Priorities

GHSP is strongly supportive of efforts to provide training to help motorcyclists become safe riders. During FY2024, GHSP plans to continue expanding the BikeSafe NC program to reach a larger number of motorcyclists. BikeSafe offers training in safe riding techniques and discusses safety topics. The training is conducted by law enforcement motor officers in a non-threatening, nonenforcement environment. Students are typically experienced riders who are interested in improving their riding skills. The training takes place in the classroom and on the streets. On the road, each student is paired with a motorcycle officer who observes the student's riding. The motorcycle officer then provides feedback and instruction on how the student can improve his/her riding techniques to enhance safety. North Carolina currently has 199 trained motorcycle officers from 48 agencies and is continually seeking to expand to the military and other municipal motor units. During FY2022, 464 students received training in 148 classes. GHSP supports the BikeSafe program through Section 402 and Section 405 motorcycle safety incentive funds.

In FY2019, the North Carolina State Highway Patrol assumed a leadership role in coordinating the BikeSafe NC program. The program has a Statewide Coordinator from the State Highway Patrol who is responsible for monitoring safety course material, evaluating the course, and providing updates to the program as needed. The Statewide Coordinator also attends and assesses courses and training throughout the state. The State Highway Patrol began a curriculum update for the BikeSafe program in FY2020. The program update was facilitated through BikeSafe London and included a new training curriculum and teaching presentation, a full instructor plan, a full student lesson plan, and a 2-day train-the-trainer session. The primary focus of the curriculum update included the changes set forth by BikeSafe London and the new studies/practices designed to reduce motorcycle fatalities. BikeSafe NC was asked by BikeSafe London to collaborate on the curriculum updates and is recognized as a co-writer.

GHSP funds and the Statewide Coordinator directs six Regional BikeSafe Coordinators across the state to facilitate BikeSafe outreach and training opportunities. Regional Coordinators are tasked with coordinating training classes and conducting outreach through dealerships, motorcycle clubs, and any other entities popular amongst motorcycle riders and enthusiasts.

Media Plan

GHSP will utilize a variety of media modes to draw attention to motorcycle safety efforts in the state. GHSP will again conduct kickoff events for Motorcycle Safety Awareness Month in May 2024. GHSP will seek earned media attention gained from partnerships with the State Highway Patrol, local law enforcement, and rider groups. This will be used for targeted motorcycle safety messages through local radio, cable TV, and other media. This funding will also be used to help publicize the updated BikeSafe curriculum and for events associated with educating BikeSafe instructors.

GHSP plans to continue marketing opportunities with large bike events each year. Many attendees at the events 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.

Additional advertising includes billboards, radio, digital ads, social media, and other advertising opportunities throughout the state during Motorcycle Safety Awareness month. Earned media and social media support will continue throughout the summer months, when motorcycle crashes occur more often.

FY2024 Motorcycle Safety Projects

The following section outlines the key projects that are currently approved by the review team and officially part of the original submission of the FY2024 North Carolina HSP to address motorcycle safety. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = 10th Edition of NHTSA's *Countermeasures that Work*).

Project Number(s):   MC-24-03-01
                     M11MT-24-16-01

Project Title: BikeSafe 2023

Agency: North Carolina Department of Public Safety (North Carolina State Highway Patrol)

Project Description: This is an ongoing project to fund the BikeSafe NC initiative throughout North Carolina. BikeSafe is a partnership with law enforcement agencies and the

motorcycle community to reduce motorcycle crashes and fatalities through training. This grant will fund a position and equipment to supervise the program throughout the state.

CMTW: Chapter 5, Section 3.2 (Motorcycle Rider Training)

Project Number(s): MC-24-03-02

Project Title: BikeSafe NC Regional Coordinator

Agency: Raleigh Police Department

Project Description: This is an ongoing project to fund the BikeSafe NC initiative in the Triangle region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.

CMTW: Chapter 5, Section 3.2 (Motorcycle Rider Training)

Project Number(s): MC-24-03-03

Project Title: BikeSafe NC Regional Coordinator

Agency: Jacksonville Police Department

Project Description: This is an ongoing project to fund the BikeSafe NC initiative in the Eastern region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.

CMTW: Chapter 5, Section 3.2 (Motorcycle Rider Training)

Project Number(s): MC-24-03-04

Project Title: BikeSafe NC Regional Coordinator

Agency: MC-24-03-04

Project Description: This is an ongoing project to fund the BikeSafe NC initiative in the Western region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.

CMTW: Chapter 5, Section 3.2 (Motorcycle Rider Training)

Project Number(s): MC-24-03-05

Project Title: BikeSafe NC Regional Coordinator

Agency: Cabarrus County Sheriff's Office

Project Description: This is an ongoing project to fund the BikeSafe NC initiative in the Charlotte region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.

CMTW: Chapter 5, Section 3.2 (Motorcycle Rider Training)

Project Number(s): MC-24-03-06

Project Title: BikeSafe NC Regional Coordinator

Agency: Winston-Salem Police Department

Project Description: This is an ongoing project to fund the BikeSafe NC initiative in the Triad region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.

CMTW: Chapter 5, Section 3.2 (Motorcycle Rider Training)

Project Number(s): MC-24-03-07

Project Title: BikeSafe NC Regional Coordinator

Agency: New Bern Police Department

Project Description: This is an ongoing project to fund the BikeSafe NC initiative in the Northeastern region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.

CMTW: Chapter 5, Section 3.2 (Motorcycle Rider Training)

Project Number(s): M11MT-24-16-02
MC-24-03-08

Project Title: North Carolina Motorcycle Safety Education Program Quality Assurance Summer Update

Agency: Lenoir County Community College

Project Description: This project trains regional motorcycle educators through a quality assurance team and the summer rider coach instructor update.

CMTW: Chapter 5, Section 3.2 (Motorcycle Rider Training)

Project Number(s): M11MT-24-16-03

Project Title: North Carolina Motorcycle Safety Education Program Equipment/Personnel

Agency: Lenoir County Community College

Project Description: This is an ongoing project to offer rider training to meet the needs of a growing population of motorcyclists.

CMTW: Chapter 5, Section 3.2 (Motorcycle Rider Training)

Project Number(s): M11X-24-00-00

Project Title: GHSP In-House Motorcycle Safety Future Projects

Agency: Governor's Highway Safety Program

Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise during the fiscal year to conduct projects and funds are maintained for this purpose.

Traffic Records

NHTSA defines Traffic Records performance measures as tools for measuring data quality and establishing goals for data improvement. NHTSA has established the following six characteristics of quality traffic records: Timeliness, Accuracy, Completeness, Uniformity, Integration, and Accessibility.

GHSP uses a data-driven process to determine funding allocations that help to improve data quality. North Carolina has many high-quality data sources to assist with highway safety planning, including:

- NCDOT traffic crash data;
- North Carolina driver license history data;
- North Carolina vehicle registration data;
- NHTSA's Fatality Analysis Reporting System;
- Administrative Office of the Courts adjudication data;
- Citation data reported by law enforcement agencies who participate in highway safety campaigns;
- U.S. Census data; and
- Seatbelt use observational survey data.

North Carolina Traffic Records Coordinating Committee (TRCC)

The Traffic Records Coordinating Committee (TRCC) provides accurate, timely, and complete traffic records data that protects the privacy of citizens, fosters collaboration, promotes data and resource sharing, and identifies success by measuring results. These practices ultimately lead to a reduction in traffic fatalities, injuries, and crashes. The TRCC's diverse membership includes data stewards for each primary traffic records data or information system in North Carolina.

The TRCC has met regularly since 2002. The four most recent meetings were held on the following dates:
- August 24, 2022 (via GoToMeeting): This purpose of this meeting was to conduct a workshop to help agencies better understand, develop, and document data quality performance measures.
- October 6, 2022 (via GoToMeeting): The purpose of this meeting was to conduct regular TRCC business, with a focus on discussing potential projects for FY2024.
- February 22, 2023 (via GoToMeeting): The purpose of this meeting was to conduct regular TRCC business, with a focus on preparing to update the 2023 Traffic Records Strategic Plan.
- May 25, 2023 (via GoToMeeting): The purpose of this meeting was to review and revise the 2023 Traffic Records Strategic Plan.

The State's Interim Traffic Records Coordinator is Warren Smith, a Highway Safety Specialist with GHSP (email: wgsmith@ncdot.gov) until a permanent replacement can be hired.

TRCC 's website provides access to the Traffic Records Assessment, traffic records strategic plan reports, and a list of key agency contacts within North Carolina. More information can be found at the current NC TRCC website: https://connect.ncdot.gov/groups/NCTRCC/Pages/default.aspx:

North Carolina Traffic Records Assessment

In 2022, North Carolina completed the Traffic Records Assessment using the NHTSA Self-Assessment tool. The 2022 North Carolina Traffic Records Assessment provided valuable information to inform and update North Carolina Traffic Records Strategic Plans. Below is a list of Assessment recommendations and the efforts being made on each recommendation:

TRCC Management Recommendations

- There were no recommendations that resulted from the Self-Assessment tool for TRCC Management.

Strategic Planning Recommendations

- There were no recommendations that resulted from the Self-Assessment tool for Strategic Planning.

Crash Recommendations

- Improve the interfaces with the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

- Improve the data quality control program for the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

NCDOT is currently working to develop a modern crash data system, the North Carolina Crash Reporting Information System (NC CRIS), that when complete, will help to address these recommendations.

Additionally, the TRCC held a workshop in August 2002 to assist agencies in developing, documenting, and tracking data quality performance measures. A section in the annual Traffic Records Strategic Plan was added in 2023 to better document existing performance measures and identify gaps for each data system. The TRCC will continue to work with each agency to help fill those gaps.

Vehicle Recommendations

- Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- The August 2002 workshop discussed this topic as well, and the 2023 annual Traffic Records Strategic Plan included a section to better document existing performance measures and identify gaps for each data system. The TRCC will continue to work with each agency to help fill those gaps.
- In recent years, NCDMV has experienced significant staff turnover and vacancies. While the DMV-Crash staff have consistently participated in the TRCC, the Driver and Vehicles services staff participation has been more sporadic. The TRCC is actively working to increase NCDMV's participation and cooperation in TRCC activities despite the change in staff.

Driver Recommendations

- Improve the data quality control program for the Driver data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

Again, NCDMV staffing issues have been hindered progress on addressing this issue.

Roadway Recommendations
- Improve the applicable guidelines for the Roadway data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.
- The NC TRCC membership includes NCDOT roadway area staff, and they are providing feedback on current roadway data quality control procedures and processes.

NCDOT is working on meeting Model Inventory of Roadway Elements Fundamental Data Elements requirements, including completing a statewide intersection inventory, and is on track to meet the 2026 deadline.

NCDOT in conjunction with the North Carolina Department of Information Technology-Transportation (NCDIT-T) have been actively developing data quality performance measures for roadway data. NCDOT/NCDIT-T participated in the August 2022 TRCC Workshop to demonstrate the process used to develop the performance measures, and provided an overview of how the performance measures can be used to benefit the agency. These roadway performance measures are provided in the 2023 Traffic Records Strategic Plan and will be presented at the 2023 Association of Transportation Safety Information Professionals Traffic Records Forum.

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

The major deficiency in interfaces is with the crash data. The NC CRIS effort, to develop a modern crash data system, should help to address this deficiency.

EMS / Injury Surveillance Recommendations
- Improve the interfaces with the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.

The major deficiency in interfaces is with the crash data. The NC CRIS effort, to develop a modern crash data system, should help to address this deficiency.

North Carolina Traffic Safety Information Systems Strategic Plan
North Carolina's Traffic Safety Information Systems Strategic Plan documents progress toward the overall goal of providing high-quality data to users. In June 2022, the NC TRCC approved updates to the 2022 Strategic Plan. The Strategic Plan will be reviewed annually for improvements and will be modified as necessary to ensure that progress is being made in each area. New objectives will be added to address changes and to incorporate improvements that may lead to better systems.

Racial Profiling Data Collection (Section 1906)

In April 1999, the state legislature passed Senate Bill 76 which required traffic stop statistics be collected for state law enforcement officers effective January 1, 2000. The General Assembly later expanded this requirement to include local law enforcement officers employed by all 100 county sheriffs' offices and almost all police departments effective January 1, 2002. In August 2009, the law was amended with two new sections which became effective on January 1, 2010. The amended statute N.C.G.S. 143B-903 can be reviewed here.

The North Carolina SBI is responsible for maintaining this publicly accessible database through the web page Traffic Stop Reports. The available reports include information on:

- **Drivers and Passengers Searched by Sex, Race, and Ethnicity:** Displays statistics based on Subject Searched (Driver, Passenger 1, Passenger 2, Passenger 3, and Passenger 4); by Sex, Race, and Ethnicity. This report will give the total searched, total stopped, and percentage of people searched.

- **Enforcement Action Taken by Driver's Age**: Displays statistics based on Enforcement Action Taken (Verbal Warning, Written Warning, Citation Issued, On-View Arrest, or No Action Taken); by Driver's Age (broken down by: under 20, 20-24, 25-29, 30-34, 35-39, 40-49, 50-59, and over 59).

- **Enforcement Action Taken by Driver's Sex, Race, and Ethnicity**: Displays statistics based on Enforcement Action Taken (Verbal Warning, Written Warning, Citation Issued, On-View Arrest, or No Action Taken); by Driver's Sex, Race and Ethnicity.

- **Initial Purpose of Traffic Stop by Driver's Age**: Displays statistics based on the Initial Purpose of the Traffic Stop (Speed Limit Violation, Stop Light/Sign Violation, Driving While Impaired, Safe Movement Violation, Vehicle Equipment Violation, Vehicle Regulatory Violation, Seat Belt Violation, Other Motor Vehicle Violation, or Investigation); by Driver's Age (broken down by: under 20, 20-24, 25-29, 30-34, 35-39, 40-49, 50-59, and over 59).

- **Initial Purpose of Traffic Stop by Driver's Sex, Race and Ethnicity:** Displays statistics based on the Initial Purpose of the Traffic Stop (Speed Limit Violation, Stop Light/Sign Violation, Driving While Impaired, Safe Movement Violation, Vehicle Equipment Violation, Vehicle Regulatory Violation, Seat Belt Violation, Other Motor Vehicle Violation, or Investigation); by Driver's Sex, Race, and Ethnicity.

- **Initial Purpose of Traffic Stop by Enforcement Action Taken:** Displays statistics based on the Initial Purpose of the Traffic Stop (Speed Limit Violation, Stop Light/Sign Violation, Driving While Impaired, Safe Movement Violation, Vehicle Equipment Violation, Vehicle Regulatory Violation, Seat Belt Violation, Other Motor Vehicle Violation, or Investigation); by Enforcement Action Taken as a Result of the Stop (Verbal Warning, Written Warning, Citation Issued, On-View Arrest, or No Action Taken).

- **Initial Purpose of Traffic Stop by Physical Resistance Encountered:** Displays statistics based on the Initial Purpose of the Traffic Stop (Speed Limit Violation, Stop Light/Sign Violation, Driving

While Impaired, Safe Movement Violation, Vehicle Equipment Violation, Vehicle Regulatory Violation, Seat Belt Violation, Other Motor Vehicle Violation, or Investigation); by Physical Resistance Encountered (Officer encountered physical resistance, Officer engaged in the use of force, Injuries occurred to the officer, Injuries occurred to the driver, Injuries occurred to the passenger).

- **Type of Search by Basis for Search**: Displays statistics based on Type of Search (Consent, Search Warrant, Probable Cause, Search Incident to Arrest, or Protective Frisk); by Basis for Search (Erratic/Suspicious Behavior, Observation of Suspected Contraband, Suspicious Movement, Informant's Tip, Other Official's Information, or Witness Observation).

GHSP was awarded 1906 funding in FY2022 and FY2023. North Carolina General Statute 143B-903 requires the North Carolina Department of Public Safety to collect, correlate, and maintain information regarding traffic law enforcement. The North Carolina SBI is the agency tasked with fulfilling these requirements. This program is intended to generate reliable data for use by law enforcement administrators and other stakeholders, including the general public. This database is a vital resource which can be used to investigate biased enforcement trends and racial profiling. In FY2023, the SBI's Crime Reporting Unit worked to acquire custom programming to facilitate creation of a virtual training program for agencies submitting traffic stop data. In FY2024, the funds will be used by the SBI to fund two full-time positions to monitor and support data sent from partner law enforcement agencies to the North Carolina SBI Crime Reporting Unit. The positions will verify data quality and provide routine user support.

Other Efforts

GHSP will continue funding NCDMV's efforts to modernize North Carolina's crash reporting system. The NC Crash Report Information System (CRIS) is a 7-year project to completely revamp the NCDMV 349 Crash Report Form, rebuild the crash report form database systems, and improve the overall efficiency of the computer process for the state with the ultimate goal of reaching 100% electronic crash submissions.

GHSP is funding NCDOT to assist in the collection of the Model Inventory of Roadway Elements, or MIRE, which was developed by the Federal Highway Administration Office of Safety in 2010 to provide a comprehensive listing of roadway and traffic data elements to support data-driven decision-making related to highway safety. The 2021 North Carolina Traffic Safety Information Systems Strategic Plan identified data coverage on nonsystem roads as the largest data gap in the MIRE data collection plan. This grant will improve the accuracy and completeness of the Roadway database by reducing the amount of missing data elements, more specifically the type of governmental ownership, the surface type, and the number of through lanes on nonsystem roads.

GHSP will fund an effort in the Highway Safety Research Center at UNC to utilize EMS and emergency room visit data to inform transportation safety. Public health data obtained from EMS and emergency room visits will be evaluated to support local Vision Zero planning efforts and assist in the development of Safe Streets and Roads for All planning.

FY2023 Traffic Records Projects

The following section outlines the key projects that are currently approved by the review team and officially part of the original submission of the FY2024 North Carolina HSP to address traffic records. A

listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document.

Project Number(s):	TR-24-07-02 / M3DA-24-14-01
Project Title:	NCSU ITRE Vision Zero Technical and Program Support 2024
Agency:	North Carolina State University – ITRE
Project Description:	This ongoing project promotes North Carolina's Vision Zero efforts by providing stakeholders and the public with online analytical crash statistical information presented in usable databases and formats suitable for long- and short-range planning. This website is maintained and updated monthly.
CMTW:	Traffic Records: Accessibility

Project Number(s):	M3DA-24-14-02
Project Title:	eCitation Printer Distribution
Agency:	North Carolina Judicial Department-Administrative Office of the Courts
Project Description:	This ongoing project funds eCitation expansion in local law enforcement agencies to increase the percentage of eCitations versus paper citations, fulfilling a major goal of the Traffic Safety Information System Strategic Plan.
CMTW:	Traffic Records: Accessibility, Accuracy, Completeness, Timeliness

Project Number(s):	M3DA-24-14-04
Project Title:	Leveraging EMS, ER Visit, and Crash Data to Inform Traffic Safety Action in NC
Agency:	UNC Highway Safety Research Center
Project Description:	This project seeks to utilize EMS and emergency room visit data to inform transportation safety. Public health data obtained from EMS and emergency room visits will be evaluated to support local Vision Zero planning efforts and assist in the development of Safe Streets and Roads for All planning. The project team will demonstrate the effectiveness of novel data sources to inform transportation safety decision-making by providing regular traffic safety updates for state government and local agency meetings.
CMTW:	Traffic Records: Integration

Project Number(s):	TR-24-07-01
Project Title:	Traffic Records Strategic Plan Update 2024
Agency:	UNC Highway Safety Research Center
Project Description:	This continuation project provides technical and logistical support to the Traffic Records Coordinating Committee (TRCC) and to update the North Carolina Strategic Plan for Traffic Safety Information System.
CMTW:	Traffic Records: N/A

Project Number(s):	M3DA-24-14-03
Project Title:	North Carolina Crash Reporting Information System (CRIS) Replacement Program

Agency: NCDOT (NCDMV)

Project Description: This continuation project funds enhancements to the North Carolina electronic crash reporting system managed by NCDMV.

CMTW: Traffic Records: Accessibility, Accuracy, Completeness, Timeliness, Integration, Uniformity

Project Number(s):   M3X-24-00-00

Project Title: GHSP In-House Traffic Records Future Projects

Agency: Governor's Highway Safety Program

Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise during the fiscal year to conduct projects and funds are maintained for this purpose.

Non-motorized (Pedestrians and Bicyclists)

Pedestrians

Evidence Considered

In 2022, 270 pedestrians were killed in crashes involving a motor vehicle in North Carolina, an increase of 22 fatalities from 2021. As shown in the figure below, the number of pedestrian deaths in North Carolina has increased steadily since 2012. This is similar to national trends.

Number of Pedestrian Fatalities

Year	Fatalities
2012	200
2013	174
2014	172
2015	182
2016	200
2017	198
2018	224
2019	221
2020	230
2021	248
2022	270
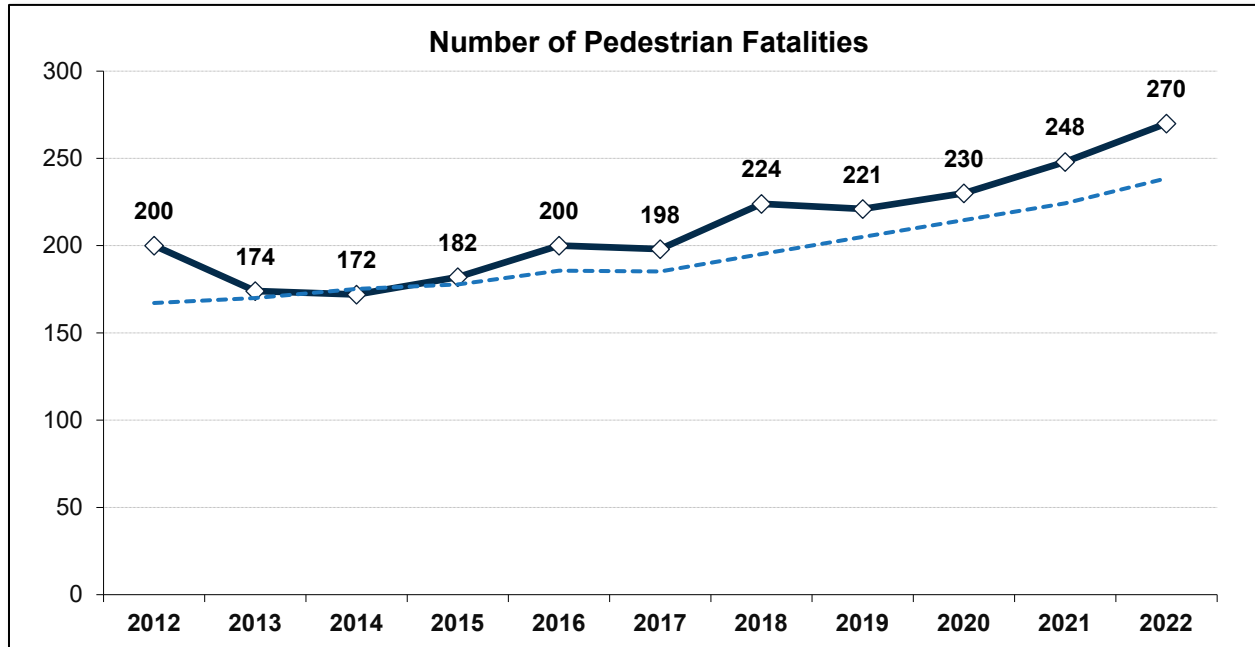
Source: FARS, 2012–2021; NC Crash Data, 2022.

Although crashes involving pedestrians represent only one percent of the total reported crashes in North Carolina, pedestrians are highly overrepresented in fatal crashes. During 2021, pedestrians accounted for 14.9 percent of all traffic fatalities in the state. Because they don't have the same protection as motor vehicle occupants, pedestrians are likely to be seriously injured or killed in a pedestrian/vehicle crash. Moreover, the faster the vehicle is traveling, the greater the risk to the pedestrian. Research shows the likelihood of pedestrian death is 25 percent when a vehicle is traveling at 32 mph, 50 percent at 42 mph, and 90 percent at 58 mph.

Between 2017 and 2021, males accounted for 71.5 percent of all pedestrian fatalities in North Carolina. The figure below shows the age of pedestrians killed in crashes. Pedestrian fatalities are most common among adults ages 20 to 64. Children (<15) and older adults (65+) account for a relatively small percentage of pedestrian fatalities.

Pedestrian Fatalities, by Age
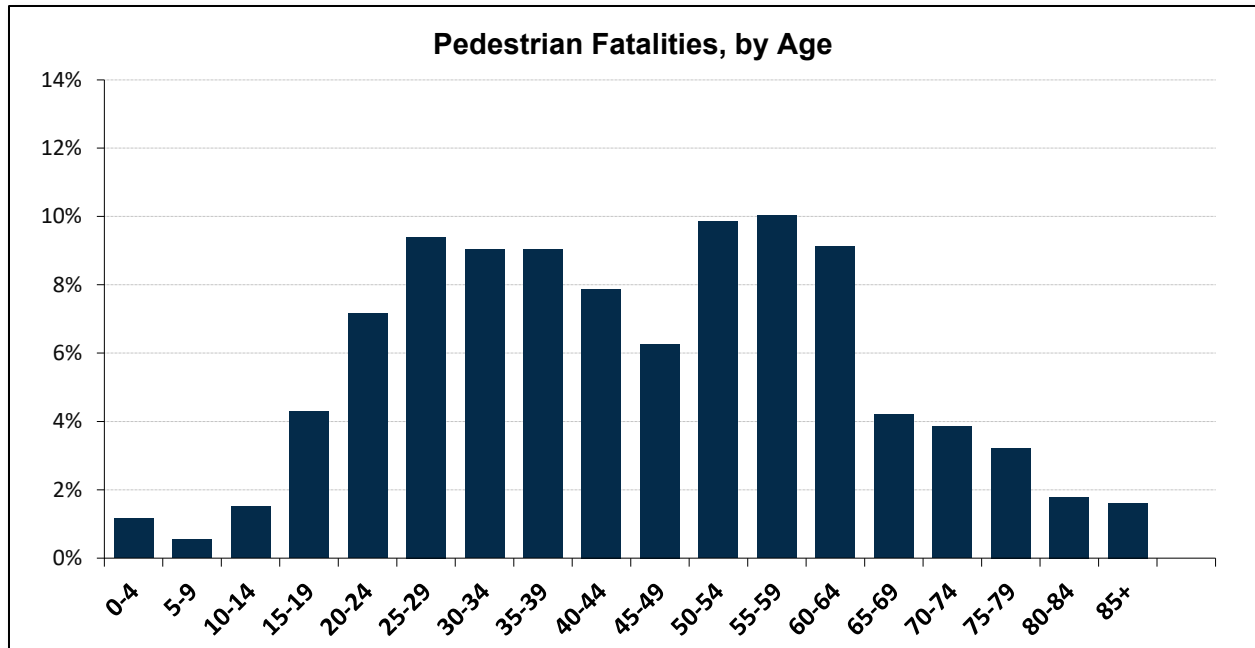
Source: FARS, 2017–2021.

Thirty-three percent of pedestrian fatalities involved a driver or pedestrian with a BAC of .08 or above. Pedestrian fatalities are most common during the evening hours, as shown in the figure below. Fifty-four percent of pedestrian fatalities occur between 6 p.m. and midnight, with fatalities peaking at 9 p.m. Pedestrians can be more difficult to see at nighttime, and alcohol-involvement is higher in nighttime crashes.
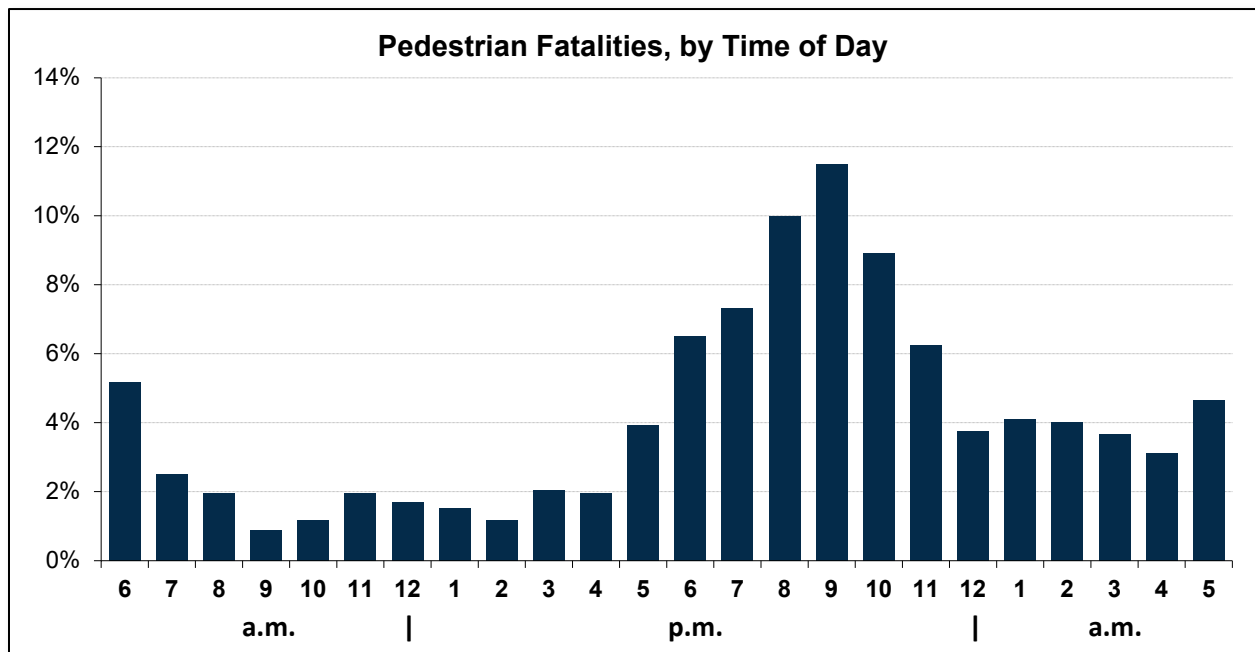
Pedestrian Fatalities, by Time of Day

Source: FARS, 2017–2021.

Sixty-nine percent of pedestrian fatalities occur in urban locations. Urbanized areas have more pedestrians and motor vehicles, and thus more chances for pedestrian-motor vehicle crashes to occur. However, rural areas have fewer facilities for pedestrians such as sidewalks, and vehicles on rural roads are likely to be traveling at high speeds that result in fatalities. Only 1 in 10 pedestrian fatalities occur at intersections; 53 percent occur in dark areas that are not lighted.

The table below shows the 28 counties in North Carolina with the most pedestrian fatalities from 2017 through 2021. Mecklenburg County had the most pedestrian fatalities during this period, followed by Wake, Guilford, and Cumberland counties. In total, the 28 counties listed in the table account for 73.5 percent of all pedestrian fatalities in the state during this period. The table also shows the pedestrian fatality rate per 100,000 population. Many of the counties with the highest per capita rates of pedestrian fatalities are in the eastern (coastal) part of the state including Cumberland, Duplin, Hoke, Robeson, Pender, and Wilson counties.

Public input from local Vision Zero communities and community groups such as Bike/Walk NC both underscore community concerns about pedestrian safety. Virtually all of the Vision Zero communities have pinpointed pedestrian safety as a major emphasis area based on community feedback, and their planning and implementation reflects this concern.

Pedestrian Fatalities, 2017–2021			
County	Pedestrian fatalities	Fatalities per 100,000 population	% of all pedestrian fatalities
Mecklenburg	154	13.73	13.74%
Wake	86	7.47	7.67%
Guilford	67	12.35	5.98%
Cumberland	61	17.83	5.44%
Durham	30	9.15	2.68%
Buncombe	29	10.68	2.59%
Forsyth	29	7.55	2.59%
New Hanover	29	12.61	2.59%
Robeson	28	24.04	2.50%
Rowan	24	16.24	2.14%
Davidson	23	13.46	2.05%
Johnston	21	9.26	1.87%
Cabarrus	20	8.65	1.78%
Onslow	20	9.68	1.78%
Catawba	19	11.75	1.69%
Iredell	18	9.39	1.61%
Randolph	18	12.41	1.61%
Harnett	17	12.43	1.52%
Pitt	17	9.88	1.52%
Alamance	16	9.18	1.43%
Gaston	16	6.87	1.43%
Wilson	14	17.82	1.25%
Hoke	12	22.32	1.07%

Pedestrian Fatalities, 2017–2021

County	Pedestrian fatalities	Fatalities per 100,000 population	% of all pedestrian fatalities
Orange	12	8.10	1.07%
Brunswick	11	7.66	0.98%
Columbus	11	21.84	0.98%
Duplin	11	22.56	0.98%
Pender	11	17.47	0.98%

Source: FARS, 2017–2021 and U.S. Census.

Pedestrian Safety Summary

The number of pedestrian fatalities in North Carolina has increased over the past decade. Pedestrian fatalities are most common among males, persons ages 20 to 64, in urban areas, and during the evening hours. Only 10 percent of pedestrian fatalities in North Carolina occur at intersections. The counties that account for the most pedestrian fatalities are Mecklenburg, Wake, Guilford, and Cumberland. However, several eastern North Carolina counties have notably high per capita fatality rates.

Bicyclists

Evidence Considered

In 2022, there were 21 bicyclists killed in fatal crashes in North Carolina, a decrease of 2 fatalities from 2021. As shown in the figure below, bicyclist fatalities have fluctuated from year to year, but the 5-year moving average suggests little change in fatalities.
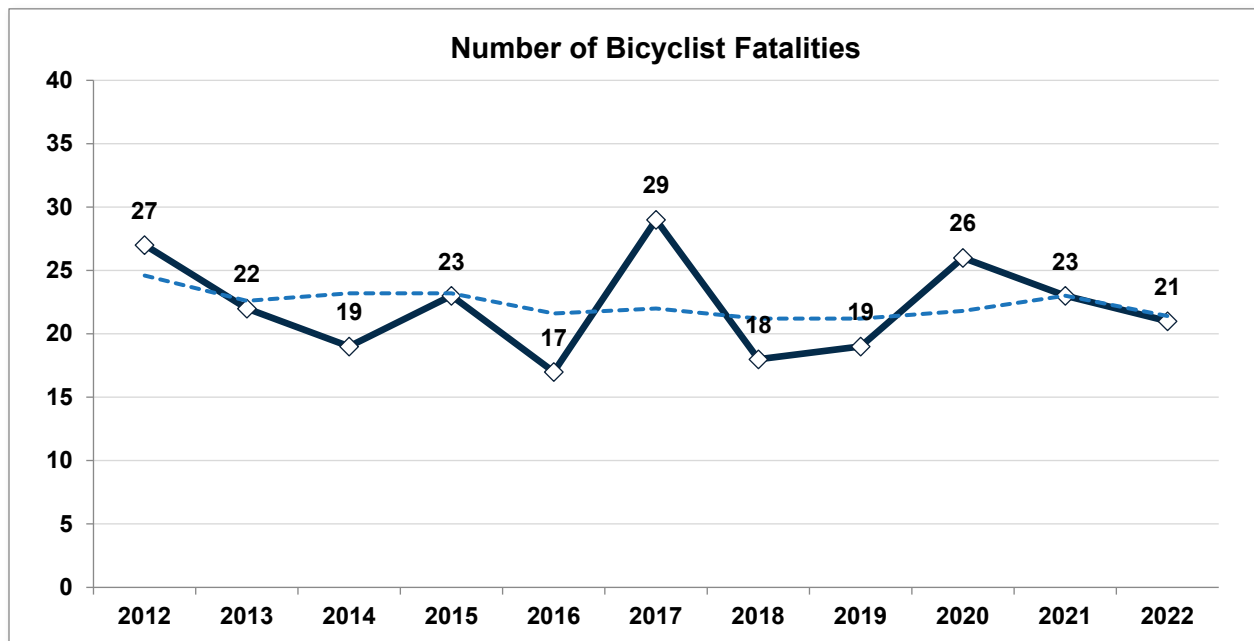
Source: FARS, 2011–2021; NC Crash Data 2022.

Males accounted for 90 percent of all bicyclist fatalities from 2017 to 2021. As shown in the figure below, bicyclist fatalities are most common among riders ages 55 to 59. Bicyclist fatalities involving children are relatively rare in North Carolina.

Bicyclist Fatalities, by Age
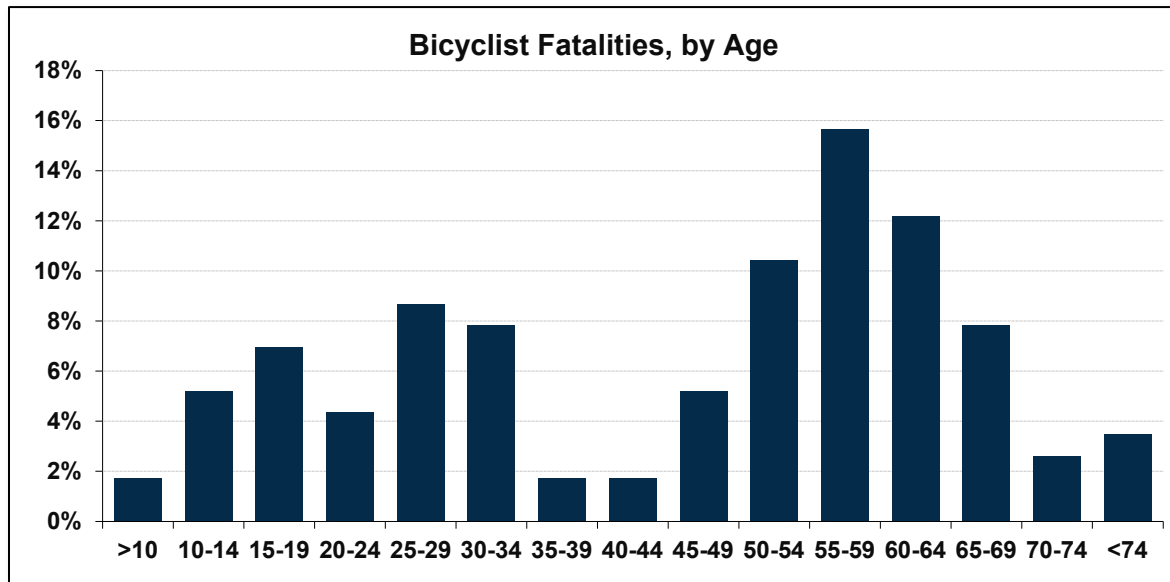
Source: FARS, 2017–2021.

Between 2017 and 2021, 41 percent of bicyclist fatalities occurred on Saturday or Sunday. As shown in the figure below, bicyclist fatalities are highest between the hours of 4–11 p.m. This reflects commuting cyclists sharing the road with motorists, with declining visibility as it gets darker.

Bicyclist Fatalities, by Time of Day
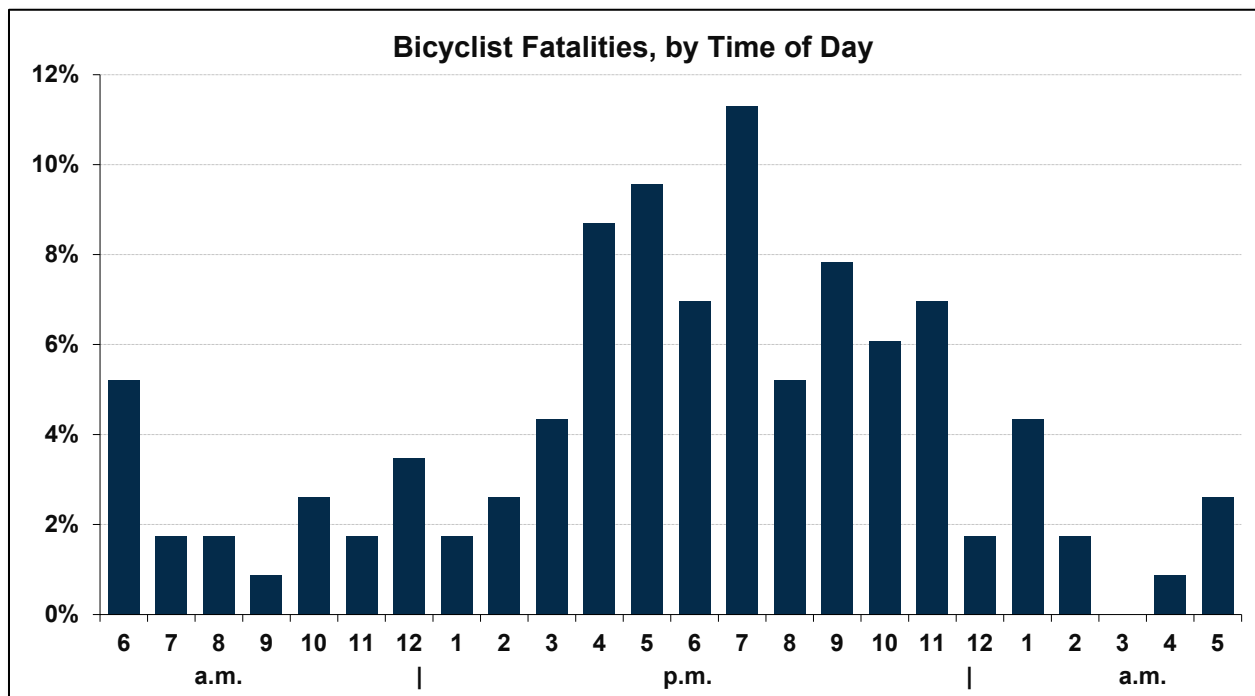
Source: FARS, 2017–2021.

Only 1 in 5 bicyclist fatalities in North Carolina occur at an intersection. Bicyclist fatalities are more common in urban (62.6%) than rural (37.4%) locations. The table below lists the 28 counties in North Carolina with more than 1 bicyclist fatality from 2017 to 2021. The counties with the most fatalities include Mecklenburg, Robeson, and New Hanover. No other county had more than 4 bicyclist fatalities during the 5-year period. Several counties near the top of the table also have large populations. In total, the 28 counties listed in the table account for 79 percent of all bicyclist fatalities in North Carolina during this period.

Bicyclist Fatalities, 2017 – 2021			
County	**Bicyclist fatalities**	**Fatalities per 100,000 population**	**% of all bicyclist fatalities**
Mecklenburg	14	1.25	12.17%
Robeson	9	7.73	7.83%
New Hanover	6	2.61	5.22%
Wake	5	0.43	4.35%
Brunswick	4	2.79	3.48%
Guilford	4	0.74	3.48%
Harnett	4	2.92	3.48%
Burke	3	3.42	2.61%
Iredell	3	1.56	2.61%
Rockingham	3	3.27	2.61%
Alamance	2	1.15	1.74%
Buncombe	2	0.74	1.74%
Cabarrus	2	0.86	1.74%
Caldwell	2	2.47	1.74%
Catawba	2	1.24	1.74%
Columbus	2	3.97	1.74%
Craven	2	1.96	1.74%
Cumberland	2	0.58	1.74%
Davidson	2	1.17	1.74%
Forsyth	2	0.52	1.74%
Lenoir	2	3.65	1.74%
Pender	2	3.18	1.74%
Pitt	2	1.16	1.74%
Richmond	2	4.70	1.74%
Rowan	2	1.35	1.74%
Rutherford	2	3.11	1.74%
Sampson	2	3.39	1.74%
Wilson	2	2.55	1.74%

Source: FARS, 2017–2021 and U.S. Census.

Bicyclist Safety Summary
Although the number of bicyclist fatalities in North Carolina is less than the number of fatalities involving pedestrians, motorcyclists, and other types of vulnerable road users, they still present a serious problem. Bicyclist fatalities most commonly occur in the late afternoon or early evening and at

nonintersections. The victims are typically adult males between the ages of 55 and 59. The counties with the most bicyclist fatalities over the past 5 years include Mecklenburg, Robeson, and New Hanover.

Countermeasures and Funding Priorities

A growing number of communities in North Carolina are developing or expanding partnerships and programs to improve pedestrian and bicyclist safety and to increase the number of people walking and biking rather than driving. Communities are also recognizing that having adequate facilities for walking and bicycling can significantly enhance the experience and make it easier for people to walk and bike in their community as well as making these forms of transportation as safe as possible. Over the next 3 years, GHSP plans to continue to fund bicycle safety projects and look for state and local partners to help further bicycle and pedestrian safety goals.

One such program is *Watch for Me NC*, a statewide program funded by GHSP. The program aims to reduce pedestrian and bicycle injuries and deaths through a comprehensive, targeted approach of public education, community engagement, and high-visibility law enforcement. GHSP will continue this program in FY2024, along with a $200,000 media campaign to supplement these community efforts. During the upcoming year, *Watch for Me NC* will also expand the number of participating communities and will update the curriculum of training sessions provided to those communities.

GHSP is also providing a grant to BikeWalk NC, a statewide cycling and pedestrian resource group, to expand the bicycle and pedestrian road safety education through the North Carolina Friendly Driver Program, which educates drivers and cyclists alike about safe transportation practices. GHSP will also fund the Town of Chapel Hill to continue its pedestrian safety program, which is conducted in conjunction with the town's Vision Zero program. Additionally, GHSP will provide funding to the Dare County Sheriff's Office to conduct high-visiblity overtime enforcement focused on pedestrian and bicyclist safety during the spring and summer vacation months.

Finally, the state Vision Zero program with UNC-Chapel Hill works with communities across North Carolina to promote Vision Zero plans. Most of these plans heavily emphasize bicycle and pedestrian safety. This project includes monthly resource sharing meetings with Vision Zero communities, a statewide Vision Zero group, and an extensive weeklong Vision Zero Leadership Institute held each summer in conjuction with the UNC School of Public Health. GHSP expects to expand Vision Zero efforts over the next 3 years, with more communities creating and implementing Vision Zero plans. GHSP will also work with existing Vision Zero communities to have them engage community stakeholders to help determine the direction of future traffic safety programs in North Carolina.

Media Plan

GHSP continues to seek opportunities with pedestrian safety partners to draw media attention to the issues of pedestrian safety through earned media events, particularly in counties where pedestrian incidents and injuries are most prevalent. GHSP funds NCDOT to provide *Watch for Me NC* media buys, created and evaluated in conjunction with the UNC HSRC. GHSP is funding paid media efforts to promote bicycle and pedestrian safety utilizing NCDOT's agency of record. Paid media will include sidewalk stenciling, transit signage, and other out-of-home elements. GHSP will also explore nontraditional media opportunities, such as social media platforms, to bring attention and awareness to pedestrian and bicyclist safety.

FY2024 Non-Motorized (Pedestrian and Bicycle) Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2024 North Carolina HSP to address pedestrian and bicyclist safety. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's *Countermeasures that Work*).

Project Number(s):	PS-24-05-01 / FHPE-24-17-02
Project Title:	Pedestrian Safety Action Plan FY2024
Agency:	Town of Chapel Hill
Project Description:	The project funds efforts to continue the town's Pedestrian Safety Action Plan and build off North Carolina's Vision Zero initiative to create a safe, connected, and accessible community for pedestrians. This grant will also partially fund a GIS/Complete Streets specialist to analyze existing pedestrian crash data, continue to collect pedestrian crash data, and provide guidance to treat high-risk streets and intersections. This program will also create a Vision Zero coalition comprised of community stakeholders, including representatives of underserved communities, who will guide the Plan's activities. Funding will also provide for overtime enforcement activities.
CMTW:	Chapter 8, Sections 4.1 and 4.4 (Pedestrian Safety Zones, Enforcement Strategies)

Project Number(s):	PS-24-05-02 / FHPE-24-17-03
Project Title:	NC Friendly Driver Program: Bike/Ped Safety and Better Transportation for All
Agency:	BikeWalk North Carolina
Project Description:	This new grant funds the Bicycle Friendly Driver Program, a 1.5-hour, interactive course detailing laws for drivers and bicyclists, the purpose of and how to properly use bicycle infrastructure, and how to avoid common crashes between people in cars and on bikes. In addition, NC BikeWalk will organize and deliver the NC BikeWalk Transportation Summit that focuses on non-motorized safety education and best practices.
CMTW	Chapter 9, Sections 2.2 and 4.1 (Bicycle Safety Education for Adult Cyclists, Driver Training)

Project Number(s):	FHX-24-00-00
Project Title:	GHSP In-House Pedestrian Safety Future Projects
Agency:	Governor's Highway Safety Program
Project Description:	GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.

Older Drivers

Evidence Considered

A total of 347 drivers age 65 and older were involved in fatal crashes in North Carolina during 2022. This was a decrease of 47 fatal crashes from 2021 but still an increase of 38 from pre-pandemic 2018 and 2019 older-driver-involved fatal crashes. The reduction in 2020 likely reflects decreased driving among older drivers due to the COVID-19 pandemic and statewide shutdown while the increase in 2021 and 2022 may be because of changes in miles traveled among older drivers, changes in speed and crash severity among all drivers, overtaxed health systems, and other factors.

Drivers Age 65 and Older Involved in Fatal Crashes
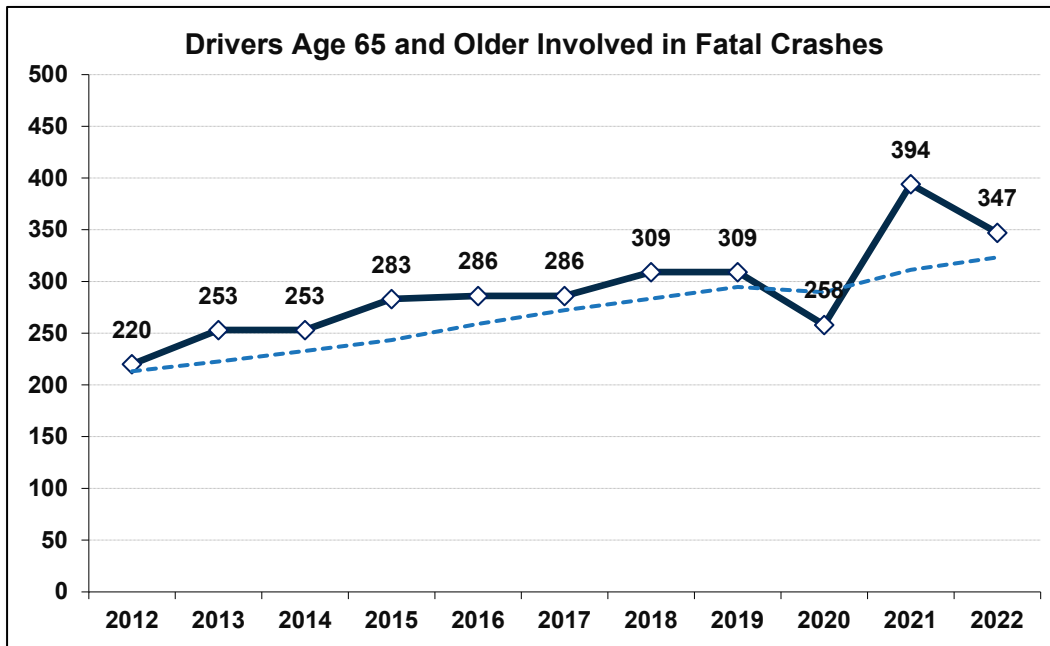
Source: FARS, 2012-2021. NCDOT, 2022.

Among older drivers involved in fatal crashes between 2017 and 2021, nearly 71 percent were male. Almost 54 percent of older driver fatal crashes occurred on rural roads. Notably, in 2021, older-driver-involved fatal crashes occurred more on urban roads than rural roads.

Older Driver Involved Fatal Crashes by Location
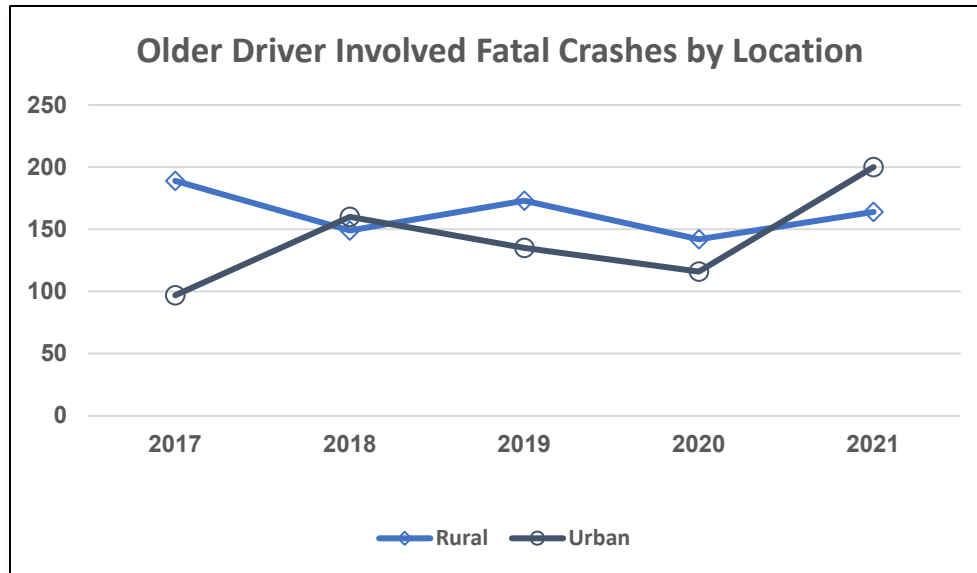
Source: FARS, 2012–2021.

Crash rates among drivers 65 and older are typically lower than for those younger than 65. This is primarily because older drivers drive fewer miles and are therefore exposed to less crash risk overall. Despite a lower number of crashes overall, older drivers are at a higher risk of fatality when they are involved in a crash, a risk that increases with more advanced age. In the figure below, the dark blue bars represent the total number of fatal crashes per age. The light blue line, on the other hand, displays the percent of total crashes that result in the driver's fatality. Drivers 85 and older are about 5 times more likely to be killed if involved in a crash than are the youngest drivers (i.e., those ages 15 to 24). To a large degree, this reflects the increasing fragility of older persons.

Number & Percent of Drivers Killed in Crashes, by Age 2017-2021
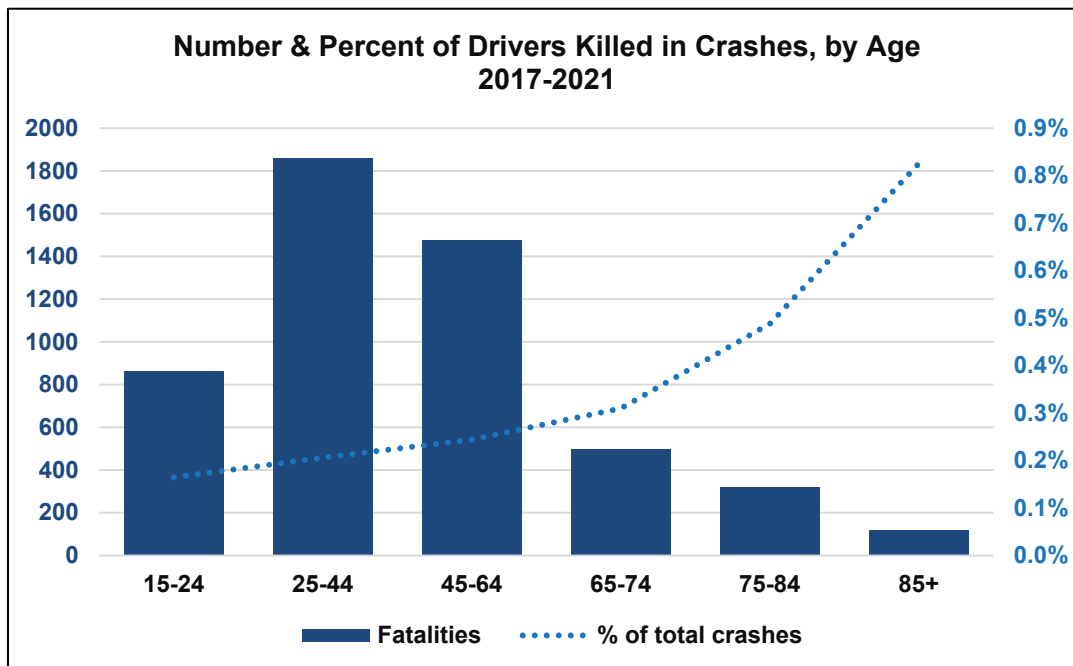
Source: North Carolina Motor Vehicle Crash Data, 2017-2021.

Fatal crashes of older and younger drivers differ by time of day, as shown in the next figure. For drivers ages 15 to 64, fatal crashes are highest in the late afternoon and early evening. For drivers aged 65 and older, crashes are highest in the early afternoon, peaking at 2 p.m. Fatal crashes at night are rare among older drivers.
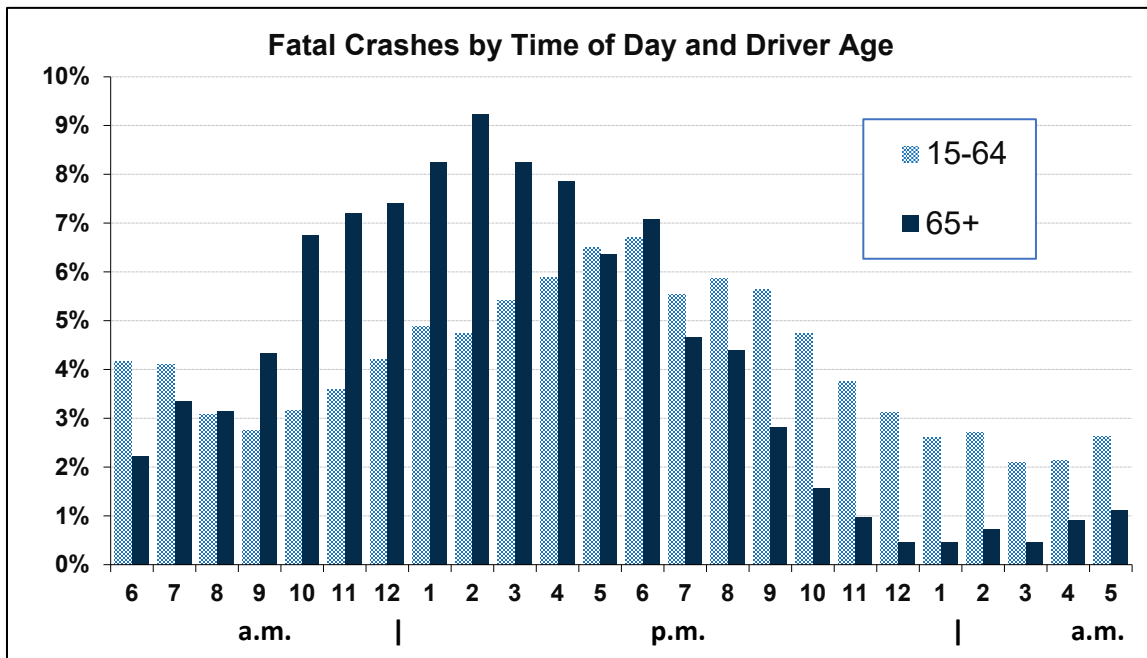
Source: FARS, 2017–2021.

In total, there were 930 older driver fatalities in North Carolina from 2017-2021. The table below lists the number of older driver fatalities as well as the percentage of the total older driver fatalities by county. The table also shows the fatal crash rate per 10,000 population for drivers 65 and older. Overall, the fatality rate by population is 5.12.

Older Driver (65+) Fatalities, 2017–2021						
County	Older Driver Fatalities	Rate*	% of 65+ Fatalities	County	Older Driver Fatalities	Rate*	% of 65+ Fatalities
Alamance	12	3.80	1.29%	Johnston	16	5.06	1.72%
Alexander	4	5.27	0.43%	Jones	1	4.59	0.11%
Alleghany	3	10.12	0.32%	Lee	11	9.61	1.18%
Anson	3	7.17	0.32%	Lenoir	12	10.29	1.29%
Ashe	4	5.66	0.43%	Lincoln	12	7.16	1.29%
Avery	3	7.43	0.32%	Macon	6	5.35	0.65%
Beaufort	10	8.67	1.08%	Madison	3	5.77	0.32%
Bertie	4	11.33	0.43%	Martin	4	7.26	0.43%
Bladen	6	10.28	0.65%	McDowell	4	4.11	0.43%
Brunswick	22	4.83	2.37%	Mecklenburg	32	2.32	3.44%
Buncombe	26	4.45	2.80%	Mitchell	1	2.75	0.11%

	Older Driver (65+) Fatalities, 2017–2021						
County	Older Driver Fatalities	Rate*	% of 65+ Fatalities	County	Older Driver Fatalities	Rate*	% of 65+ Fatalities
Burke	11	5.86	1.18%	Montgomery	12	21.12	1.29%
Cabarrus	10	3.11	1.08%	Moore	12	4.29	1.29%
Caldwell	8	4.82	0.86%	Nash	14	7.34	1.51%
Camden	2	10.58	0.22%	New Hanover	16	3.77	1.72%
Carteret	6	3.30	0.65%	Northampton	9	24.89	0.97%
Caswell	2	3.90	0.22%	Onslow	12	5.75	1.29%
Catawba	11	3.57	1.18%	Orange	5	2.12	0.54%
Chatham	9	4.19	0.97%	Pamlico	3	8.08	0.32%
Cherokee	5	5.46	0.54%	Pasquotank	3	4.46	0.32%
Chowan	2	5.78	0.22%	Pender	9	7.35	0.97%
Clay	1	2.77	0.11%	Perquimans	4	10.75	0.43%
Cleveland	14	7.20	1.51%	Person	7	8.64	0.75%
Columbus	12	11.71	1.29%	Pitt	19	7.78	2.04%
Craven	6	3.18	0.65%	Polk	4	6.73	0.43%
Cumberland	26	5.51	2.80%	Randolph	18	6.67	1.94%
Currituck	2	3.92	0.22%	Richmond	5	6.22	0.54%
Dare	1	1.13	0.11%	Robeson	25	12.52	2.69%
Davidson	13	4.06	1.40%	Rockingham	13	6.64	1.40%
Davie	4	4.26	0.43%	Rowan	14	5.07	1.51%
Duplin	8	10.64	0.86%	Rutherford	12	8.64	1.29%
Durham	8	1.86	0.86%	Sampson	17	15.18	1.83%
Edgecombe	10	9.10	1.08%	Scotland	5	7.43	0.54%
Forsyth	29	4.51	3.12%	Stanly	10	7.96	1.08%
Franklin	11	8.45	1.18%	Stokes	6	6.24	0.65%
Gaston	14	3.57	1.51%	Surry	10	6.96	1.08%
Gates	2	8.71	0.22%	Swain	1	3.49	0.11%
Graham	6	29.20	0.65%	Transylvania	5	4.61	0.54%
Granville	8	7.22	0.86%	Tyrrell	2	26.53	0.22%
Greene	5	13.72	0.54%	Union	17	5.07	1.83%
Guilford	25	2.83	2.69%	Vance	6	7.47	0.65%
Halifax	7	6.36	0.75%	Wake	24	1.65	2.58%
Harnett	27	14.38	2.90%	Warren	5	10.65	0.54%
Haywood	13	7.86	1.40%	Washington	0	0.00	0.00%
Henderson	7	2.13	0.75%	Watauga	6	6.20	0.65%
Hertford	3	7.24	0.32%	Wayne	16	8.00	1.72%
Hoke	5	8.63	0.54%	Wilkes	15	10.36	1.61%
Hyde	0	0.00	0.00%	Wilson	8	5.59	0.86%
Iredell	10	3.10	1.08%	Yadkin	11	14.42	1.18%
Jackson	5	5.54	0.54%	Yancey	3	6.33	0.32%

*Source: FARS, 2017-2021. *Rate represents rate per 10,000 population age 65 and older.*

Older driver fatalities are unevenly distributed across the state with 37 counties accounting for two-thirds of all older driver fatalities from 2017-2021. The map below displays where percentages of older driver fatalities are the highest (and lowest). The counties with the highest percentages of older driver fatalities are Mecklenburg, Forsyth, Harnett, Buncombe, and Cumberland. Each of these counties had more than 25 fatalities across the 5 years.

Percent of Older Driver Fatalities, by County
2017-2021
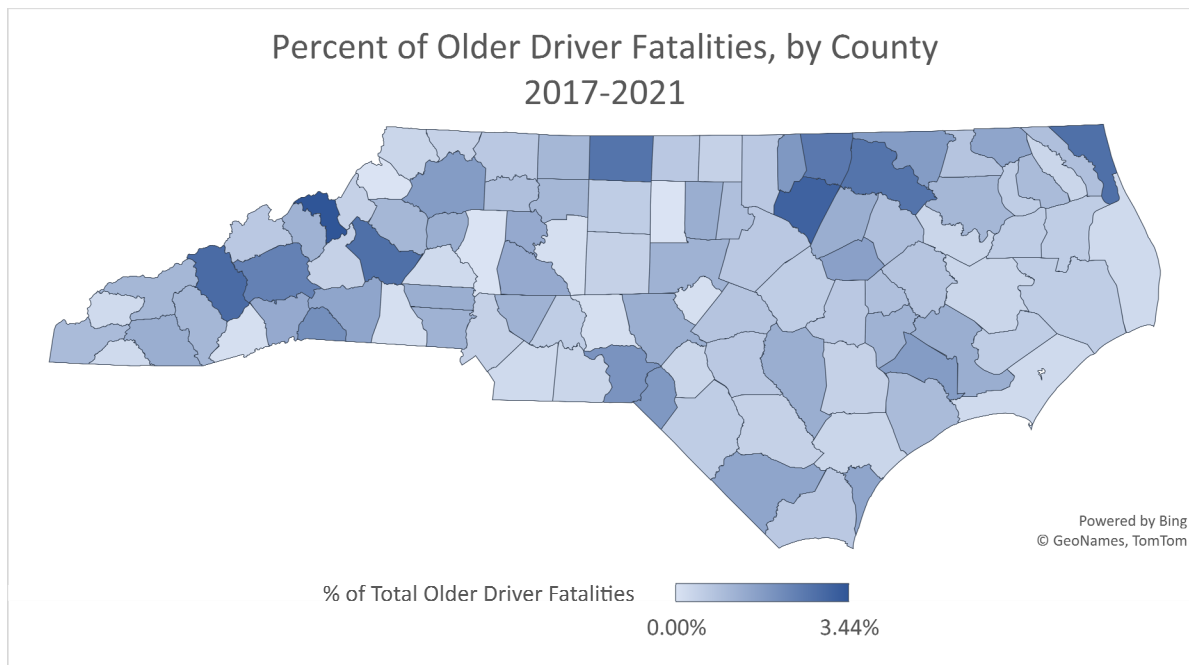
Source: FARS, 2017-2021.

Older Driver Summary

Fatal crashes involving older drivers age 65 and older have steadily increased over the past decade. When older drivers are involved in a crash, they are much more likely than their younger counterparts to be killed. Older driver crashes are most common among males on rural roads during the afternoon. The counties in North Carolina that account for the most older driver fatal crashes are Mecklenburg, Guilford, Wake, Buncombe, and Forsyth. Yadkin, Columbus, Robeson, Harnett, and Rutherford counties are notable for having a high rate of older driver fatal crashes per capita.

The population of drivers age 65 and older is expected to rise in North Carolina over the next decade. For this reason, it is important that North Carolina adopt a comprehensive approach to reduce crashes involving older drivers.

Countermeasures and Funding Priorities

Since the spring of 2004, GHSP has collaborated with and helped support a statewide Senior Driver Safety Coalition. The Coalition assists North Carolina's growing population of older adults in driving safely for as long as possible and provides access to viable transportation alternatives when driving is no longer an option. With GHSP's support, the Coalition has developed www.ncseniordriver.org, a website to provide one-stop shopping for information about older driver safety and resources in North Carolina. The website is a resource to the state's older drivers, family members of older drivers, physicians, law enforcement personnel, and others.

GHSP is a key part of the Coalition, which serves as the lead for older driver programs in North Carolina, establishes goals for the state's older driver safety programs, and facilitates coordination between groups responsible for older driver safety issues. Experts and/or community members representing older drivers serve on the Executive Committee for Highway Safety, the Impaired Driving Task Force, and the Strategic HSP Implementation Committee. AARP is an active participant in many GHSP activities, including the Safety City project conducted during the North Carolina State Fair.

GHSP is working with the UNC HSRC in FY2023 to pilot the CarFit 1:1 Program in 3-6 partners in North Carolina communities. CarFit is a national program created by AAA, the American Occupational Therapy Association, and AARP to address the need for improved fit between vehicle and driver. The UNC HSRC will complete a process evaluation to determine successes and any barriers that might need to be addressed.

GHSP is working closely with East Carolina University's Occupational Therapy Program on a NHTSA-funded project to promote Highway Safety Program Guideline No. 13. The demonstration program will focus on improving access for medically at-risk older drivers to obtain a comprehensive driving evaluation and to provide education to law enforcement personnel about older driver issues.

Finally, many of the interventions and projects described in this HSP are in counties with a burgeoning number of older drivers, such as Buncombe, Wake, and Brunswick counties.

Media Plan

GHSP will seek opportunities with older driver partners to draw media attention to the increasing issue of older driver safety, particularly in counties where older-driver-involved crashes are most prevalent. GHSP began funding a general media grant in 2023 to focus on speeding and vulnerable road users including older drivers. GHSP will also explore nontraditional media opportunities such as utilizing social media platforms to bring attention and awareness to older driver safety.

FY2024 Older Drivers Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2024-2026 North Carolina HSP to address older driver safety. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's *Countermeasures that Work*).

Project Number:	CP-24-09-05
Project Title:	Identifying and Reporting Medically At-Risk Older Drivers-Exp. Stakeholders
Agency:	East Carolina University
Project Description:	This project will further efforts to create a training video to educate emergency responders in Brunswick, Mecklenburg, and Pitt counties in the proper protocols for identifying and reporting medically at-risk older drivers. This effort will reduce the number of at-risk drivers on roadways and thus reduce the number of fatalities involving older drivers. This project will also implement an effective evaluation plan to improve education for older driver stakeholders.
CMTW:	Chapter 7, Section 1.2 (General Communications and Education)

Project Number: CP-24-09-08
Project Title: Senior Driver Information Center
Agency: UNC Highway Safety Research Center
Project Description: This continuing project supports the statewide Senior Driver Safety Coalition and supports a website to educate older adults and their families about ways aging can affect driving, steps that individuals and families can take to keep driving safer and longer, available resources, and how to access these services.
CMTW: Chapter 7, Section 1.2 (General Communications and Education)

Communications (Media)

According to NHTSA's *Countermeasures that Work*, high-visibility enforcement is one of the most effective approaches for reducing impaired driving and seat belt nonuse. The "high visibility" aspect of campaigns such as *Click It or Ticket* and *Booze It & Lose It* is key because the largest benefit comes from deterring the general driving population from violating traffic safety laws. When drivers believe impaired driving or seat belt nonuse is likely to be detected and violators punished, fewer will engage in these high-risk behaviors. To ensure the general driving population is aware of law enforcement campaigns, they must be highly visible and publicized extensively. Additionally, GHSP recognizes the need to expand its communications outreach efforts to other safe driving practices in order to address upticks in fatal crashes, including pedestrian safety, speeding, and distracted driving at all times of the year.

The GHSP Communications and Media plan targets the occupant protection and alcohol-impaired driving efforts of these two campaigns and also encompasses communications efforts meant to prevent additional negative traffic behaviors as cited above. North Carolina data show males ages 21-34 are less likely to buckle up and are disproportionally involved in impaired driving crashes, and many of GHSP's media efforts target this demographic. All campaigns in these areas will include both paid and earned media. This includes a new and innovative media strategy involving digital video, internet radio, microtargeted social media advertising, strategic use of social influencers, and digital display presence. There is also a new emphasis on outreach to diverse communities through paid advertising in Spanish-language publications and Black publications. To a lesser extent, GHSP will also use paid media to support pedestrian/bicycle safety and motorcycle safety activities.

One new focus of the overall media buy plan is a social media influencer campaign. GHSP has worked with its grantee's advertising agency to identify a diverse network of North Carolina-based influencers on Instagram and Tik Tok with significant followings. In FY2021, it began working with these influencers on *Booze It & Lose It* and *Click It or Ticket* campaigns. Influencers are given a list of talking points developed by GHSP to include in their Tik Tok posts and Instagram reels however they see fit. GHSP has final say over content. This advertising method has allowed it to better connect with young audiences through a peer-to-peer approach and has generated numerous impressions and interesting and relevant discussions in the comments sections of these posts.

In FY2022, GHSP, in conjunction with NCDOT and its advertising agency, developed new creative messaging focused on seatbelt use, impaired driving, and overall safe driving habits. These three campaigns have a cohesive and professional look and feel. In FY2023, a new Local Heroes campaign was developed to encourage seatbelt use, featuring local law enforcement officials who have firsthand experience responding to crashes. This expanded on the successful Local Heroes ad campaign done in FY2021 and will put a human face on the toll that crashes take. It also created a new BILI campaign featuring a talking moose head as a unique and engaging way to reach younger audiences over a variety of media platforms. Lastly, in FY2024-2026 GHSP plans to develop and release a new umbrella campaign to address a comprehensive list of safe driving behaviors.

In 2023, GHSP continued partnerships with the NCHSAA and worked with them in initiating more targeted outreach to schools. GHSP continued advertising with the Carolina Hurricanes NHL team, and is also involved in a multistate partnership with the Atlanta Braves. GHSP also expanded outreach to Historically Black Colleges and Universities by creating in-person displays at several sporting events at

these campuses and nearby underserved communities. Additionally, GHSP partnered with NASCAR to reach a rural demographic. This includes advertising directly on NASCAR's main webpage.

GHSP hosted the North Carolina Traffic Safety Conference and Expo in August 2022 and plans to host another in April 2024. GHSP also has a grant with ITRE to host at least five small group trainings and five online trainings on topics of importance to GHSP grantees and other traffic safety experts.

Pedestrian and bicycle media efforts will focus on awareness of the *Watch for Me NC* campaign. Paid media will include sidewalk stenciling, transit signage, and other out-of-home elements. Motorcycle safety awareness media efforts will include social media, outreach to motorcycle clubs, and marketing opportunities in conjunction with selected motorcycle events promoting the training classes offered through the BikeSafe NC program.

There have been some significant changes to GHSP's media outreach efforts in recent years in order to modernize its approach, make its creative campaigns more cohesive and professional, and better reach key demographics. Beyond its paid media plan, there have been some changes in how it approaches earned media as well. One change of note is the shift away from traditional media kickoff events. Local media outlets are now less able to attend kickoff events or cover them, and the way target demographics consume media has changed. Younger audiences are less likely to watch the local news, read the newspaper, or listen to commercial radio. With this in mind, GHSP has scaled back on in-person events in favor of localized campaign kickoffs led by local law enforcement agencies. GHSP has created communications toolkits for law enforcement agency partners to use to promote their efforts to their own audiences via social media platforms and relationships with their local media outlet. This has received positive response so far and continues to grow in participation.

FY2024 Communications (Media) Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2024 North Carolina HSP to address communications/media. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's *Countermeasures that Work*).

Project Number(s):   PM-24-18-02

Project Title: GHSP In-House Impaired Driving Media Buys

Agency: NCDOT Communications Office

Project Description: This ongoing project funds media campaigns to address impaired driving issues. This project also funds marketing efforts associated with sporting and other events. GHSP plans to continue outreach efforts regarding impaired driving with a media placement campaign during each enforcement period. These campaigns may include social media, out-of-home, streaming radio, and other media sources identified through a data-driven approach in conjunction with the advertising agency of record. The agency of record is funded through NCDOT to coordinate creative, media buys and placement, and statewide distribution of GHSP's message during and between campaigns.

CMTW: Chapter 1, Section 5.2 (Mass Media Campaigns)

Project Number(s): M1PE-24-13-01/ PM-24-18-03

Project Title: GHSP In-House Occupant Protection Media Buys

Agency: NCDOT Communications Office

Project Description: This ongoing project funds media campaigns to address occupant protection issues. This project also funds marketing efforts associated with sporting and other events. GHSP plans to continue outreach efforts regarding impaired driving with a media placement campaign during each enforcement period. These campaigns may include social media, out-of-home, streaming radio, and other media sources identified through a data-driven approach in conjunction with the advertising agency of record. The agency of record is funded through NCDOT to coordinate creative, media buys and placement, and statewide distribution of GHSP's message during and between campaigns.

CMTW: Chapter 2, Section 2.2 (Strategies for Low-Belt-Use Groups)

Project Number(s): PM-24-18-01

Project Title: GHSP In-House General Media Buys

Agency: NCDOT Communications Office

Project Description: This ongoing project funding media campaigns to address traffic safety issues such as speeding, distracted driving, older drivers, unattended vehicle deaths, etc. GHSP plans to continue outreach efforts regarding these traffic safety issues with a media placement campaign during any applicable enforcement campaign or event. Campaigns may include social media, out-of-home, streaming radio, and other media sources identified through a data-driven approach in conjunction with the advertising agency of record. The agency of record is funded through NCDOT to coordinate creative, media buys and placement, and statewide distribution of GHSP's message during and between campaigns.

CMTW: Chapter 3, Section 4.1 (Communications and Outreach Supporting Enforcement); Chapter 4, Section 2.1 (Communications and Outreach on Distracted Driving); Chapter 5, Section 4 ((Motorcycle Safety) Communications and Outreach)

Project Number(s): FHPE-24-17-01

Project Title: GHSP In-House Pedestrian Safety Media Buys

Agency: NCDOT Communications Office

Project Description: This ongoing project funds a media campaign to address bicycle and pedestrian safety and to advance the work of the Watch for Me *NC* initiative. GHSP will fund outreach efforts regarding bicycle and pedestrian safety with a media placement campaign that may include social media, public transit wraps, and other media sources as identified through a data-driven approach in conjunction with the advertising agency of record. The agency of record is funded through NCDOT to

coordinate creative, media buys and placement, and statewide distribution of GHSP's message.

CMTW: N/A

Evidence-based Traffic Safety Enforcement Program (TSEP)

GHSP has developed policies and procedures to ensure that enforcement resources are used efficiently and effectively to support the goals of North Carolina's highway safety program. North Carolina incorporates an evidence-based approach in its statewide enforcement program through the components described below.

Data-driven Problem Identification

GHSP conducts an extensive problem identification process to develop and implement the most effective and efficient plan for the distribution of federal funds. Several data sources are examined to give the most complete picture of the major traffic safety problems in the state. These include, but are not limited to, Fatal Analysis Reporting System (FARS) data, North Carolina Traffic Crash Data, State Data Systems data, North Carolina Judicial Branch adjudication data, and seat belt use observational surveys, as well as equity data and information gathered through public participation and engagement. The problem identification process ensures that funded initiatives address the most critical crash, fatality, and injury problems within the state. This process also provides appropriate criteria for designating funding priorities and setting benchmarks for the administration and evaluation of the HSP. This data analysis process allows GHSP to identify which drivers or other road users are overrepresented in crashes, and to determine when (day vs. night, weekday vs. weekend) and where (counties and cities, urban vs. rural roads) crashes are occurring. Behavioral measures, such as alcohol impairment and seat belt non-use, are also examined. Other groups of experts such as the Impaired Driving Task Force, Occupant Protection Task Force, and Traffic Records Coordinating Committee advise GHSP on data-driven goals and outcomes and provide formal and informal recommendations on funding priorities.

GHSP collaborates with law enforcement professionals across the state to develop partnerships and implement traffic safety programs where most needed. Many of these relationships have been cultivated over many years through our STEP (Statewide Traffic Enforcement Program) Program. The STEP website allows law enforcement agencies to report campaign enforcement activities. GHSP's network of regional Law Enforcement Liaisons and County Coordinators provide invaluable contributions. LEL's are consulted during GHSP's grant review process to ensure community based needs related to traffic safety are addressed. Our law enforcement professionals interact with members of their respective communities on a daily basis and are able to provide GHSP with public input necessary to effectively develop programming. Our law enforcement grant partners are asked to regularly participate in education efforts through Driver's Education and school presentations. Outreach efforts are conducted at events such as National Night Out and the N.C. State Fair. Information gathered through public participation and engagement with our law enforcement partners have and will continue to assist greatly in GHSP's traffic safety planning.   In FY2024, GHSP will work to have our law enforcement partners to capture the traffic safety concerns expressed at scheduled community meetings and report this information to GHSP to be used in the development of effective programming.

GHSP utilizes an in-house review team to review project applications and to prioritize applications based on the proposed problem identification, goals and objectives, use of evidence-based strategies and activities, budget, and past performance.

Selection of Evidence-based Countermeasures

To address these problem areas and to meet North Carolina's goals for FY2024-2026, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries, and fatalities, including evidence-based high-visibility enforcement, communications activities, and effective policy change. To assist in this process, GHSP uses the 10th Edition of NHTSA's *Countermeasures that Work* (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

Countermeasures will include high-visibility enforcement of alcohol, speed, and occupant protection laws using enforcement checkpoints and saturation patrols. These enforcement efforts will be well-publicized to the driving public through comprehensive media plans.

Continuous Monitoring

To ensure law enforcement projects remain committed to their stated plans, GHSP Specialists use various tracking mechanisms to monitor the progress of each project. Each funded agency must submit quarterly progress reports to document whether the goals and outcomes of each project are met. Projects are required to report on activities such as monthly enforcement actions taken, educational programs delivered, and hours worked. During each statewide enforcement campaign, GHSP requires law enforcement agencies with grant funding to report their engagement activities online every week, including checkpoint and saturation patrol activities, the locations and times worked, the number of officers present, and other relevant information. This monitoring allows GHSP to adjust an agency's enforcement plans in sufficient time to provide the greatest use of resources to address targeted traffic safety problems.

High-Visibility Enforcement Strategies

High-visibility enforcement is a traffic safety approach designed to deter unlawful traffic behaviors. High-visibility enforcement involves checkpoints, saturation patrols, and other proactive law enforcement activities targeting a specific traffic safety issue. These efforts are combined with paid and earned media and other forms of public awareness to educate the public and to promote voluntary compliance with the law. According to NHTSA's *Countermeasures that Work*, high-visibility enforcement is one of the most effective approaches for reducing impaired driving, speeding, and seat belt nonuse.

Impaired Driving

North Carolina has developed a comprehensive program to combat impaired driving and to maximize the likelihood of detecting, arresting, and convicting impaired drivers. The state has implemented the *Booze It & Lose It* campaign every year since 1994. This is a statewide campaign stressing enforcement, public awareness, and media coverage. The statewide participation rate for law enforcement agencies in all highway safety campaigns was 86.5 percent (compared to 89.0% in 2021). Statewide participation in *Booze It & Lose It* campaigns averaged 86.3 percent of all law enforcement agencies (compared to 89.5% in 2021). GHSP continues to utilize an online reporting system for law enforcement agencies to report campaign activity. The system allows each department to enter their activity each week during any campaign and have their numbers immediately included in the statewide totals. GHSP uses a network of 11 Regional Law Enforcement Liaisons (LELs) working with up to 100 county coordinators (LECCs) to ensure full participation throughout the state. All law enforcement agencies funded by GHSP must participate in a minimum of one DWI checkpoint each month and in all high-visibility enforcement campaigns.

Law enforcement officers in North Carolina use seven mobile breath-alcohol testing units, better known as BAT Mobiles, to increase the efficiency of on-site DWI processing. The BAT Mobiles are fully functional DWI processing centers. Each BAT Mobile is equipped with evidentiary breath test instruments, a DRE evaluation room, 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 played a major role in assisting law enforcement officers at DWI checking stations and in raising awareness of the dangers of impaired driving at education and safety events. Each year, the BAT Program receives approximately 450-500 requests to participate in enforcement and educational events. Approximately 35 percent of those requests are for educational events that promote safety across the state. Each BAT mobile unit displays the logos of *Booze It & Lose It* and *.08 It's the Law*.

GHSP's annual *Booze It & Lose It* campaigns are the most intense periods of enforcement activities for the BAT Mobiles. Typically, these campaigns are conducted when drinking and driving is most frequent, including the St. Patrick's Day period, the weeks surrounding the July Fourth holiday, Labor Day holiday, Halloween period, and the pre-Christmas to New Year time period.

GHSP continues to establish 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.–6 a.m. During FY2023, GHSP provided Section 402 and Section 405 funds to support DWI Enforcement Team efforts in Buncombe, Davidson, Forsyth, Gaston, Guilford, Iredell, Mecklenburg, Onslow, Union, and Wake counties. Collectively, these 10 counties accounted for one-third (33%) of the alcohol-involved fatalities in North Carolina during the past 5 years, and they include 8 of the top 15 counties. 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 field sobriety tests, and educate the public about the dangers of driving while impaired. GHSP also provided access to data and county maps in these communities to communicate the location of impaired-driving crashes, injuries, and fatalities, as well as the time of day and day of week that these are occurring.

Occupant Protection

Research shows that seat belts are the single most important safety device for reducing injuries and fatalities for vehicle occupants during a crash. North Carolina has developed a comprehensive program that combines law enforcement and increased public awareness to enforce the state's occupant protection laws. The nationwide *Click It or Ticket* program, first developed in North Carolina more than 25 years ago, is one of North Carolina's best tools for increasing seat belt use. GHSP remains committed to encouraging every North Carolinian to buckle up during every trip—day and night.

In addition to participation in the *Click It or Ticket* mobilizations conducted each spring and fall, GHSP law enforcement grantees are required to conduct a minimum of one nighttime seat belt enforcement effort each month. GHSP also encourages nighttime seat belt enforcement in counties that are overrepresented in unbelted fatalities. GHSP educates law enforcement agencies on the importance of improving seat belt compliance rates and their role in reducing unrestrained fatalities and injuries. GHSP provided law enforcement agencies a guide with descriptions of both the Child Passenger Safety Law and the Seat Belt Law. This guide gives law enforcement officers, particularly those with little to no training in CPS, a clear outline of how to enforce the law.

To increase occupant protection enforcement and to improve seat belt usage rates in North Carolina, GHSP partnered with the North Carolina State Highway Patrol to conduct Special Operation Projects in designated high-risk counties. Selected enforcement days and times corresponded with data that showed when unrestrained fatalities were occurring. The Special Operation Projects in FY2022 were conducted in New Hanover, Robeson, Wake, Johnston, Guilford, Alamance, Davidson, Forsyth, Iredell, and Mecklenburg counties. These efforts resulted in 576 seat belt and 27 CPS citations. Overtime enforcement was conducted for 675 hours.

Speeding

The statewide *Speed a Little. Lose a Lot* campaign seeks to remind drivers there is no reason to speed because the consequences could be more than just getting a ticket. The campaign complements the North Carolina Vision Zero initiative, which seeks to reach zero traffic-related fatalities through coordinated agency-to-agency efforts that help change the overall traffic safety culture. North Carolina conducted the *Speed a Little. Lose a Lot* campaign from April 3 – 9, 2023.

GHSP has continued to fund enforcement activity hours for traffic safety officers in counties with increased speeding and unrestrained fatalities. In FY2023, GHSP provided funding for new enforcement activity hours in the Columbus County Sheriff's Office, the Thomasville Police Department (Davidson County), the Davidson Police Department (Davidson County), the Pineville Police Department (Mecklenburg County), and the Zebulon Police Department (Wake County). Additional enforcement

efforts took place through the administration of overtime grants to the Craven County Sheriff's Office, the Dare County Sheriff's Office, the Onslow County Sheriff's Office, the Hendersonville Police Department (Henderson County), the Franklinton Police Department (Franklin County), the Franklin Sheriff's Office, the Raleigh Police Department (Wake County), the Salisbury Police Department (Rowan County), the Wilson Mills Police Department (Johnston County), the Concord Police Department (Cabarrus County), the Currituck County Sheriff's Office, and the North Carolina State Highway Patrol. For all teams, speed enforcement in high crash corridors was part of the traffic safety team's day-to-day duties.

GHSP encourages counties to adopt systematic approaches to identify priority roads. The Vision Zero Analytics project, funded by GHSP, provides data and county maps, crash information and spot location data, U.S. Census data, and demographic data to agencies. Additionally, GHSP promotes training in Data-Driven Approaches to Crime and Traffic Safety enforcement strategies. In FY2024-2026, GHSP will also provide additional training to law enforcement agencies on the TDI and other data sources to help pinpoint communities that are traditionally underrepresented in outreach but overrepresented in crashes. GHSP has continued its long-standing partnership with the North Carolina Justice Academy to provide training in crash investigation and speed measuring instrument certification to law enforcement officers statewide. GHSP has a marketing opportunity with the North Carolina Sheriff's Association to market GHSP programs to participants in the annual North Carolina Sheriff's Leadership Institute, and another with the North Carolina Association of Chiefs of Police to market GHSP programs at the annual conference and regional meetings.

Equipment and Software/IT Requests of $5,000 or More

Equipment Requests of $5,000 or More						
Project #	Agency	Grant Name	Description	Quantity	Cost Per Item	Total Costs
TSP-24-23-05	S Solutions, Inc.	The StreetSafe Lifesaving Driving Experience (Spanish Version)	Seatbelt Convincer	1	$25,000.00	$25,000
PT-24-06-08	Charlotte-Mecklenburg Police Department	Region 8 LEL	Seatbelt Convincer	1	$25,000.00	$25,000
PT-24-06-09	Marion Police Department	Region 9 LEL	In-Car Video System-Includes Install/Shipping	2	$6,000.00	$12,000.00
PT-24-06-06	Rockingham Police Department	Region 6 LEL	In-Car Video System-Includes Install/Shipping	2	$6,000.00	$24,000
AL-24-02-06	Huntersville Police Department	Huntersville Driving While Impaired Enforcement Unit	Patrol Vehicle with Lighting, Siren, Radio, etc.	2	$40,000.00	$80,000.00
AL-24-02-06	Huntersville Police Department	Huntersville Driving While Impaired Enforcement Unit	In-Car Video System-Includes Install/Shipping	2	$6,000.00	$12,000.00
PT-24-06-41	NC Department of Justice	Spreading the Belief in Vision Zero	Patrol Vehicle with Lighting, Siren, Radio, etc.	2	$40,000.00	$80,000.00
PT-24-06-41	NC Department of Justice	Spreading the Belief in Vision Zero	Electronic Data Retrieval (EDR) Cable Kits	4	$7,645.00	$30,580
PT-23-06-43	Mint Hill Police Department	Mint Hill Traffic Enforcement	Patrol Vehicle with Lighting, Siren, Radio, etc.	1	$40,000.00	$40,000.00
PT-23-06-43	Mint Hill Police Department	Mint Hill Traffic Enforcement	In-Car Video System-Includes Install/Shipping	1	$6,000.00	$6,000.00
PT-24-06-26	Tabor City Police Department	Tabor City Traffic Enforcement Officer	Patrol Vehicle with Lighting, Siren, Radio, etc.	1	$40,000.00	$40,000.00
PT-24-06-26	Tabor City Police Department	Tabor City Traffic Enforcement Officer	In-Car Video System-Includes Install/Shipping	1	$6,000.00	$6,000.00

Equipment Requests of $5,000 or More						
Project #	**Agency**	**Grant Name**	**Description**	**Quantity**	**Cost Per Item**	**Total Costs**
PT-24-06-03	Brunswick County Sheriff's Office	Region 3 LEL	Golf Cart (Educational Programs & Community Outreach)	1	11,500.00	$11,500.00
M5BAC-24-15-01	N.C. Department of Health & Human Services Forensic Testing for Alcohol	BAT Program	Fingerprint Devices & Software	2	19,000.00	$38,000.00
M5TR-24-15-01	N.C. Department of Health & Human Services Forensic Testing for Alcohol	DRE Program	DAX Camera and Protective Case	1	5,500.00	$5,500.00
PT-24-06-12	Dare County Sheriff's Office	Region 1 LEL	In-Car Video System-Includes Install/Shipping	3	$6,000.00	$18,000.00
M11MT-24-16-03	Lenoir County Community College	North Carolina Motorcycle Safety Education Program Equipment/Personnel	Sport Haven 7X20 Aluminum Trailer	1	$10,000.00	$10,000.00
PT-24-06-44	Marion Police Department	Marion Police Department Crash Reduction and Education Initiative	Patrol Vehicle with Lighting, Siren, Radio, etc.	1	$40,000.00	$40,000.00
PT-24-06-44	Marion Police Department	Marion Police Department Crash Reduction and Education Initiative	In-Car Video System-Includes Install/Shipping	1	$6,000.00	$6,000.00
PT-24-06-37	Robeson County Sheriff's Office	Robeson County Traffic Enforcement Unit Expansion FY 2024	Patrol Vehicle with Lighting, Siren, Radio, etc.	1	$40,000.00	$40,000.00
PT-24-06-37	Robeson County Sheriff's Office	Robeson County Traffic Enforcement Unit Expansion FY 2024	In-Car Video System-Includes Install/Shipping	1	$6,000.00	$6,000.00
PT-24-06-01	NC Governor's	Statewide Traffic Enforcement Program	DWI Simulators	TBD	$25,000.00	TBD

		Equipment Requests of $5,000 or More				
Project #	**Agency**	**Grant Name**	**Description**	**Quantity**	**Cost Per Item**	**Total Costs**
	Highway Safety Program					
PT-24-06-01	NC Governor's Highway Safety Program	Statewide Traffic Enforcement Program	Crash Data Retrieval Kits	TBD	$6,000.00	TBD
PT-24-06-01	NC Governor's Highway Safety Program	Statewide Traffic Enforcement Program	Pole Mounted Speed Display Signs	TBD	$6,000.00	TBD
PT-24-06-01	NC Governor's Highway Safety Program	Statewide Traffic Enforcement Program	In-Car Video System-Includes Install/Shipping	TBD	$6,000.00	TBD

		Software/IT Requests of $5,000 or More				
Project #	**Agency**	**Grant Name**	**Description**	**Quantity**	**Cost Per Item**	**Total Costs**
TSP-24-23-03	UNC-HSRC	Time To Drive Parent Training Program	Online Time to Drive Development Program	1	$85,000.00	$85,000
TR-24-07-02 M3DA-24-14-01	North Carolina State University - ITRE	N.C. Vision Zero Technical and Program Support FY2024	Hosting/Cloud Services-Azure Cloud Services	1	$10,500.00	$10,500.00
TR-24-07-02 M3DA-24-14-01	North Carolina State University - ITRE	N.C. Vision Zero Technical and Program Support FY2024	BI Site License (Prorate)	1	$23,000.00	$23,000.00
M5TR-24-15-01	N.C. Department of Health & Human Services Forensic Testing for Alcohol	DRE Program	Everbridge Web-Based DRE Call-Out System Maintenance and Support	1	$6,500.00	$6,500.00

		Software/IT Requests of $5,000 or More				
Project #	**Agency**	**Grant Name**	**Description**	**Quantity**	**Cost Per Item**	**Total Costs**
M5BAC-24-15-02	N.C. Department of Health & Human Services Forensic Testing for Alcohol	Science Program	Acadis Software Solutions Annual Renewal Fee	1	206,000.00	$206,000.00
M5BAC-24-15-03	New Hanover County Sheriff's Office	New Hanover County Sheriff's Office Forensic Laboratory Grant	Trace 1310 Gas Chromatograph Annual Service	1	$6,500.00	$6,500.00
M5BAC-24-15-04	N.C. Department of Justice	North Carolina State Crime Lab Toxicology Enhancement 2024	Preventative Maintenance/Service Contracts Three Gas Chromatographs	3	$49,200.00	$147,600.00
PA-24-01-01	NC Governor's Highway Safety Program	Planning and Administration	Enterprise Business Service (EBS) Charge (Grants System Access)	1	$108,464.00	$108,464.00

All equipment purchased will meet Buy America guidelines and state procurement procedures. Furthermore, all equipment purchased will be associated with enforcement, data enhancement, and reporting grants. Specific use of the equipment and software included in the above table are included within the grants. GHSP understands equipment purchased with federal funds must be associated with a grant and highway safety activity.

Regional LEL Grants

Regional Law Enforcement Liaisons play a vital role in encouraging and coordinating online campaign reporting throughout the state. Regional LELs are provided funding for travel, training, County Coordinator meetings, and the purchase of equipment to further highway safety efforts within their respective regions. Regional LELs have requested the following types of traffic safety equipment in FY2024:

- In-Car Video Systems: The successful adjudication of traffic safety violations is vital. The installation of in-car cameras assists traffic officers retain critical evidence necessary to secure a conviction in court. In addition, the camera systems ensure accountability on the part of both the officer and the citizen during a traffic stop, thus increasing support and trust for traffic enforcement activities. The camera systems further provide training opportunities and strategies.

- Mobile Data Terminals: The use of electronic crash reporting allows for more accurate and timely data to be made available to NCDMV. More accurate and timely data provides for the ability to recognize and identify traffic safety concerns more readily. Mobile data terminals ensure that officers have the use of E-Citation for citing traffic violations and provides more timely and accurate arrest data.
- Seatbelt Convincer: This equipment is used to simulate a low-impact collision and serves to greatly impact how participants learn to value the importance of wearing a seatbelt. Regional LELs maintain a seatbelt convincer to be used in educational and outreach events within their regions.
- DWI Simulation Golf Carts: Golf carts are used in conjunction with impaired driving goggles to simulate the effects of alcohol- and drug-impaired driving. The LELs provide this equipment across their respective regions for educational and outreach events, especially in high schools.

GHSP STEP

GHSP conducts various enforcement efforts throughout the year, including several *Booze It & Lose It* and *Click It or Ticket* campaigns. GHSP encourages law enforcement agencies to participate and report their citation totals via online reporting on a weekly basis during each campaign as well as other times during the year. Agencies are evaluated at the end of the year for their participation and reporting. Based on a demonstrated need, agencies may then request specific equipment to assist GHSP in achieving their goals in the reduction of alcohol, speed, or unrestrained fatalities. Equipment made available to participating law enforcement agencies through GHSP STEP is included in this equipment list. The actual number of items to be purchased will not be known until the resource allocation phase of the program is implemented following the onset of the fiscal year. Once equipment is identified, a request with specific totals will be forwarded to NHTSA for approval prior to purchase. GHSP allocates funding for such purchases within the GHSP STEP grant. The following equipment is available:

- Driving While Impaired Simulators: Impaired driving fatalities rose in 2018 and the long-term trend suggests a gradual rise. Education regarding the risks related to impaired driving is crucial to addressing this traffic safety issue. DWI simulators are an effective tool to educate the public regarding the consequences of the effects of alcohol on driving and further attempt to reduce impaired driving fatalities. DWI simulators allow a driver to experience the effects of driving impaired through virtual reality.
- Crash Data Recorders: Vehicle crash data is data stored in the vehicle's safety system after a crash. This data is an important evidentiary component to be collected and evaluated as part of a vehicle crash investigation. The crash data is unbiased, proven, accurate, and defensible. When examined along with other available physical evidence from a crash, the vehicle crash data provides a much clearer understanding of what happened before, during, and after the crash so that effective countermeasures can be put in place to reduce the likelihood of future crashes.
- In-Car Video Systems: The successful adjudication of traffic safety violations is vital. The installation of in-car cameras helps traffic officers retain critical evidence necessary to secure a conviction in court. In addition, the camera systems ensure accountability on the part of both the officer and the citizen during a traffic stop, thus increasing support and trust for traffic enforcement activities. The camera systems further provide training opportunities and strategies.

GHSP will fund several new personnel grants for traffic enforcement and education purposes. The initial year of these grants includes the purchase of equipment for the position, to include a patrol vehicle, in-car video system, RADAR, LIDAR, and mobile data terminal.

In addition, GHSP is seeking approval to purchase Buy American–compliant fingerprint/photograph capture devices, the needed software, and warranties to be placed in BAT Mobile Units and used by law enforcement officers to collect fingerprints and photographs of individuals arrested for impaired driving offenses during checkpoints. The collection of fingerprints from individuals arrested for impaired driving offenses is required by law in North Carolina. The ability to collect these fingerprints on-site will save participating agencies and officers at checkpoint locations from having to transport the arrestee to a law enforcement facility for the sole purpose of fingerprints, thus allowing participating officers to continue checkpoint operations.

Cost Summary

U.S. Department of Transportation National Highway Traffic Safety Administration

State: North Carolina

Highway Safety Plan Cost Summary

2024-HSP-1

For Approval

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Report Date: 08/08/2023

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
NHTSA								
FAST Act NHTSA 402								
Alcohol								
	AL-2024-00-00-00	Impaired Driving Future Projects GHSP	$.00	$.00	$.00	$5,000,000.00	$5,000,000.00	$.00
	AL-2024-02-02-00	NCDPS SHP BILI Overtime	$.00	$.00	$.00	$300,000.00	$300,000.00	$.00
	Alcohol Total		**$.00**	**$.00**	**$.00**	**$5,300,000.00**	**$5,300,000.00**	**$.00**
Motorcycle Safety								
	MC-2024-03-01-00	NCDPS SHP BikeSafe 2024	$.00	$.00	$.00	$10,000.00	$10,000.00	$.00
	Motorcycle Safety Total		**$.00**	**$.00**	**$.00**	**$10,000.00**	**$10,000.00**	**$.00**
Occupant Protection								
	OP-2024-04-01-00	NCDPS SHP CIOT Overtime	$.00	$.00	$.00	$200,000.00	$200,000.00	$.00
	OP-2024-04-02-00	NC Judicial Conference of District Attor	$.00	$.00	$.00	$435,996.87	$435,996.87	$.00
	Occupant Protection Total		**$.00**	**$.00**	**$.00**	**$635,996.87**	**$635,996.87**	**$.00**
Pedestrian/Bicycle Safety								
	PS-2024-05-01-00	Chapel Hill Pedestrian Safety Action Pla	$.00	$.00	$.00	$10,000.00	$10,000.00	$10,000.00
	PS-2024-05-02-00	BikeWalk North Carolina	$.00	$.00	$.00	$30,000.00	$30,000.00	$.00
	Pedestrian/Bicycle Safety Total		**$.00**	**$.00**	**$.00**	**$40,000.00**	**$40,000.00**	**$10,000.00**
Police Traffic Services								
	PT-2024-06-01-00	GHSP STEP Program	$.00	$.00	$.00	$400,000.00	$400,000.00	$400,000.00
	Police Traffic Services Total		**$.00**	**$.00**	**$.00**	**$400,000.00**	**$400,000.00**	**$400,000.00**
Traffic Records								
	TR-2024-07-01-00	HSRC Traffic Records Strategic Plan	$.00	$.00	$.00	$90,241.00	$90,241.00	$.00
	TR-2024-07-02-00	NCSU ITRE Vision Zero Technical & Progra	$.00	$.00	$.00	$10,000.00	$10,000.00	$.00
	Traffic Records Total		**$.00**	**$.00**	**$.00**	**$100,241.00**	**$100,241.00**	**$.00**
Community Traffic Safety Project								
	CP-2024-09-01-00	GHSP Programs & Operations Support	$.00	$.00	$.00	$160,000.00	$160,000.00	$.00
	CP-2024-09-03-00	Communications Officer	$.00	$.00	$.00	$120,000.00	$120,000.00	$.00
	CP-2024-09-04-00	HSRC Building Capacity for Vision Zero	$.00	$.00	$.00	$463,225.00	$463,225.00	$.00
	CP-2024-09-05-00	East Carolina University Medically At-Ri	$.00	$.00	$.00	$66,295.00	$66,295.00	$.00
	CP-2024-09-07-00	NCSU ITRE Conference and Event Support	$.00	$.00	$.00	$384,015.00	$384,015.00	$.00
	CP-2024-09-08-00	HSRC Senior Driver Information Center	$.00	$.00	$.00	$93,707.00	$93,707.00	$.00
	CP-2024-09-09-00	HSRC GHSP Website and Reporting System	$.00	$.00	$.00	$26,715.00	$26,715.00	$.00
	CP-2024-09-10-00	HSRC Highway Safety Plan & Annual Report	$.00	$.00	$.00	$138,344.00	$138,344.00	$.00

Community Traffic Safety Project Total		$.00	$.00	$.00	$1,452,301.00	$1,452,301.00	$.00

Paid Advertising							
PM-2024-18-01-00	NCDOT Comms General Media	$.00	$.00	$.00	$500,000.00	$500,000.00	$.00
PM-2024-18-02-00	NCDOT Comms BILI Media & Marketing	$.00	$.00	$.00	$850,000.00	$850,000.00	$.00
PM-2024-18-03-00	NCDOT Comms Click It or Ticket Media and	$.00	$.00	$.00	$300,000.00	$300,000.00	$.00
Paid Advertising Total		$.00	$.00	$.00	$1,650,000.00	$1,650,000.00	$.00
Teen Safety Program							
TSP-2024-23-01-00	HSRC Teen Driver Safety Initiative	$.00	$.00	$.00	$96,847.00	$96,847.00	$.00
TSP-2024-23-02-00	University Health Systems of Easter NC	$.00	$.00	$.00	$127,382.00	$127,382.00	$.00
Teen Safety Program Total		$.00	$.00	$.00	$224,229.00	$224,229.00	$.00
FAST Act NHTSA 402 Total		*$.00*	*$.00*	*$.00*	*$9,812,767.87*	*$9,812,767.87*	*$410,000.00*
FAST Act 405b OP High							
405b High Public Education							
M1PE-2024-13-01-00	NCDOT Comms Click It or Ticket Media and	$.00	$.00	$.00	$256,604.00	$256,604.00	$.00
405b High Public Education Total		$.00	$.00	$.00	$256,604.00	$256,604.00	$.00
405b OP High							
M1X-2024-00-00-00	Occupant Protection Future Projects GHSP	$.00	$.00	$.00	$350,000.00	$350,000.00	$.00
405b OP High Total		$.00	$.00	$.00	$350,000.00	$350,000.00	$.00
FAST Act 405b OP High Total		*$.00*	*$.00*	*$.00*	*$606,604.00*	*$606,604.00*	*$.00*
FAST Act 405b OP Low							
405b Low Public Education							
M2PE-2024-13-01-00	HRSC Buckle UP NC	$.00	$.00	$.00	$121,280.00	$121,280.00	$.00
405b Low Public Education Total		$.00	$.00	$.00	$121,280.00	$121,280.00	$.00
405b OP Low							
M2X-2024-00-00-00	Occupant Protection Future Project GHSP	$.00	$.00	$.00	$1,000,000.00	$1,000,000.00	$.00
405b OP Low Total		$.00	$.00	$.00	$1,000,000.00	$1,000,000.00	$.00
FAST Act 405b OP Low Total		*$.00*	*$.00*	*$.00*	*$1,121,280.00*	*$1,121,280.00*	*$.00*
FAST Act 405c Data Program							
405c Data Program							
M3DA-2024-00-00-00	Traffic Records Future Projects GHSP	$.00	$.00	$.00	$1,000,000.00	$1,000,000.00	$.00
M3DA-2024-14-01-00	NCSU ITRE Vison Zero Technical Support	$.00	$.00	$.00	$480,129.00	$480,129.00	$.00
M3DA-2024-14-02-00	NC Judicial AOC Printers	$.00	$.00	$.00	$79,507.28	$79,507.28	$.00
405c Data Program Total		$.00	$.00	$.00	$1,559,636.28	$1,559,636.28	$.00
FAST Act 405c Data Program Total		*$.00*	*$.00*	*$.00*	*$1,559,636.28*	*$1,559,636.28*	*$.00*
FAST Act 405d Impaired Driving Mid							
405d Mid BAC Testing/Reporting							
M5BAC-2024-15-01-00	NC DHHS FTA BAT Program	$.00	$.00	$.00	$244,795.00	$244,795.00	$.00
M5BAC-2024-15-02-00	NC DHHS FTA Science Program	$.00	$.00	$.00	$466,273.00	$466,273.00	$.00
405d Mid BAC Testing/Reporting Total		$.00	$.00	$.00	$711,068.00	$711,068.00	$.00
405d Mid Training							
M5TR-2024-15-01-00	NC DHHS FTA DRE Program	$.00	$.00	$.00	$212,547.00	$212,547.00	$.00
M5TR-2024-15-02-00	NC DHHS FTA SFST Program	$.00	$.00	$.00	$180,000.00	$180,000.00	$.00
405d Mid Training Total		$.00	$.00	$.00	$392,547.00	$392,547.00	$.00

405d Impaired Driving Mid

M5X-2024-00-00-00	Impaired Driving Future Projects GHSP	$.00	$.00	$.00	$2,500,000.00	$2,500,000.00	$.00
405d Impaired Driving Mid Total		**$.00**	**$.00**	**$.00**	**$2,500,000.00**	**$2,500,000.00**	**$.00**
FAST Act 405d Impaired Driving Mid Total		*$.00*	*$.00*	*$.00*	*$3,603,615.00*	*$3,603,615.00*	*$.00*

FAST Act 405f Motorcycle Safety Programs

405f Safety Motorcyclist Training

M11MT-2024-16-01-00	NCDPS SHP BikeSafe 2024	$.00	$.00	$.00	$48,604.85	$48,604.85	$.00
405f Safety Motorcyclist Training Total		**$.00**	**$.00**	**$.00**	**$48,604.85**	**$48,604.85**	**$.00**

405f Motorcycle Safety Programs

M11X-2024-00-00-00	Motorcycle Safety Future Projects	$.00	$.00	$.00	$250,000.00	$250,000.00	$.00
405f Motorcycle Safety Programs Total		**$.00**	**$.00**	**$.00**	**$250,000.00**	**$250,000.00**	**$.00**
FAST Act 405f Motorcycle Safety Programs Total		*$.00*	*$.00*	*$.00*	*$298,604.85*	*$298,604.85*	*$.00*

FAST Act 405h Nonmotorized Safety

405h Public Education

FHPE-2024-17-01-00	NCDOT Comms Watch For Me Media	$.00	$.00	$.00	$107,915.20	$107,915.20	$.00
405h Public Education Total		**$.00**	**$.00**	**$.00**	**$107,915.20**	**$107,915.20**	**$.00**

405h Nonmotorized Safety

FHX-2024-00-00-00	Non-Motorized Future Projects GHSP	$.00	$.00	$.00	$500,000.00	$500,000.00	$.00
405h Nonmotorized Safety Total		**$.00**	**$.00**	**$.00**	**$500,000.00**	**$500,000.00**	**$.00**
FAST Act 405h Nonmotorized Safety Total		*$.00*	*$.00*	*$.00*	*$607,915.20*	*$607,915.20*	*$.00*

BIL NHTSA 402

Planning and Administration

PA-2024-01-01-00	GHSP Planning and Administration	$.00	$332,042.00	$.00	$332,042.00	$332,042.00	$.00
Planning and Administration Total		**$.00**	**$332,042.00**	**$.00**	**$332,042.00**	**$332,042.00**	**$.00**

Alcohol

AL-2024-00-00-00	Impaired Driving Future Projects	$.00	$.00	$.00	$20,000,000.00	$20,000,000.00	$.00
AL-2024-02-03-00	Robeson County DA's Office DWI Treatment	$.00	$.00	$.00	$130,112.00	$130,112.00	$130,112.00
AL-2024-02-04-00	NCDPS ALE Mobile Enforcement	$.00	$.00	$.00	$13,200.00	$13,200.00	$.00
AL-2024-02-05-00	Carolinas Medical Center	$.00	$.00	$.00	$88,254.00	$88,254.00	$.00
AL-2024-02-07-00	Charlotte-Mecklenburg PD DWI Task Force	$.00	$562,699.00	$.00	$187,566.00	$187,566.00	$187,566.00
AL-2024-02-08-00	Statesville PD DWI Task Force	$.00	$72,475.00	$.00	$72,475.00	$72,475.00	$72,475.00
AL-2024-02-09-00	Kernersville PD - Forsyth Co. DWI Task F	$.00	$123,601.00	$.00	$41,200.00	$41,200.00	$41,200.00
Alcohol Total		**$.00**	**$758,775.00**	**$.00**	**$20,532,807.00**	**$20,532,807.00**	**$431,353.00**

Motorcycle Safety

MC-2024-03-02-00	Raleigh PD BikeSafe	$.00	$.00	$.00	$5,000.00	$5,000.00	$.00
MC-2024-03-03-00	Jacksonville PD BikeSafe	$.00	$.00	$.00	$5,000.00	$5,000.00	$.00
MC-2024-03-04-00	Asheville PD BikeSafe Regional Coordinat	$.00	$.00	$.00	$5,000.00	$5,000.00	$.00
MC-2024-03-05-00	Cabarrus Co. SO BikeSafe Regional Coordi	$.00	$.00	$.00	$5,000.00	$5,000.00	$.00
MC-2024-03-06-00	Winston-Salem PD BikeSafe Regional Coord	$.00	$.00	$.00	$5,000.00	$5,000.00	$.00
MC-2024-03-07-00	New Bern PD BikeSafe Regional Coordinato	$.00	$.00	$.00	$5,000.00	$5,000.00	$.00
MC-2024-03-08-00	LECC Quality Assurance/Summer Update	$.00	$.00	$.00	$31,286.61	$31,286.61	$.00
Motorcycle Safety Total		**$.00**	**$.00**	**$.00**	**$61,286.61**	**$61,286.61**	**$.00**

Occupant Protection

OP-2024-04-03-00	Southeastern Regional Medical	$.00	$.00	$.00	$57,821.00	$57,821.00	$57,821.00
Occupant Protection Total		**$.00**	**$.00**	**$.00**	**$57,821.00**	**$57,821.00**	**$57,821.00**

Police Traffic Services

PT-2024-06-01-00	GHSP STEP Program	$.00	$.00	$.00	$2,100,000.00	$2,100,000.00	$2,100,000.00
PT-2024-06-02-00	New Bern PD Region 2 LEL	$.00	$.00	$.00	$30,000.00	$30,000.00	$30,000.00
PT-2024-06-03-00	Brunswick County SO Region 3 LEL	$.00	$.00	$.00	$30,000.00	$30,000.00	$30,000.00
PT-2024-06-04-00	Granville County SO Region 4 LEL	$.00	$.00	$.00	$30,000.00	$30,000.00	$30,000.00
PT-2024-06-05-00	Orange County SO Region 5 LEL	$.00	$.00	$.00	$30,000.00	$30,000.00	$30,000.00
PT-2024-06-06-00	Rockingham PD Region 6 LEL	$.00	$.00	$.00	$30,000.00	$30,000.00	$30,000.00
PT-2024-06-07-00	Davidson County SO Region 7 LEL	$.00	$.00	$.00	$30,000.00	$30,000.00	$30,000.00
PT-2024-06-08-00	Charlotte-Mecklenburg PD Region 8 LEL	$.00	$.00	$.00	$50,000.00	$50,000.00	$50,000.00
PT-2024-06-09-00	Marion PD Region 9 LEL	$.00	$.00	$.00	$30,000.00	$30,000.00	$.00
PT-2024-06-10-00	Columbus PD Region 10 LEL	$.00	$.00	$.00	$30,000.00	$30,000.00	$30,000.00
PT-2024-06-11-00	Sylva PD Region 11 LEL	$.00	$.00	$.00	$30,000.00	$30,000.00	$.00
PT-2024-06-12-00	Dare County SO Region 1 LEL	$.00	$.00	$.00	$30,000.00	$30,000.00	$30,000.00
PT-2024-06-25-00	NCDMV Customer Compliance Training	$.00	$.00	$.00	$38,650.00	$38,650.00	$.00
PT-2024-06-27-00	Mooresville PD Traffic Unit Expansion	$.00	$53,134.00	$.00	$123,980.00	$123,980.00	$123,980.00
PT-2024-06-28-00	Cabarrus County SO Traffic Enforcement	$.00	$53,946.00	$.00	$125,784.00	$125,784.00	$125,874.00
PT-2024-06-29-00	Zebulon Police Department Traffic Unit	$.00	$49,266.00	$.00	$114,955.00	$114,955.00	$114,955.00
PT-2024-06-30-00	Durham County SO Traffic Enforcement	$.00	$116,557.00	$.00	$116,558.00	$116,558.00	$116,558.00
PT-2024-06-31-00	Brunswick County SO Traffic Safety Proje	$.00	$81,490.00	$.00	$190,145.00	$190,145.00	$190,145.00
PT-2024-06-32-00	Edgecombe County SO Traffic Enforcement	$.00	$38,324.00	$.00	$38,234.00	$38,234.00	$38,324.00
PT-2024-06-33-00	Robeson County SO Traffic Enforcement	$.00	$166,354.00	$.00	$55,452.00	$55,452.00	$55,452.00
PT-2024-06-34-00	Davidson PD Steps to Vision Zero	$.00	$29,619.00	$.00	$69,112.00	$69,112.00	$69,112.00
PT-2024-06-35-00	Pender County SO Traffic Safety Team	$.00	$101,349.00	$.00	$33,783.00	$33,783.00	$33,783.00
PT-2024-06-37-00	Robeson County SO Traffic Unit Expansion	$.00	$18,502.00	$.00	$104,848.00	$104,848.00	$104,848.00
PT-2024-06-38-00	Nashville PD Traffic Safety	$.00	$28,179.00	$.00	$28,179.00	$28,179.00	$28,179.00
PT-2024-06-39-00	Columbus County SO Traffic Team	$.00	$101,376.00	$.00	$33,792.00	$33,792.00	$33,792.00
PT-2024-06-40-00	Wake County SO Crash Reduction Unit	$.00	$125,161.00	$.00	$125,161.00	$125,161.00	$125,161.00
PT-2024-06-41-00	NC Department of Justice	$.00	$.00	$.00	$254,664.00	$254,664.00	$.00
PT-2024-06-43-00	Mint Hill PD Traffic Enforcement	$.00	$20,091.00	$.00	$113,852.00	$113,852.00	$113,852.00
PT-2024-06-50-00	Matthews Police Department	$.00	$129,017.00	$.00	$43,006.00	$43,006.00	$43,006.00
PT-2024-06-51-00	Nash County SO Crash Reduction Team	$.00	$93,895.00	$.00	$219,087.00	$219,087.00	$219,087.00
PT-2024-06-52-00	Marion PD Crash Reduction and Education	$.00	$18,888.00	$.00	$107,031.00	$107,031.00	$107,031.00
Police Traffic Services Total		**$.00**	**$1,225,148.00**	**$.00**	**$4,386,273.00**	**$4,386,273.00**	**$4,033,139.00**

Community Traffic Safety Project

CP-2024-09-01-00	GHSP Programs & Operations Support	$.00	$.00	$.00	$756,565.00	$756,565.00	$.00
CP-2024-09-02-00	GHSP Media & Events	$.00	$.00	$.00	$631,000.00	$631,000.00	$.00
CP-2024-09-12-00	NC Judicial-Johnston County District Att	$.00	$.00	$.00	$68,076.00	$68,076.00	$.00
CP-2024-09-15-00	NC Alliance for Safe Transportation (NCA	$.00	$.00	$.00	$308,000.00	$308,000.00	$.00
Community Traffic Safety Project Total		**$.00**	**$.00**	**$.00**	**$1,763,641.00**	**$1,763,641.00**	**$.00**

Roadway Safety

RS-2024-24-01-00	Towing and Recovery Professionals	$.00	$.00	$.00	$120,500.00	$120,500.00	$.00
Roadway Safety Total		**$.00**	**$.00**	**$.00**	**$120,500.00**	**$120,500.00**	**$.00**

Paid Advertising

PM-2024-18-01-00	General Media	$.00	$.00	$.00	$250,000.00	$250,000.00	$.00
PM-2024-18-03-00	NCDOT Comms Click It or Ticket Media and	$.00	$.00	$.00	$293,396.00	$293,396.00	$.00
Paid Advertising Total		**$.00**	**$.00**	**$.00**	**$543,396.00**	**$543,396.00**	**$.00**

Teen Safety Program

TSP-2024-23-03-00	HSRC Time to Drive Parent Program	$.00	$.00	$.00	$240,583.00	$240,583.00	$.00
TSP-2024-23-04-00	SADD	$.00	$.00	$.00	$140,228.00	$140,228.00	$.00
TSP-2024-23-05-00	S. Solutions	$.00	$.00	$.00	$82,200.00	$82,200.00	$.00
Teen Safety Program Total		**$.00**	**$.00**	**$.00**	**$463,011.00**	**$463,011.00**	**$.00**
BIL NHTSA 402 Total		***$.00***	***$2,315,965.00***	***$.00***	***$28,260,777.61***	***$28,260,777.61***	***$4,522,313.00***

BIL 1906 Prohibit Racial Profiling

1906 Collecting and Maintaining Data

F1906CMD-2024-19-01-00	NCDPS SBI Traffic Stop Data Program	$.00	$.00	$.00	$328,442.00	$328,442.00	$.00
1906 Collecting and Maintaining Data Total		**$.00**	**$.00**	**$.00**	**$328,442.00**	**$328,442.00**	**$.00**

1906 Evaluating Results

F1906ER-2024-00-00-00	1906 Future Projects GHSP	$.00	$.00	$.00	$1,000,000.00	$1,000,000.00	$.00
1906 Evaluating Results Total		**$.00**	**$.00**	**$.00**	**$1,000,000.00**	**$1,000,000.00**	**$.00**
BIL 1906 Prohibit Racial Profiling Total		***$.00***	***$.00***	***$.00***	***$1,328,442.00***	***$1,328,442.00***	***$.00***

BIL 405b OP Low

405b Low Public Education

M2PE-2024-13-01-00	HSRC Buckle Up NC	$.00	$.00	$.00	$163,688.00	$163,688.00	$.00
405b Low Public Education Total		**$.00**	**$.00**	**$.00**	**$163,688.00**	**$163,688.00**	**$.00**

405b Low Community CPS Services

M2CPS-2024-13-01-00	NCDOI Child Passenger Safety Program	$.00	$.00	$.00	$533,500.00	$533,500.00	$.00
M2CPS-2024-13-02-00	Mountain Area Health Care Education	$.00	$.00	$.00	$182,751.40	$182,751.40	$.00
405b Low Community CPS Services Total		**$.00**	**$.00**	**$.00**	**$716,251.40**	**$716,251.40**	**$.00**

405b Low OP Information System

M2OP-2024-13-01-00	NCSU ITRE Seat Belt Survey	$.00	$.00	$.00	$257,617.00	$257,617.00	$.00
405b Low OP Information System Total		**$.00**	**$.00**	**$.00**	**$257,617.00**	**$257,617.00**	**$.00**

405b OP Low

M2X-2024-00-00-00	Occupant Protection Future Project GHSP	$.00	$.00	$.00	$3,500,000.00	$3,500,000.00	$.00
405b OP Low Total		**$.00**	**$.00**	**$.00**	**$3,500,000.00**	**$3,500,000.00**	**$.00**
BIL 405b OP Low Total		***$.00***	***$.00***	***$.00***	***$4,637,556.40***	***$4,637,556.40***	***$.00***

BIL 405c Data Program

405c Data Program

M3DA-2024-00-00-00	Traffic Records Future Projects GHSP	$.00	$.00	$.00	$4,000,000.00	$4,000,000.00	$.00
M3DA-2024-14-02-00	NC Judicial AOC Printers	$.00	$.00	$.00	$137,204.14	$137,204.14	$.00
M3DA-2024-14-03-00	NCDMV CRIS	$.00	$.00	$.00	$500,000.00	$500,000.00	$.00
M3DA-2024-14-04-00	HSRC EMS/ER Crash Data	$.00	$.00	$.00	$211,825.00	$211,825.00	$.00
M3DA-2024-14-05-00	NCDOT MIRE FDE Data Collection	$.00	$.00	$.00	$300,000.00	$300,000.00	$.00
405c Data Program Total		**$.00**	**$.00**	**$.00**	**$5,149,029.14**	**$5,149,029.14**	**$.00**
BIL 405c Data Program Total		***$.00***	***$.00***	***$.00***	***$5,149,029.14***	***$5,149,029.14***	***$.00***

BIL 405d Impaired Driving Mid

405d Mid HVE

M5HVE-2024-15-01-00	Onslow County S.O. DWI Unit	$.00	$317,250.00	$.00	$105,750.00	$105,750.00	$.00
M5HVE-2024-15-02-00	Lumberton Police Department DWI Unit	$.00	$75,750.00	$.00	$75,750.00	$75,750.00	$.00
M5HVE-2024-15-03-00	Guilford County SO DWI Task Force Expans	$.00	$427,273.00	$.00	$142,425.00	$142,425.00	$.00
M5HVE-2024-15-04-00	Buncombe County SO DWI Task Force	$.00	$154,480.00	$.00	$154,481.00	$154,481.00	$.00
M5HVE-2024-15-05-00	Thomasville Police Department DWI Task F	$.00	$12,425.00	$.00	$70,413.00	$70,413.00	$.00
M5HVE-2024-15-06-00	Winston-Salem PD DWI Task Force	$.00	$240,307.00	$.00	$80,103.00	$80,103.00	$.00
405d Mid HVE Total		**$.00**	**$1,227,485.00**	**$.00**	**$628,922.00**	**$628,922.00**	**$.00**

405d Mid Court Support

M5CS-2024-15-01-00	NC Judicial Conference of District Attor	$.00	$.00	$.00	$574,682.53	$574,682.53	$.00
M5CS-2024-15-02-00	NC Judicial- AOC Buncombe Co. DWI Court	$.00	$.00	$.00	$70,101.00	$70,101.00	$.00
405d Mid Court Support Total		**$.00**	**$.00**	**$.00**	**$644,783.53**	**$644,783.53**	**$.00**

405d Mid Ignition Interlock

M5II-2024-15-01-00	NCDMV Ignition Interlock Improvements	$.00	$.00	$.00	$267,368.00	$267,368.00	$.00
405d Mid Ignition Interlock Total		**$.00**	**$.00**	**$.00**	**$267,368.00**	**$267,368.00**	**$.00**

405d Mid BAC Testing/Reporting

M5BAC-2024-15-01-00	NC DHHS FTA BAT Program	$.00	$.00	$.00	$600,000.00	$600,000.00	$.00
M5BAC-2024-15-02-00	NCDHHS FTA Science Program	$.00	$.00	$.00	$1,087,786.00	$1,087,786.00	$.00
M5BAC-2024-15-03-00	New Hanover County Sheriff's Office Labo	$.00	$.00	$.00	$102,667.00	$102,667.00	$.00
M5BAC-2024-15-04-00	NCDOJ NC State Crime Lab Toxicology	$.00	$.00	$.00	$243,942.00	$243,942.00	$.00
405d Mid BAC Testing/Reporting Total		**$.00**	**$.00**	**$.00**	**$2,034,395.00**	**$2,034,395.00**	**$.00**

405d Mid Training

M5TR-2024-15-01-00	NC DHHS FTA DRE Program	$.00	$.00	$.00	$500,000.00	$500,000.00	$.00
M5TR-2024-15-02-00	NC DHHS FTA SFST Program	$.00	$.00	$.00	$200,000.00	$200,000.00	$.00
405d Mid Training Total		**$.00**	**$.00**	**$.00**	**$700,000.00**	**$700,000.00**	**$.00**

405d Mid Other Based on Problem ID

M5OT-2024-15-01-00	MADD	$.00	$.00	$.00	$374,608.00	$374,608.00	$.00
405d Mid Other Based on Problem ID Total		**$.00**	**$.00**	**$.00**	**$374,608.00**	**$374,608.00**	**$.00**

405d Impaired Driving Mid

M5X-2024-00-00-00	Impaired Driving Future Projects GHSP	$.00	$.00	$.00	$10,000,000.00	$10,000,000.00	$.00
405d Impaired Driving Mid Total		**$.00**	**$.00**	**$.00**	**$10,000,000.00**	**$10,000,000.00**	**$.00**
BIL 405d Impaired Driving Mid Total		**$.00**	**$1,227,485.00**	**$.00**	**$14,650,076.53**	**$14,650,076.53**	**$.00**

BIL 405f Motorcycle Safety Programs

405f Safety Motorcyclist Training

M11MT-2024-16-01-00	NC DPS SHP BikeSafe 2024	$.00	$.00	$.00	$132,036.86	$132,036.86	$.00
M11MT-2024-16-02-00	LECC Quality Assurance/Summer Update	$.00	$.00	$.00	$23,713.39	$23,713.39	$.00
M11MT-2024-16-03-00	LECC NCMSEP Equipment/Personnel	$.00	$8,650.00	$.00	$8,650.00	$8,650.00	$.00
405f Safety Motorcyclist Training Total		**$.00**	**$8,650.00**	**$.00**	**$164,400.25**	**$164,400.25**	**$.00**

405f Motorcycle Safety Programs

M11X-2024-00-00-00	Motorcycle Safety Future Projects	$.00	$.00	$.00	$1,000,000.00	$1,000,000.00	$.00
405f Motorcycle Safety Programs		**$.00**	**$.00**	**$.00**	**$1,000,000.00**	**$1,000,000.00**	

Total BIL 405f Motorcycle Safety Programs Total		*$.00*	*$8,650.00*	*$.00*	*$1,164,400.25*	*$1,164,400.25*	*$.00*

BIL 405h Nonmotorized Safety							
405h Public Education							
FHPE-2024-17-01-00	Watch For Me Media	$.00	$.00	$.00	$92,084.80	$92,084.80	$.00
FHPE-2024-17-02-00	Chapel Hill Pedestrian Safety Action Pla	$.00	$.00	$.00	$49,825.83	$49,825.83	$.00
FHPE-2024-17-03-00	BikeWalk North Carolina	$.00	$.00	$.00	$223,893.00	$223,893.00	$.00
405h Public Education Total		**$.00**	**$.00**	**$.00**	**$365,803.63**	**$365,803.63**	**$.00**
405h Nonmotorized Safety							
FHX-2024-00-00-00	Non-Motorized Future Projects GHSP	$.00	$.00	$.00	$2,000,000.00	$2,000,000.00	$.00
405h Nonmotorized Safety Total		**$.00**	**$.00**	**$.00**	**$2,000,000.00**	**$2,000,000.00**	**$.00**
BIL 405h Nonmotorized Safety Total		**$.00**	**$.00**	**$.00**	**$2,365,803.63**	**$2,365,803.63**	**$.00**
SUPPLEMENTAL BIL NHTSA 402							
Alcohol							
AL-2024-00-00-00	Impaired Driving Future Projects GHSP	$.00	$.00	$.00	$1,000,000.00	$1,000,000.00	$.00
Alcohol Total		**$.00**	**$.00**	**$.00**	**$1,000,000.00**	**$1,000,000.00**	**$.00**
Police Traffic Services							
PT-2024-06-13-00	Raleigh PD Overtime	$.00	$.00	$.00	$51,200.00	$51,200.00	$51,200.00
PT-2024-06-14-00	Dare County SO Overtime	$.00	$.00	$.00	$25,000.00	$25,000.00	$25,000.00
PT-2024-06-15-00	Jacksonville PD Overtime	$.00	$.00	$.00	$25,000.00	$25,000.00	$25,000.00
PT-2024-06-16-00	Pasquotank County SO Overtime	$.00	$.00	$.00	$20,000.00	$20,000.00	$20,000.00
PT-2024-06-17-00	Salisbury PD Overtime	$.00	$.00	$.00	$25,000.00	$25,000.00	$25,000.00
PT-2024-06-18-00	Concord PD Overtime	$.00	$.00	$.00	$25,000.00	$25,000.00	$25,000.00
PT-2024-06-19-00	Canton PD Overtime	$.00	$.00	$.00	$11,200.00	$11,200.00	$11,200.00
PT-2024-06-20-00	Fayetteville PD Overtime	$.00	$.00	$.00	$26,200.00	$26,200.00	$26,200.00
PT-2024-06-21-00	Wilmington PD Overtime	$.00	$.00	$.00	$26,200.00	$26,200.00	$26,200.00
PT-2024-06-22-00	Charlotte-Mecklenburg PD Overtime	$.00	$.00	$.00	$26,200.00	$26,200.00	$26,200.00
PT-2024-06-23-00	New Bern PD Overtime	$.00	$.00	$.00	$26,200.00	$26,200.00	$26,200.00
PT-2024-06-24-00	Hendersonville PD Overtime	$.00	$.00	$.00	$20,000.00	$20,000.00	$20,000.00
PT-2024-06-36-00	Pembroke PD Overtime	$.00	$.00	$.00	$16,200.00	$16,200.00	$16,200.00
PT-2024-06-42-00	Waynesville PD Overtime	$.00	$.00	$.00	$25,000.00	$25,000.00	$25,000.00
PT-2024-06-44-00	Edenton PD Overtime	$.00	$.00	$.00	$10,000.00	$10,000.00	$10,000.00
PT-2024-06-45-00	Wilkesboro PD Overtime	$.00	$.00	$.00	$15,000.00	$15,000.00	$15,000.00
PT-2024-06-46-00	Cherokee County SO Overtime	$.00	$.00	$.00	$25,000.00	$25,000.00	$25,000.00
PT-2024-06-47-00	Frankline County SO Overtime	$.00	$.00	$.00	$25,000.00	$25,000.00	$25,000.00
PT-2024-06-48-00	Morrisville PD Overtime	$.00	$.00	$.00	$25,000.00	$25,000.00	$25,000.00
PT-2024-06-49-00	Fuquay-Varina PD Overtime	$.00	$.00	$.00	$25,000.00	$25,000.00	$25,000.00
Police Traffic Services Total		**$.00**	**$.00**	**$.00**	**$473,400.00**	**$473,400.00**	**$473,400.00**
SUPPLEMENTAL BIL NHTSA 402 Total		**$.00**	**$.00**	**$.00**	**$1,473,400.00**	**$1,473,400.00**	**$473,400.00**
SUPPLEMENTAL BIL 405b OP Low							
405b Low Community CPS Services							
M2CPS-2024-13-01-00	Mountain Area Health Care Education	$.00	$.00	$.00	$75,408.60	$75,408.60	$.00
405b Low Community CPS		**$.00**	**$.00**	**$.00**	**$75,408.60**	**$75,408.60**	**$.00**

Services Total

405b OP Low

M2X-2024-00-00-00	Occupant Protection Future Projects GHSP	$.00	$.00	$.00	$250,000.00	$250,000.00	$.00
405b OP Low Total		**$.00**	**$.00**	**$.00**	**$250,000.00**	**$250,000.00**	**$.00**
SUPPLEMENTAL BIL 405b OP Low Total		*$.00*	*$.00*	*$.00*	*$325,408.60*	*$325,408.60*	*$.00*

SUPPLEMENTAL BIL 405c Data Program

405c Data Program

M3DA-2024-00-00-00	Traffic Records Future Projects GHSP	$.00	$.00	$.00	$250,000.00	$250,000.00	$.00
M3DA-2024-14-02-00	NC Judicial AOC Printers	$.00	$.00	$.00	$84,288.58	$84,288.58	$.00
405c Data Program Total		**$.00**	**$.00**	**$.00**	**$334,288.58**	**$334,288.58**	**$.00**
SUPPLEMENTAL BIL 405c Data Program Total		*$.00*	*$.00*	*$.00*	*$334,288.58*	*$334,288.58*	*$.00*

SUPPLEMENTAL BIL 405d Impaired Driving Mid

405d Mid Court Support

M5CS-2024-15-01-00	NC Judicial Conference of District Attor	$.00	$.00	$.00	$298,715.60	$298,715.60	$.00
405d Mid Court Support Total		**$.00**	**$.00**	**$.00**	**$298,715.60**	**$298,715.60**	**$.00**

405d Impaired Driving Mid

M5X-2024-00-00-00	Impaired Driving Future Projects	$.00	$.00	$.00	$500,000.00	$500,000.00	$.00
405d Impaired Driving Mid Total		**$.00**	**$.00**	**$.00**	**$500,000.00**	**$500,000.00**	**$.00**
SUPPLEMENTAL BIL 405d Impaired Driving Mid Total		*$.00*	*$.00*	*$.00*	*$798,715.60*	*$798,715.60*	*$.00*

SUPPLEMENTAL BIL 405f Motorcycle Safety Programs

405f Safety Motorcyclist Training

M11MT-2024-16-01-00	NCDPS SHP BikeSafe 2024	$.00	$.00	$.00	$9,128.29	$9,128.29	$.00
405f Safety Motorcyclist Training Total		**$.00**	**$.00**	**$.00**	**$9,128.29**	**$9,128.29**	**$.00**

405f Motorcycle Safety Programs

M11X-2024-00-00-00	Motorcycle Safety Future Projects	$.00	$.00	$.00	$100,000.00	$100,000.00	$.00
405f Motorcycle Safety Programs Total		**$.00**	**$.00**	**$.00**	**$100,000.00**	**$100,000.00**	**$.00**
SUPPLEMENTAL BIL 405f Motorcycle Safety Programs Total		*$.00*	*$.00*	*$.00*	*$109,128.29*	*$109,128.29*	*$.00*

SUPPLEMENTAL BIL 405h Nonmotorized Safety

405h Public Education

FHPE-2024-17-02-00	Chapel Hill Pedestrian Safety Action Pla	$.00	$.00	$.00	$42,774.17	$42,774.17	$.00
405h Public Education Total		**$.00**	**$.00**	**$.00**	**$42,774.17**	**$42,774.17**	**$.00**

405h Nonmotorized Safety

FHX-2024-00-00-00	Non-Motorized Future Projects GHSP	$.00	$.00	$.00	$100,000.00	$100,000.00	$.00
405h Nonmotorized Safety Total		**$.00**	**$.00**	**$.00**	**$100,000.00**	**$100,000.00**	**$.00**
SUPPLEMENTAL BIL 405h Nonmotorized Safety Total		*$.00*	*$.00*	*$.00*	*$142,774.17*	*$142,774.17*	*$.00*
NHTSA Total		*$.00*	*$3,552,100.00*	*$.00*	*$78,350,224.00*	*$78,350,224.00*	*$5,405,713.00*
Total		*$.00*	*$3,552,100.00*	*$.00*	*$78,350,224.00*	*$78,350,224.00*	*$5,405,713.00*

Budget Summary

Occupant Protection Program Area: Budget Summary Estimates

	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	$1,287,213.87	$1,351,574.56	$1,419,153.29	$4,057,941.73
405	$1,590,489.00	$1,670,013.45	$1,753,514.12	$5,014,016.57

Data Program Area: Budget Summary Estimates

	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	$100,241	$105,253.05	$110,515.70	$316,009.75
405	$1,792,954.00	$2,071,601.70	$2,175,181.79	$6,219,737.49

Alcohol Program: Budget Summary Estimates

	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	$1,750,883.00	$1,838,427.15	$1,930,348.51	$5,519,658.66
405	$6,052,407.13	$6,355,027.49	$6,672,778.86	$19,080,213.48

Speed Related Program Area (Police Traffic Services): Budget Summary Estimates

	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	$5,267,642.00	$5,531,024.10	$5,807,575.31	$16,606,241.41
405	N/A	N/A	N/A	N/A

Motorcycle Safety Program Area: Budget Summary Estimates

	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	$221,286.61	$232,350.94	$243,968.49	$696,606.04
405	$222,133.39	$233,240.06	$244,902.06	$700,275.51

Non-Motorized Program Area (Bike/Ped): Budget Summary Estimates

	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	$40,000.00	$42,000.00	$44,100.00	$126,100.00
405	$608,557.80	$638,985.69	$670,934.97	$1,918,478.46

Young Driver Program Area: Budget Summary Estimates

	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	$837,240.00	$879,102.00	$923,057.10	$2,639,339.10
405	N/A	N/A	N/A	N/A

Senior Driver Program Area: Budget Summary Estimates

	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	$310,002.00	$325,502.10	$341,777.21	$977,281.31
405	N/A	N/A	N/A	N/A

1906 Area: Budget Summary Estimates

	FY 2024 Budget	FY 2025 Budget	FY 2026 Budget	FY 2024-2026 Budget Total
402	$328,442.00	$375,779	$375,779.00	$1,080,000.000
405	N/A	N/A	N/A	N/A