U.S. Department of Transportation - **National Highway Traffic Safety Administration**

Fiscal Year	2019
NHTSA Grant Application	NORTH CAROLINA - Highway Safety Plan - FY 2019
State Office	North Carolina Governor's Highway Safety Program
Application Status	Submitted

Highway Safety Plan

1 Summary information

APPLICATION INFORMATION

Highway Safety Plan Name:	NORTH CAROLINA - Highway Safety Plan - FY 2019
Application Version:	2.0

INCENTIVE GRANTS - The State is eligible to apply for the following grants. Check the grant(s) for which the State is applying.

S. 405(b) Occupant Protection:	Yes
S. 405(c) State Traffic Safety Information System Improvements:	Yes
S. 405(d) Impaired Driving Countermeasures:	Yes
S. 405(d) Alcohol-Ignition Interlock Law:	No
S. 405(d) 24-7 Sobriety Programs:	No
S. 405(e) Distracted Driving:	No
S. 405(f) Motorcyclist Safety Grants:	Yes
S. 405(g) State Graduated Driver Licensing Incentive:	No
S. 1906 Racial Profiling Data Collection:	No

STATUS INFORMATION

Submitted By:	Mark Scaringelli
Submission On:	6/28/2018 7:44 PM

Submission Deadline (EDT):	7/9/2018 11:59 PM

2 Highway safety planning process

Enter description of the data sources and processes used by the State to identify its highway safety problems, describe its highway safety performance measures, establish its performance targets, and develop and select evidence-based countermeasure strategies and projects to address its problems and achieve its performance targets.

Data Sources

GHSP examines several data sources to provide the most complete picture of the major traffic safety problems in North Carolina. The sources of information that informed our problem identification process for FY2019 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 (DMV) as well as from other 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 the crash data, GHSP has access to North Carolina licensure data (state-wide and by county), registered vehicle data (state-wide and by county), and vehicle miles traveled data.

Additionally, GHSP has access to the National Highway Traffic Safety Administration's Fatality Analysis Reporting System (FARS), which is the primary tool for identifying our state's ongoing concerns by comparing North Carolina data to the national numbers. GHSP compares current year crash data with crash data from the previous 5-10 years. This data is critical to monitoring trends and establishing appropriate targets. The FY2019 Highway Safety Plan includes FARS data through 2016 and North Carolina crash data through 2017—the most recent years 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. Within the crash data, each of the following variables were examined as part of the problem identification process: crash severity (fatal, injury, or property damage only), driver age, driver sex, time of day of the crash, vehicle type, and whether the crash occurred on an urban or rural road. Crash data were also examined for each of North Carolina's 100 counties. The county-specific data were used to rank the counties in terms of their relative contributions to specific traffic safety problems in North Carolina, such as alcohol-impaired driving, seat belt non-use and speeding.

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 our 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, 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.

Census Data (State-Wide and by County)

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 age, race (white/other) and sex, are used for long range planning on the county level for traffic safety problems in the state.

Seat Belt Use Observational Survey

North Carolina's annual seat belt use survey is conducted each year in June. The last survey for which data is available was conducted in June 2017 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. or 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 non-use.

In summary, GHSP works in conjunction with a team of partner agencies and uses a variety of data sources to identify specific traffic safety problems facing North Carolina. This information 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 FY2019. The objective was to set challenging but obtainable targets, while recognizing North Carolina's 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 are 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, North Carolina has averaged about 15 unhelmeted motorcycle fatalities each year during the past five years, which represents less than 10 percent of all motorcyclist fatalities. It would be difficult to improve this very low rate. Rather than spend funds to reduce this particular rate even further, resources might be better spent on other problem areas where greater progress is more achievable.
- **The effect of external forces:** Traffic crashes and fatalities may be affected by economic factors, gasoline prices and population changes, 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—elevates the potential for crashes and fatalities to occur. Other factors such as a growing economy may further boost this effect. To the extent possible, we considered the potential effect of these external forces in setting targets.
- **Effectiveness of known countermeasures**: GHSP also considers whether there are known effective programs/approaches that address a specific problem area. For instance, high-visibility sobriety checkpoints is a proven countermeasure to reduce alcohol-impaired driving. Hence, we set challenging but achievable targets for this problem area. Graduated driver licensing (GDL) is the only proven countermeasure impacting young drivers. However, achieving further reductions in young driver crashes may be challenging given the North Carolina's excellent GDL system and the lack of other proven programs. 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 FY2019 Highway Safety Plan targets were established after considering the above factors.

Evidence-Based Traffic Safety Enforcement Plan

During FY2019, GHSP will fund a variety of programs, projects and activities with federal transportation funds. These projects are intended to advance the traffic safety targets set forth in this Highway Safety Plan. GHSP focuses on strategies, high-visibility sobriety checkpoints, that have been proven effective in reducing motor vehicle crashes, injuries and fatalities.

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

As was previously noted, GHSP conducts an extensive problem identification process to develop and implement the most effective and efficient plan for the distribution of federal funds. A number of 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, motor vehicle crash data, enforcement and adjudication data, and seat belt use observational surveys. The problem identification process helps ensure the initiatives implemented address North Carolina's proven crash, fatality and injury problems. This process also provides a basis for funding priorities and provides a benchmark for administering and evaluating the overall highway safety plan.

The data analyses conducted in the problem identification process identifies which drivers or other road users are under- or over-involved in crashes, and shows 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.

GHSP utilizes an in-house review team and input from partners (e.g., Law Enforcement Liaisons) to review project applications and prioritize the applications. The team considers several factors, including the extent of the traffic safety problem in the project area, the project's goals and objectives, use of evidence-based strategies and activities, the project's budget and the applicant's past performance.

Selection of Evidence-based Countermeasures

To address the problem areas described above and to meet North Carolina's goals for FY2019, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including high-visibility enforcement. To assist in this process, GHSP uses the 8th 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. Associated media plans ensure these enforcement efforts are well publicized to the driving public.

Continuous Monitoring

GHSP uses various tracking mechanisms to help GHSP Highway Safety Specialists monitor the progress of each project and to help law enforcement projects remain committed to their stated plans. Each agency receiving grant funding is required to submit quarterly progress reports to ensure that the goals and outcomes of each project are met. Projects involving enforcement personnel must report 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 citation totals online on a weekly basis. GHSP also solicits non-grant funded agencies to participate in these campaigns and report as well. These checkpoint and saturation patrol activity reports include data on the locations and times worked, the number of officers present and the number of tickets issued. This monitoring allows GHSP to adjust the enforcement plans for each agency in sufficient time to provide the greatest use of resources to address targeted traffic safety problems.

Projects that do not include enforcement personnel must complete quarterly reports to ensure that the project's goals and outcomes are met, and to enable GHSP and project personnel to adjust their tasks and objectives as needed to address problems that might arise.

Identify the participants in the processes (e.g., highway safety committees, program stakeholders, community and constituent groups).

As part of the problem identification process, GHSP collaborates with many organizations, including the Division of Motor Vehicles (DMV), the NC DOT Traffic Safety Systems Management Unit, the North Carolina State University Institute for Transportation Research and Education, the NC Administrative Office of the Courts, and the University of North Carolina Highway Safety Research Center. The information provided by

these agencies is supplemented by data from other state and local agencies. Federal mandates and the nine national priority program emphasis areas also influence problem identification.

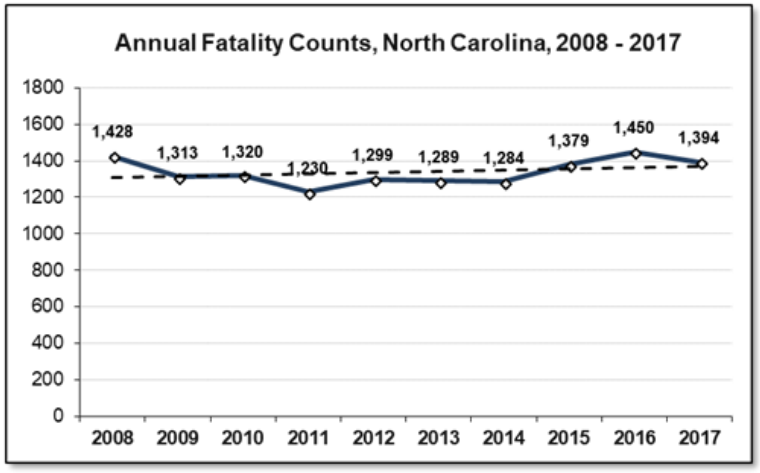
Enter description and analysis of the State's overall highway safety problems as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets, selecting countermeasure strategies, and developing projects.

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 106,522 miles of roadway, 1,272 miles of interstate highways and 65,530 miles of rural roads. According to the Federal Highway Administration (FHWA), North Carolina had 7,267,042 licensed drivers in 2016, an increase of 10 percent from 2010. Eighty-six percent of the driving-age population in the state is licensed. FHWA records indicate a total of 8,270,643 registered vehicles in 2016, of which 3,498,169 were privately owned automobiles and 195,336 were privately owned motorcycles.

North Carolina's population officially passed the 10 million mark in 2015. According to the U.S. Census Bureau, North Carolina's population was an estimated 10,273,419 people in 2017, making it the ninth largest state in the U.S. North Carolina is growing rapidly—the state's population has increased 7.7 percent since 2010 and 27 percent since 2000. According to U.S. Census data from 2017, the median age in North Carolina is 37.4 years. Sixteen percent of the state's population is age 65 or older; 23 percent is under age 18. The population is predominantly white (71 percent) and Black/African American (22 percent). Nine percent is Latino. The median household income in North Carolina is $48,256.

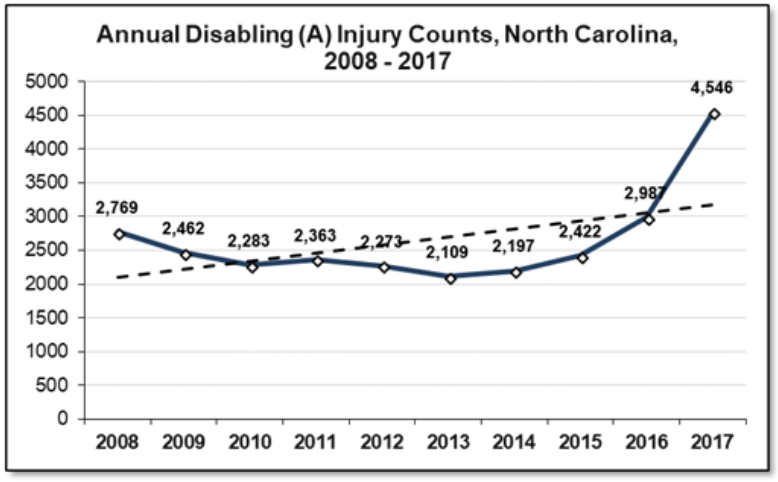
North Carolina has 100 counties. Sixty-six counties have experienced population growth since 2010, and 13 counties experienced double digit population growth. Ten were among the 100 fastest-growing counties in the nation. More than 40 percent of the state's growth since 2010 has occurred in two counties: Wake and Mecklenburg. Meanwhile, 34 of North Carolina's 100 counties have experienced population decline since 2010 including Bertie (-6.8 percent), Tyrrell (-6.1 percent), Washington (-6.0 percent), Northampton (-5.9 percent), Edgecombe (-5.4 percent), Anson (-4.8 percent), Halifax (-4.5 percent), Warren (-4.4 percent), Richmond (-3.7 percent), and Martin (-3.7 percent). Several of these counties are located in the northeastern part of the state.

Similar to national trends, traffic fatalities rose in North Carolina during 2016. There were 1,450 fatalities resulting from motor vehicle crashes in North Carolina in 2016—a five percent increase from the 1,379 fatalities in 2015. This was the second consecutive year in which an increase in fatalities was recorded. However, traffic fatalities decreased in 2017 by 4 percent (based on NCDOT Motor Vehicle Crash Data). The long-term (10 year) trend suggests a gradual increase in traffic fatalities in North Carolina, as shown in the figure below.



Source: FARS, 2008–2016 and NCDOT Motor Vehicle Crash Data, 2017

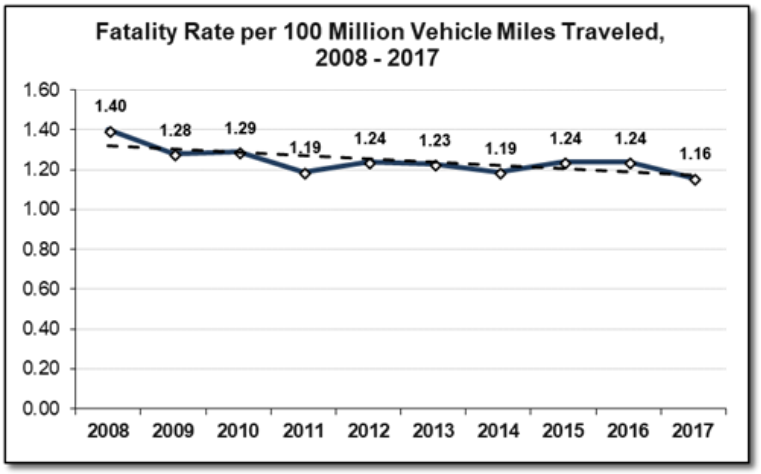
The number of disabling (A) injuries have increased each of the past four years in North Carolina. During 2017, there were 4,546 disabling injuries, up 34 percent from the 2,987 injuries in 2016. (However, some of the 2017 increase is due to a change in the disabling (A) injury definition during the last three months of 2016.) Similar to fatalities, the long-term trend shows a gradual increase in disabling injuries.



Source: NCDOT Motor Vehicle Crash Data, 2008–2017

Note: Some of the 2016 and 2017 increase is due to a change in the disabling-injury definition during the last three months of 2016.

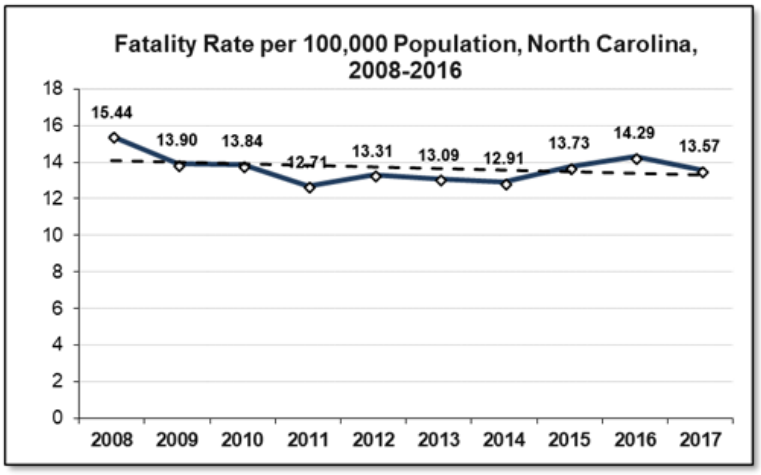
The fatality rate per vehicle mile traveled (VMT) decreased in 2017. There were 1.16 fatalities per 100 million VMT during 2017, compared to 1.24 in 2016. Unlike total fatalities, the long-term trend suggests a gradual decrease in fatalities per VMT, as shown in the figure below.



Source: FARS, 2008–2015 and NCDOT Motor Vehicle Crash Data, 2016–2017

Note: The fatality rate for 2016 and 2017 is based on VMT data provided by NCDOT.

As mentioned earlier, North Carolina's population has grown 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 2008 through 2017. During 2017, the per capita fatality rate decreased from 14.29 to 13.57. The overall pattern suggests a gradual decline in fatalities per capita.



Source: FARS, 2008–2016, NCDOT Motor Vehicle Crash Data, 2017,

and U.S. Census Bureau

Enter discussion of the methods for project selection (e.g., constituent outreach, public meetings, solicitation of proposals).

Each year, GHSP funds projects to reduce crashes, injuries and fatalities in North Carolina. Nonprofits, local government and other groups submit applications through a web-based application system. This 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.

Some general guidelines about the GHSP highway safety grants program:

- All funding must be be for highway safety purposes.
- 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 to be "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 one full or partial federal fiscal year at a time. However, multiyear projects are typically awarded funds for up to three consecutive years with a progressively higher cost share.
- Funding cannot be used to replace or supplant existing expenditures, nor can they 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.
- Also, law enforcement agencies 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 the most appropriate project applications. GHSP Highway Safety Specialists (HSSs) 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

five-year average fatality data. GHSP then has a selection meeting that includes input from HSSs, the Director/GR, Assistant Director, 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 HSS initial project review, the summary documentation provided by the HSS, 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 (RLEL) 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 three 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 approves a traffic safety project proposal, an agreement is electronically signed and returned to the applicant agency with an approval letter.

Enter list of information and data sources consulted.

Primary information and data sources for the Highway Safety Plan include the following:

North Carolina Traffic Crash Data

FARS data

Citation activities reported by law enforcement agencies

Census data

North Carolina seat belt use observational survey

NHTSA's Countermeasures that Work

See above for more details and descriptions of each data source.

Enter description of the outcomes from the coordination of the Highway Safety Plan (HSP), data collection, and information systems with the State Strategic Highway Safety Plan (SHSP).

In accordance with Federal requirements, GHSP ensures that the overall targets of the North Carolina Highway Safety Plan match the overall targets in the Highway Safety Improvement Program 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 revised in 2014 by the North Carolina Executive Committee for Highway Safety, which includes stakeholders such as state, regional, local and tribal agencies, 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 based on the 2013 figures, reducing the total annual fatalities by 630 fatalities and the total serious injuries by 1,055 serious injuries by 2030.

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

- Demographic Considerations
- Driving While Impaired
- Emerging Issues and Data
- Intersection Safety
- Keeping Drivers Alert
- Lane Departure
- Occupant Protection/Motorcycles
- Pedestrians and Bicyclists
- Speed

Stakeholders selected these emphasis areas through a data-driven approach, 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.

Once selected, the Executive Committee for Highway Safety created emphasis area working groups (EAWGs) to create a plan that defines the problem, describes past and ongoing efforts to address it, and identifies future strategies and actions to improve safety in that area.

NC Governor's Highway Safety Program was a key player in updating the SHSP, with Highway Safety Specialists and other GHSP staff serving on each of the EAWGs. This helped better align the targets and strategies of the HSP with the goals and strategies of the SHSP.

As required, the targets for fatalities, fatality rate / 100 million VMT, and for the number of "disabling" (A) injuries of this FY2019 Highway Safety Plan submitted by GHSP match the overall targets in the Highway Safety Improvement Program and are aligned with the goals of the North Carolina Strategic Highway Safety Plan.

3 Performance report

Open each performance measure listed below or click Add New to create additional non-core performance measures to provide a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Performance Measure Name	Progress
C-1) Number of traffic fatalities (FARS)	Not Met
C-2) Number of serious injuries in traffic crashes (State crash data files)	Not Met
C-3) Fatalities/VMT (FARS, FHWA)	Not Met
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Not Met
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Not Met
C-6) Number of speeding-related fatalities (FARS)	Not Met
C-7) Number of motorcyclist fatalities (FARS)	Not Met
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Met

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Not Met
C-10) Number of pedestrian fatalities (FARS)	Not Met
C-11) Number of bicyclists fatalities (FARS)	Met
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Not Met

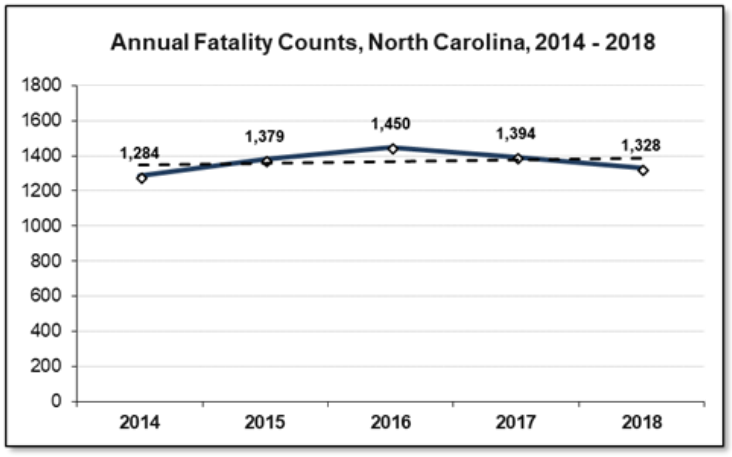
C-1) Number of traffic fatalities (FARS)

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Target: Reduce traffic-related fatalities by 6.87 percent from the 2011–2015 average of 1,296.4 to the 2014–2018 average of 1,207.3 by December 31, 2018.

Outcome: **Target not achieved**. The 2014–2018 average number of traffic fatalities was 1,367, a 5 percent increase from the 2011–2015 average of 1,296.4.



Source: FARS, 2014–2016 and NCDOT Motor Vehicle Crash Data, 2017–2018. Note that 2018 total fatalities were extrapolated based on the 332 fatalities during the first quarter of the year.

North Carolina experienced a noticeable jump in traffic fatalities during 2016. Seventy-one (71) more fatalities occurred during 2016 than 2015, an increase of 5.1 percent. This mirrors national trends: traffic fatalities increased by 5.6 percent in the U.S. during 2016. NCDOT Motor Vehicle Crash Data show traffic fatalities in North Carolina decreased by four percent during 2017. Data from the first three months of 2018 suggest the decreasing trend has continued.

A number of factors likely contributed to not achieving the 2014–2018 target. Vehicle miles traveled (VMT) has risen steadily in North Carolina since 2010. During 2016, traffic fatalities involving lane departure (15 percent) and distracted driving (21 percent) also increased. Fatalities rose more among females than males (10 percent vs. 2 percent), and more among drivers of SUVs (21 percent) and pickup trucks (16 percent) than other types of vehicles.

GHSP remains committed to further reducing traffic fatalities in our State. GHSP supports a variety of enforcement and educational efforts to decrease motor vehicle crashes and the resulting injuries and fatalities, as described in the Program Areas section of the Highway Safety Plan.

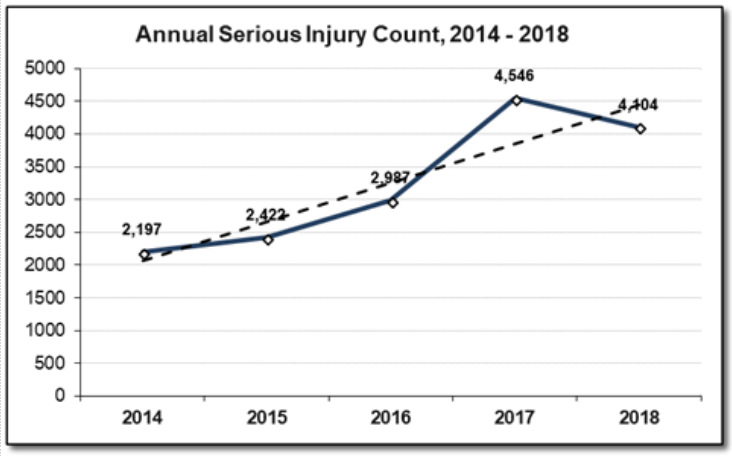
C-2) Number of serious injuries in traffic crashes (State crash data files)

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Target: Reduce the number of serious injuries by 9.94 percent from the 2012–2016 average of 2,399.8 to the 2014–2018 average of 2,161.2 by December 31, 2018

Outcome: **Target not achieved.** The 2014–2018 average number of serious injuries was 3,251, a 35 percent increase from the 2012–2016 average of 2,399.8.



Source: NCDOT Motor Vehicle Crash Data, 2014–2018. Note that 2018 serious injuries were extrapolated based on the 1,026 serious injuries during the first quarter of the year.

NOTE: The definition of "serious injury" was changed during the last 3 months of 2016, likely contributing to the rise in reported injuries.

Similar to fatalities, the number of serious ("disabling") injuries increased in North Carolina during 2016. Five hundred and sixty-five more serious injuries occurred during 2016 than 2015, an increase of 23 percent. The increase was larger among males than females (27 percent vs. 17 percent) and larger in rural areas than urban areas (32 percent versus 12 percent). Similar to the findings for fatalities, the largest increase in serious injuries was found for occupants of SUVs (21 percent) and pickup trucks (16 percent) compared to other types of vehicles.

It is important to note that North Carolina changed the definition of "serious injury" during the last 3 months of 2016. In all likelihood, this had a substantial impact on the rise in serious injuries recorded in 2016 and 2017. The effect of the definition change appears to have stabilized in 2018.

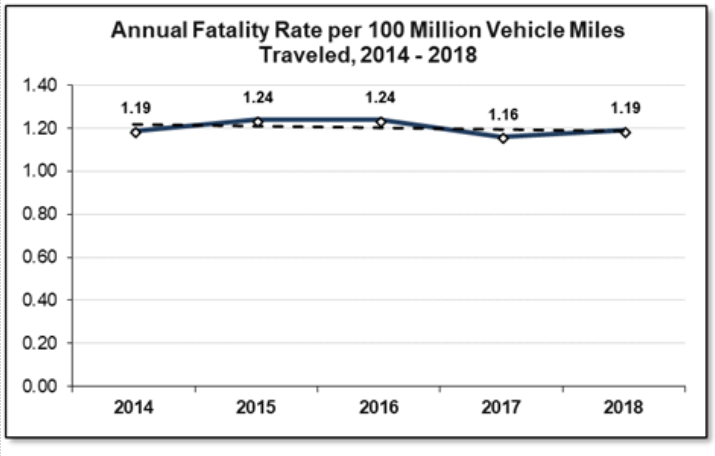
C-3) Fatalities/VMT (FARS, FHWA)

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Target: Reduce the fatality rate of 100 million VMT by 8.31 percent from the 2011–2015 average of 1.215 to the 2014–2018 average of 1.114 by December 31, 2018.

Outcome: **Target not achieved.** The 2014–2018 average fatality rate per 100 million VMT was 1.204, a 0.9 percent decrease from the 2011–2015 average of 1.215.



Source: FARS, 2014–2016 and NCDOT Motor Vehicle Crash Data, 2017–2018. Note that the 2018 fatality rate was extrapolated based on data from the first quarter of the year.

North Carolina's annual fatality rate per 100 million VMT remained at 1.24 in 2016. Although VMT increased in 2016, this was offset by the rise in total traffic fatalities. Overall, the long-term trend indicates little change in the fatality rate per 100 million VMT in North Carolina. The fatality rates per 100 million VMT for 2016–2018 are based on NC VMT estimates and may be adjusted once this rate is published by NHTSA.

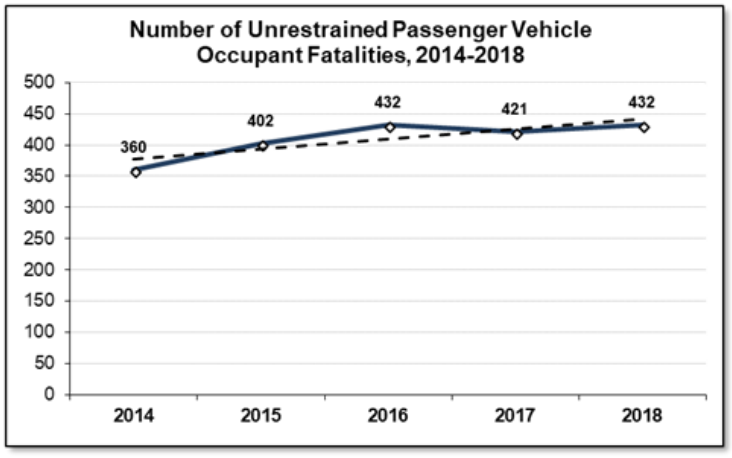
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Target: Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 15 percent from the 2011–2015 average of 370 to the 2014–2018 average of 315 by December 31, 2018.

Outcome: **Target not achieved.** The 2014–2018 average number of unrestrained passenger vehicle occupant fatalities was 409, an 11 percent increase from the 2011–2015 average of 370.



Source: FARS, 2014–2016 and NCDOT Motor Vehicle Crash Data, 2017–2018. Note that 2018 unrestrained fatalities were extrapolated based on the 108 fatalities during the first quarter of the year.

Similar to overall traffic fatalities, unrestrained passenger vehicle occupant fatalities rose in 2016 but decreased a bit in 2017. North Carolina experienced 30 more unrestrained fatalities during 2016 than 2015, an increase of seven percent. Unrestrained fatalities changed little during 2017 or 2018, based on NCDOT Motor Vehicle Crash Data.

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.

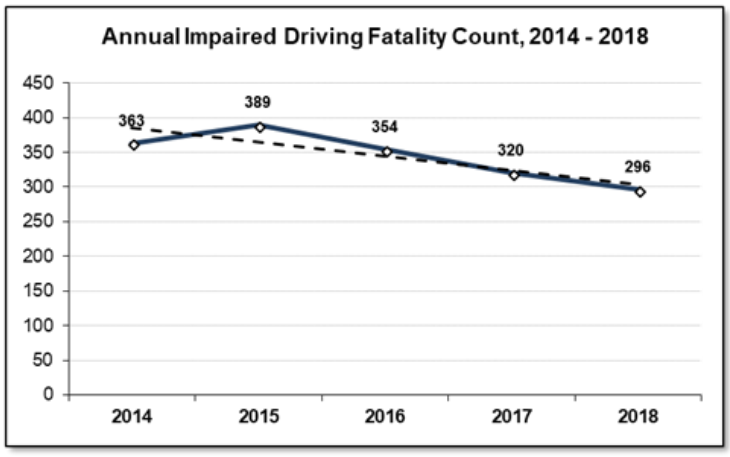
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Target: Decrease alcohol impaired driving fatalities 10 percent from the 2011–2015 average of 375 to the 2014–2018 average of 338 by December 31, 2018.

Outcome: **Target not achieved.** The 2014–2018 average number of fatalities involving drivers with a BAC of .08 or above was 344, an eight percent decrease from the 2011–2015 average of 375.



Source: FARS, 2014–2016 and NCDOT Motor Vehicle Crash Data, 2017–2018. Note that 2018 alcohol-impaired fatalities were extrapolated based on the 74 fatalities during the first quarter of the year.

Alcohol-impaired driving fatalities dropped by nine percent in 2016. Moreover, the long-term trend suggests a gradual decline in alcohol-impaired driving fatalities over the past 5 years. During 2016, 24 percent of all fatalities were alcohol-related, down from 28 percent of fatalities in 2015. The decrease in alcohol-impaired driving fatalities was not quite large enough to reach the 2014–2018 target.

North Carolina is very aggressive in the fight to remove impaired drivers from our roadways. GHSP funds a variety of efforts to educate drivers and to enforce the state's impaired driving laws. See the Impaired Driving (Alcohol) and the Motorcycle Safety Program Areas for more details.

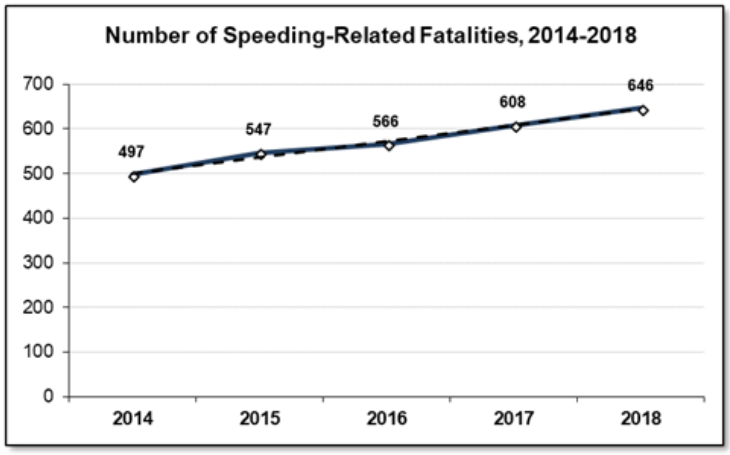
C-6) Number of speeding-related fatalities (FARS)

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Target: Decrease speeding-related fatalities by 5 percent from the 2011–2015 average of 475 to the 2014–2018 average of 451 by December 31, 2018.

Outcome: **Target not achieved.** The 2014–2018 average number of speeding-related fatalities was 573, a 21 percent increase from the 2011–2015 average of 475.



Source: FARS, 2014–2016. Note that 2017 and 2018 fatalities were estimated from the previous five-year trend (2012–2016) using FARS. We were unable to use NCDOT Motor Vehicle Crash Data because FARS and NCDOT have different definitions for a "speed-related" crash.

In 2016, there were 566 speed-related fatalities in North Carolina, representing 40% of all fatalities in the state. Speeding was particularly common among drivers age 16-29 (47%), on weekends (48%), among motorcyclists (46%), and among drivers who have been drinking (57%). The overall trend suggests a steady rise in speed-related fatalities in North Carolina.

GHSP continues to be committed to supporting proven countermeasures to reduce the frequency of speed-related crashes and fatalities. See the Speed Management Program Area for more details.

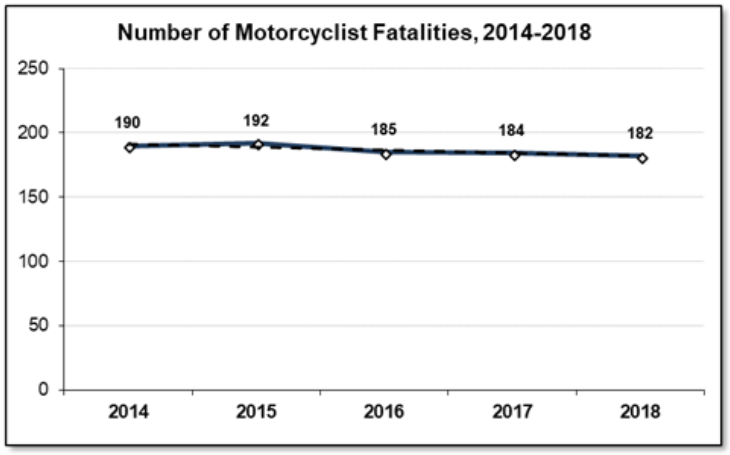
C-7) Number of motorcyclist fatalities (FARS)

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Target: Decrease motorcyclist fatalities 5 percent from the 2011–2015 average of 188 to the 2014–2018 average of 178 by December 31, 2018.

Outcome: **Target Not achieved.** The 2014–2018 average number of motorcyclist fatalities was 187, a 0.5 percent decrease from the 2011–2015 average of 188.



Source: FARS, 2014–2016. Note that 2017 and 2018 fatalities were estimated from the previous five-year trend (2012–2016) using FARS. We were unable to use NCDOT Motor Vehicle Crash Data because FARS and NCDOT have different definitions of what constitutes a motorcycle.

During 2016, 185 motorcyclists were killed in crashes in North Carolina, a decrease of four percent in comparison with 2015. Motorcyclists accounted for 13 percent of all traffic fatalities in 2016, compared to just six percent of fatalities in 2000. This is due in large part to the growing popularity of motorcycle riding. There are more riders traveling more miles, resulting in more exposure of motorcyclists to other traffic and potentially dangerous conditions. Additionally, the average age of riders killed in crashes has risen. During 2016, riders age 41 and older accounted for almost half of all motorcyclist fatalities.

GHSP strongly supports efforts to provide training to help motorcyclists become safe riders. See the Motorcycle Safety Program Area for more details.

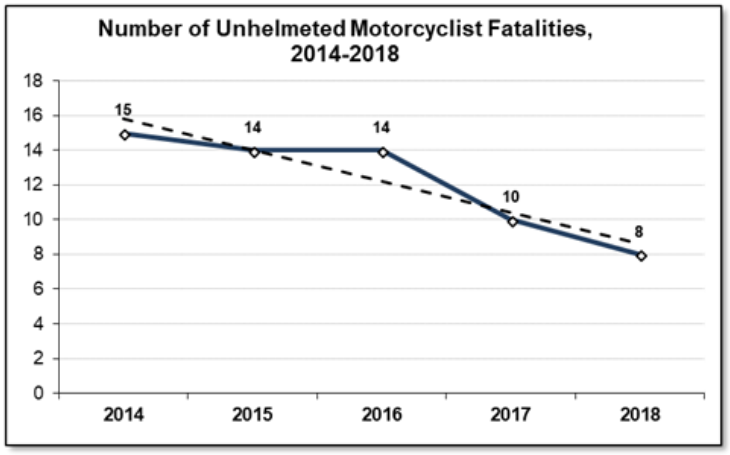
C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Progress: Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Target: Limit the 2014–2018 average number of unhelmeted motorcyclist fatalities to the 2011–2015 average of 16 by December 31, 2018.

Outcome: **Target achieved.** The 2014–2018 average number of unhelmeted motorcyclist fatalities was 12, below the 2010–2014 average of 16.



Source: FARS, 2014–2016. Note that 2017 and 2018 fatalities were estimated from the previous five-year trend (2012–2016) using FARS. We were unable to use NCDOT Motor Vehicle Crash Data because FARS and NCDOT have different definitions of what constitutes a motorcycle.

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 2016, only 14 unhelmeted motorcyclists were killed in crashes. An estimated 100+ lives in North Carolina are saved each year by motorcycle helmets. Additional lives could be saved if all riders wore helmets.

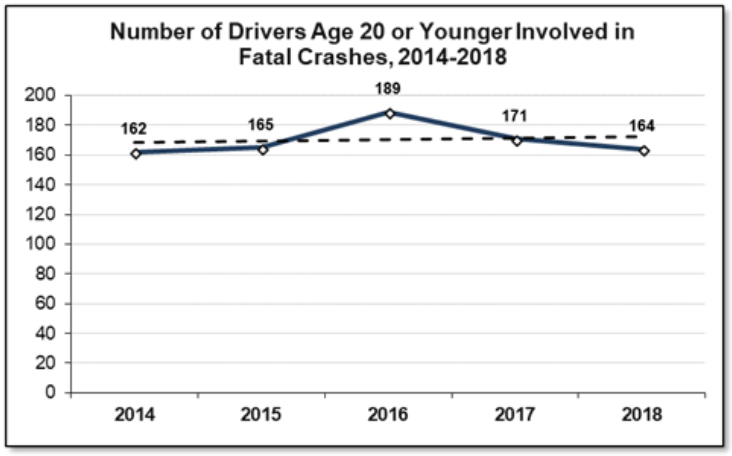
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Target: Decrease drivers age 20 or younger involved in fatal crashes by 20 percent from the 2011–2015 average of 165 to the 2014–2018 average of 132 by December 31, 2018.

Outcome: **Target not achieved.** The 2014–2018 average number of young drivers involved in fatal crashes was 170, a 3 percent increase from the 2011–2015 average of 165.



Source: FARS, 2014–2016 and NCDOT Motor Vehicle Crash Data, 2017–2018. Note that 2018 young driver fatal crashes were extrapolated based on the 41 fatalities during the first quarter of the year.

The past five years have seen relatively little change in young driver fatal crashes in North Carolina. During 2016, there were 189 fatal crashes involving drivers age 20 or younger in North Carolina. NC DOT Motor Vehicle Crash Data for 2017 show a noticeable decrease, and that is expected to continue in 2018. Younger drivers currently account for nine percent of fatal crashes in the state.

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

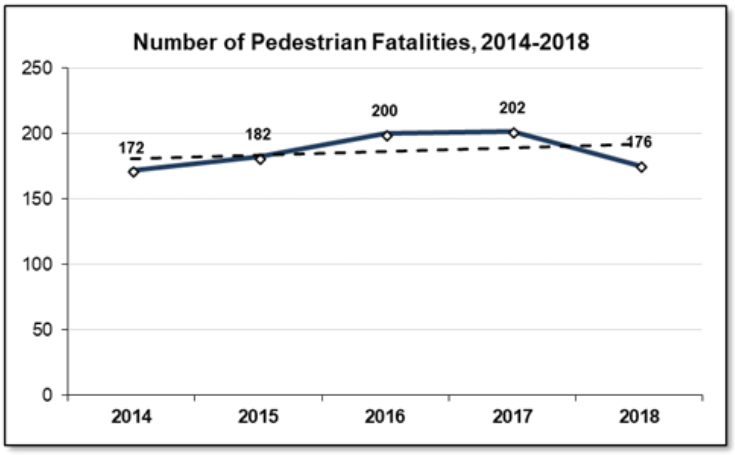
C-10) Number of pedestrian fatalities (FARS)

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Target: Limit the 2014–2018 average number of pedestrian fatalities to the 2011–2015 average of 178 by December, 31, 2018.

Outcome: **Target not achieved.** The 2014–2018 average number of pedestrian fatalities was 186, a four percent increase from the 2011–2015 average of 178.



Source: FARS, 2014–2016 and NCDOT Motor Vehicle Crash Data, 2017–2018. Note that 2018 pedestrian fatalities were extrapolated based on the 44 fatalities during the first quarter of the year.

During 2016, pedestrian fatalities increased by 10 percent in North Carolina, from 182 to 200. Preliminary state data suggests a decrease in pedestrian fatalities in 2018. Over the past five years, pedestrians have consistently accounted for just under 15 percent of all traffic fatalities in the state.

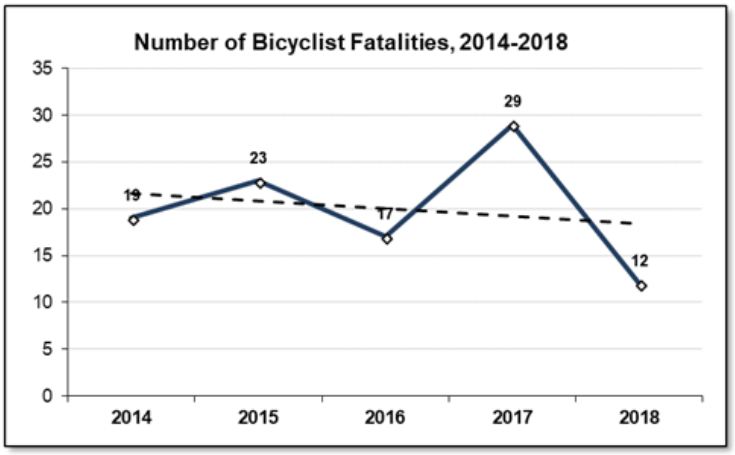
C-11) Number of bicyclists fatalities (FARS)

Progress: Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Target: Decrease the number of bicyclist fatalities 15 percent from the 2011–2015 average of 23 to the 2014–2018 average of 20 by December 31, 2018.

Outcome: **Target achieved.** The 2014–2018 average number of bicyclist fatalities was 20, a 13 percent decrease from the 2011–2015 annual average of 23.



Source: FARS, 2014–2016 and NCDOT Motor Vehicle Crash Data, 2017–2018. Note that 2018 bicyclist fatalities were extrapolated based on the three fatalities during the first quarter of the year.

The number of bicyclist fatalities in North Carolina is much lower than the number of fatalities involving pedestrians, motorcyclists and other types of road users. Moreover, the overall trend suggests a gradual decrease in bicyclist fatalities over the past five years. During 2016, there were 17 bicyclists killed in crashes in North Carolina, a decrease of six from the 23 bicyclists killed in 2015. State data showed a marked increase in 2017, but preliminary data for 2018 suggest these numbers may be decreasing this year.

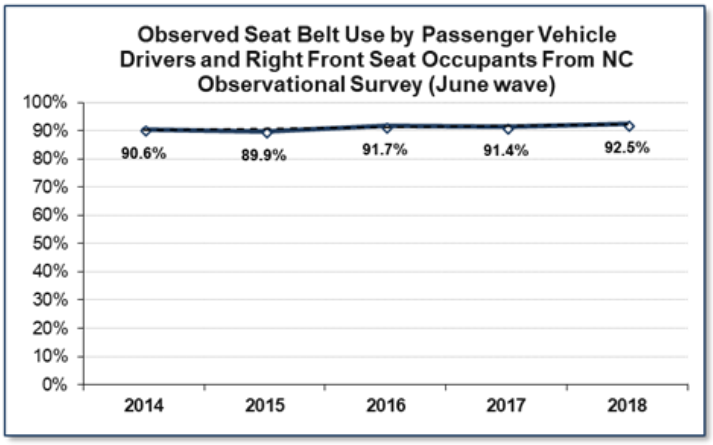
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Progress: Not Met

Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Target: Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 3 percentage points from the 2012–2016 average usage rate of 89.7 percent to the 2014–2018 average of 92.7 percent by December 31, 2018.

Outcome: **Target not achieved.** The 2014–2018 average observed seat belt use rate was 91.2 percent, slightly below the target of 92.7 percent set for 2018.



Source: North Carolina's annual seat belt use survey. Note that belt use in 2018 was estimated from the previous five-year trend (2013–2017). Annual seat belt survey results were not yet available for 2018.

North Carolina's seat belt use rate has been above the 90 percent threshold for all but one of the past five years. Observed seat belt use among outboard occupants in passenger vehicle decreased slightly to 91.4 percent in 2017. Belt use decreased slightly for drivers (from 92.1 percent to 91.6 percent) but increased for passengers (from 90.4 percent to 91.0 percent). Generally, observed seat belt use has changed only slightly the past five years, remaining just over 90 percent.

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. See the Occupant Protection (Adult and Child Passenger Safety) Program Area for more details.

4 Performance plan

Open each performance measure listed below or click Add New to create additional non-core performance measures to provide a list of quantifiable and measurable highway safety performance targets that are data-driven, consistent with the Uniform Guidelines for Highway Safety Programs and based on highway safety problems identified by the State during the planning process.

Performance Measure Name	Target Period(Performance Target)	Target Start Year (Performance Target)	Target End Year (Performance Target)	Target Value(Performance Target)
C-1) Number of traffic fatalities (FARS)	5 Year	2015	2019	1,214.7
C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2015	2019	2,490.6
C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2015	2019	1.097
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2015	2019	15.0
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2015	2019	10.0
C-6) Number of speeding-related fatalities (FARS)	5 Year	2015	2019	5.0
C-7) Number of motorcyclist fatalities (FARS)	5 Year	2015	2019	5.0
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2015	2019	0.0
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2015	2019	20.0

C-10) Number of pedestrian fatalities (FARS)	5 Year	2015	2019	0.0
C-11) Number of bicyclists fatalities (FARS)	5 Year	2015	2019	15.0
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2015	2019	93.4
Number of core traffic records databases improved (timeliness)	Annual	2019	2019	1.0
Number of core traffic records databases improved (accessibility)	Annual	2019	2019	1.0
Number of core traffic records databases improved (integration)	Annual	2019	2019	1.0
Number of older drives involved in fatal crashes	5 Year	2015	2019	5.0

C-1) Number of traffic fatalities (FARS)

Is this a traffic records system performance measure?

No

C-1) Number of traffic fatalities (FARS)-2019
Target Metric Type: Numeric
Target Value: 1,214.7
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

North Carolina experienced a noticeable jump in traffic fatalities during 2016. Seventy-one (71) more fatalities occurred during 2016 than 2015, an increase of 5.1 percent. This mirrors national trends: traffic fatalities increased by 5.6 percent in the U.S. during 2016. NCDOT Motor Vehicle Crash Data show traffic fatalities in North Carolina decreased by four percent during 2017. Data from the first three months of 2018 suggest the decreasing trend has continued.

Many factors were considered when setting performance targets. The overall objective was to set performance targets that were challenging but obtainable. The ultimate goal is zero deaths from motor vehicle crashes in North Carolina. The factors considered in the goal setting process included the following:

- Trends in crashes and fatalities: Trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years.
- The effect of external forces: The extent to which crashes or fatalities may be a function of external forces or factors beyond the ability of law enforcement, safety advocates, educators and others to influence was also considered. These may include economic factors, gasoline prices and population changes, as well as geographic, topographic and roadway system factors. To the extent possible, we considered the potential effect of these external forces in setting targets.
- Effectiveness of known countermeasures: Another factor considered when setting targets was whether there are known effective programs/approaches to address the particular problem area. This includes how many effective countermeasures are available and how powerful they are.

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

Is this a traffic records system performance measure?

No

C-2) Number of serious injuries in traffic crashes (State crash data files)-2019
Target Metric Type: Numeric
Target Value: 2,490.6
Target Period: 5 Year

Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Similar to fatalities, the number of serious ("disabling") injuries increased in North Carolina during 2016. Five hundred and sixty-five more serious injuries occurred during 2016 than 2015, an increase of 23 percent. The increase was larger among males than females (27 percent vs. 17 percent) and larger in rural areas than urban areas (32 percent versus 12 percent). Similar to the findings for fatalities, the largest increase in serious injuries was found for occupants of SUVs (21 percent) and pickup trucks (16 percent) compared to other types of vehicles.

It is important to note that North Carolina changed the definition of "serious injury" during the last 3 months of 2016. In all likelihood, this had a substantial impact on the rise in serious injuries recorded in 2016 and 2017. The effect of the definition change appears to have stabilized in 2018.

Many factors were considered when setting performance targets. The overall objective was to set performance targets that were challenging but obtainable. The ultimate goal is zero deaths from motor vehicle crashes in North Carolina. The factors considered in the goal setting process included the following:

- Trends in crashes and fatalities: Trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years.
- The effect of external forces: The extent to which crashes or fatalities may be a function of external forces or factors beyond the ability of law enforcement, safety advocates, educators and others to influence was also considered. These may include economic factors, gasoline prices and population changes, as well as geographic, topographic and roadway system factors. To the extent possible, we considered the potential effect of these external forces in setting targets.
- Effectiveness of known countermeasures: Another factor considered when setting targets was whether there are known effective programs/approaches to address the particular problem area. This includes how many effective countermeasures are available and how powerful they are.

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

Is this a traffic records system performance measure?

No

C-3) Fatalities/VMT (FARS, FHWA)-2019
Target Metric Type: Numeric
Target Value: 1.097
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

North Carolina's annual fatality rate per 100 million VMT remained at 1.24 in 2016. Although VMT increased in 2016, this was offset by the rise in total traffic fatalities. Overall, the long-term trend indicates little change in the fatality rate per 100 million VMT in North Carolina. The fatality rates per 100 million VMT for 2016–2018 are based on NC VMT estimates and may be adjusted once this rate is published by NHTSA.

Many factors were considered when setting performance targets. The overall objective was to set performance targets that were challenging but obtainable. The ultimate goal is zero deaths from motor vehicle crashes in North Carolina. The factors considered in the goal setting process included the following:

- Trends in crashes and fatalities: Trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years.
- The effect of external forces: The extent to which crashes or fatalities may be a function of external forces or factors beyond the ability of law enforcement, safety advocates, educators and others to influence was also considered. These may include economic

factors, gasoline prices and population changes, as well as geographic, topographic and roadway system factors. To the extent possible, we considered the potential effect of these external forces in setting targets.
- Effectiveness of known countermeasures: Another factor considered when setting targets was whether there are known effective programs/approaches to address the particular problem area. This includes how many effective countermeasures are available and how powerful they are.

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

Is this a traffic records system performance measure?

No

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2019
Target Metric Type: Percentage
Target Value: 15.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Similar to overall traffic fatalities, unrestrained passenger vehicle occupant fatalities rose in 2016 but decreased a bit in 2017. North Carolina experienced 30 more unrestrained fatalities during 2016 than 2015, an increase of seven percent. Unrestrained fatalities changed little during 2017 or 2018, based on NCDOT Motor Vehicle Crash Data. We believe further reductions in unrestrained passenger vehicle fatalities are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals.

Many factors were considered when setting performance targets. The overall objective was to set performance targets that were challenging but obtainable. The ultimate goal is zero deaths from motor vehicle crashes in North Carolina. The factors considered in the goal setting process included the following:

- Trends in crashes and fatalities: Trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years.
- The effect of external forces: The extent to which crashes or fatalities may be a function of external forces or factors beyond the ability of law enforcement, safety advocates, educators and others to influence was also considered. These may include economic factors, gasoline prices and population changes, as well as geographic, topographic and roadway system factors. To the extent possible, we considered the potential effect of these external forces in setting targets.
- Effectiveness of known countermeasures: Another factor considered when setting targets was whether there are known effective programs/approaches to address the particular problem area. This includes how many effective countermeasures are available and how powerful they are.

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

Is this a traffic records system performance measure?

No

C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2019
Target Metric Type: Percentage
Target Value: 10.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

Alcohol-impaired driving fatalities dropped by nine percent in 2016. Moreover, the long-term trend suggests a gradual decline in alcohol-impaired driving fatalities over the past five years. During 2016, 24 percent of all fatalities were alcohol-related, down from 28 percent of fatalities in 2015. The decrease in alcohol-impaired driving fatalities was not quite large enough to reach the 2014–2018 target.

Many factors were considered when setting performance targets. The overall objective was to set performance targets that were challenging but obtainable. The ultimate goal is zero deaths from motor vehicle crashes in North Carolina. The factors considered in the goal setting process included the following:

- Trends in crashes and fatalities: Trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years.
- The effect of external forces: The extent to which crashes or fatalities may be a function of external forces or factors beyond the ability of law enforcement, safety advocates, educators and others to influence was also considered. These may include economic factors, gasoline prices and population changes, as well as geographic, topographic and roadway system factors. To the extent possible, we considered the potential effect of these external forces in setting targets.
- Effectiveness of known countermeasures: Another factor considered when setting targets was whether there are known effective programs/approaches to address the particular problem area. This includes how many effective countermeasures are available and how powerful they are.

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

Is this a traffic records system performance measure?

No

C-6) Number of speeding-related fatalities (FARS)-2019
Target Metric Type: Percentage
Target Value: 5.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

In 2016, there were 566 speed-related fatalities in North Carolina, representing 40% of all fatalities in the state. Speeding was particularly common among drivers age 16-29 (47%), on weekends (48%), among motorcyclists (46%), and among drivers who have been drinking (57%). The overall trend suggests a steady rise in speed-related fatalities in North Carolina.

Many factors were considered when setting performance targets. The overall objective was to set performance targets that were challenging but obtainable. The ultimate goal is zero deaths from motor vehicle crashes in North Carolina. The factors considered in the goal setting process included the following:

- Trends in crashes and fatalities: Trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years.
- The effect of external forces: The extent to which crashes or fatalities may be a function of external forces or factors beyond the ability of law enforcement, safety advocates, educators and others to influence was also considered. These may include economic factors, gasoline prices and population changes, as well as geographic, topographic and roadway system factors. To the extent possible, we considered the potential effect of these external forces in setting targets.
- Effectiveness of known countermeasures: Another factor considered when setting targets was whether there are known effective programs/approaches to address the particular problem area. This includes how many effective countermeasures are available and how powerful they are.

C-7) Number of motorcyclist fatalities (FARS)

Is this a traffic records system performance measure?

No

C-7) Number of motorcyclist fatalities (FARS)-2019
Target Metric Type: Percentage
Target Value: 5.0

Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

During 2016, 185 motorcyclists were killed in crashes in North Carolina, a decrease of four percent in comparison with 2015. Motorcyclists accounted for 13 percent of all traffic fatalities in 2016, compared to just six percent of fatalities in 2000. This is due in large part to the growing popularity of motorcycle riding. There are more riders traveling more miles, resulting in more exposure of motorcyclists to other traffic and potentially dangerous conditions. Additionally, the average age of riders killed in crashes has risen. During 2016, riders age 41 and older accounted for almost half of all motorcyclist fatalities.

Many factors were considered when setting performance targets. The overall objective was to set performance targets that were challenging but obtainable. The ultimate goal is zero deaths from motor vehicle crashes in North Carolina. The factors considered in the goal setting process included the following:

- Trends in crashes and fatalities: Trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years.
- The effect of external forces: The extent to which crashes or fatalities may be a function of external forces or factors beyond the ability of law enforcement, safety advocates, educators and others to influence was also considered. These may include economic factors, gasoline prices and population changes, as well as geographic, topographic and roadway system factors. To the extent possible, we considered the potential effect of these external forces in setting targets.
- Effectiveness of known countermeasures: Another factor considered when setting targets was whether there are known effective programs/approaches to address the particular problem area. This includes how many effective countermeasures are available and how powerful they are.

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

Is this a traffic records system performance measure?

No

C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2019
Target Metric Type: Percentage
Target Value: 0.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

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 2016, only 14 unhelmeted motorcyclists were killed in crashes. An estimated 100+ lives in North Carolina are saved each year by motorcycle helmets. Additional lives could be saved if all riders wore helmets.

Many factors were considered when setting performance targets. The overall objective was to set performance targets that were challenging but obtainable. The ultimate goal is zero deaths from motor vehicle crashes in North Carolina. The factors considered in the goal setting process included the following:

- Trends in crashes and fatalities: Trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years.
- The effect of external forces: The extent to which crashes or fatalities may be a function of external forces or factors beyond the ability of law enforcement, safety advocates, educators and others to influence was also considered. These may include economic factors, gasoline prices and population changes, as well as geographic, topographic and roadway system factors. To the extent possible, we considered the potential effect of these external forces in setting targets.
- Effectiveness of known countermeasures: Another factor considered when setting targets was whether there are known effective programs/approaches to address the particular problem area. This includes how many effective countermeasures are available and

how powerful they are.

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

Is this a traffic records system performance measure?

No

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2019
Target Metric Type: Percentage
Target Value: 20.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

The past five years have seen relatively little change in young driver fatal crashes in North Carolina. During 2016, there were 189 fatal crashes involving drivers age 20 or younger in North Carolina. NC DOT Motor Vehicle Crash Data for 2017 show a noticeable decrease, and that is expected to continue in 2018. Younger drivers currently account for nine percent of fatal crashes in the state.

Many factors were considered when setting performance targets. The overall objective was to set performance targets that were challenging but obtainable. The ultimate goal is zero deaths from motor vehicle crashes in North Carolina. The factors considered in the goal setting process included the following:

- Trends in crashes and fatalities: Trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years.
- The effect of external forces: The extent to which crashes or fatalities may be a function of external forces or factors beyond the ability of law enforcement, safety advocates, educators and others to influence was also considered. These may include economic factors, gasoline prices and population changes, as well as geographic, topographic and roadway system factors. To the extent possible, we considered the potential effect of these external forces in setting targets.
- Effectiveness of known countermeasures: Another factor considered when setting targets was whether there are known effective programs/approaches to address the particular problem area. This includes how many effective countermeasures are available and how powerful they are.

C-10) Number of pedestrian fatalities (FARS)

Is this a traffic records system performance measure?

No

C-10) Number of pedestrian fatalities (FARS)-2019
Target Metric Type: Percentage
Target Value: 0.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

During 2016, pedestrian fatalities increased by 10 percent in North Carolina, from 182 to 200. Preliminary state data suggests a decrease in pedestrian fatalities in 2018. Over the past five years, pedestrians have consistently accounted for just under 15 percent of all traffic fatalities in the state.

Many factors were considered when setting performance targets. The overall objective was to set performance targets that were challenging but obtainable. The ultimate goal is zero deaths from motor vehicle crashes in North Carolina. The factors considered in the goal setting process included the following:

- Trends in crashes and fatalities: Trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years.
- The effect of external forces: The extent to which crashes or fatalities may be a function of external forces or factors beyond the ability of law enforcement, safety advocates, educators and others to influence was also considered. These may include economic factors, gasoline prices and population changes, as well as geographic, topographic and roadway system factors. To the extent possible, we considered the potential effect of these external forces in setting targets.
- Effectiveness of known countermeasures: Another factor considered when setting targets was whether there are known effective programs/approaches to address the particular problem area. This includes how many effective countermeasures are available and how powerful they are.

C-11) Number of bicyclists fatalities (FARS)

Is this a traffic records system performance measure?

No

C-11) Number of bicyclists fatalities (FARS)-2019

Target Metric Type: Percentage

Target Value: 15.0

Target Period: 5 Year

Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

The number of bicyclist fatalities in North Carolina is much lower than the number of fatalities involving pedestrians, motorcyclists and other types of road users. Moreover, the overall trend suggests a gradual decrease in bicyclist fatalities over the past five years. During 2016, there were 17 bicyclists killed in crashes in North Carolina, a decrease of six from the 23 bicyclists killed in 2015. State data showed a marked increase in 2017, but preliminary data for 2018 suggest these numbers may be decreasing this year.

Many factors were considered when setting performance targets. The overall objective was to set performance targets that were challenging but obtainable. The ultimate goal is zero deaths from motor vehicle crashes in North Carolina. The factors considered in the goal setting process included the following:

- Trends in crashes and fatalities: Trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years.
- The effect of external forces: The extent to which crashes or fatalities may be a function of external forces or factors beyond the ability of law enforcement, safety advocates, educators and others to influence was also considered. These may include economic factors, gasoline prices and population changes, as well as geographic, topographic and roadway system factors. To the extent possible, we considered the potential effect of these external forces in setting targets.
- Effectiveness of known countermeasures: Another factor considered when setting targets was whether there are known effective programs/approaches to address the particular problem area. This includes how many effective countermeasures are available and how powerful they are.

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

Is this a traffic records system performance measure?

No

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2019

Target Metric Type: Numeric

Target Value: 93.4
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

North Carolina's seat belt use rate has been above the 90 percent threshold for all but one of the past five years. Observed seat belt use among outboard occupants in passenger vehicle decreased slightly to 91.4 percent in 2017. Belt use decreased slightly for drivers (from 92.1 percent to 91.6 percent) but increased for passengers (from 90.4 percent to 91.0 percent). Generally, observed seat belt use has changed only slightly the past five years, remaining just over 90 percent.

Many factors were considered when setting performance targets. The overall objective was to set performance targets that were challenging but obtainable. The ultimate goal is zero deaths from motor vehicle crashes in North Carolina. The factors considered in the goal setting process included the following:

- Trends in crashes and fatalities: Trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years.
- The effect of external forces: The extent to which crashes or fatalities may be a function of external forces or factors beyond the ability of law enforcement, safety advocates, educators and others to influence was also considered. These may include economic factors, gasoline prices and population changes, as well as geographic, topographic and roadway system factors. To the extent possible, we considered the potential effect of these external forces in setting targets.
- Effectiveness of known countermeasures: Another factor considered when setting targets was whether there are known effective programs/approaches to address the particular problem area. This includes how many effective countermeasures are available and how powerful they are.

Number of core traffic records databases improved (timeliness)

Is this a traffic records system performance measure?

Yes

Primary performance attribute:	Timeliness
Core traffic records data system to be impacted:	Citation/Adjudication

Quantitative improvement in the data attribute of timeliness for a minimum of one core database.
Target Metric Type: Numeric
Target Value: 1.0
Target Period: Annual
Target Start Year: 2019

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

GHSP recognizes the importance of traffic safety records being accessible, accurate, complete, integrated, timely, and uniform. Traffic record improvements normally require long-term efforts due to the complexity of enhancing, modifying or replacing a database or databse components. Traffic records 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)

Is this a traffic records system performance measure?

Yes

Primary performance attribute:	Accessibility
Core traffic records data system to be impacted:	Crash

Quantitative improvement in the data attribute of accessibility for a minimum of one core database.
Target Metric Type: Numeric
Target Value: 1.0
Target Period: Annual
Target Start Year: 2019

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

GHSP recognizes the importance of traffic safety records being accessible, accurate, complete, integrated, timely, and uniform. Traffic record improvements normally require long-term efforts due to the complexity of enhancing, modifying or replacing a database or databse components. Traffic records 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)

Is this a traffic records system performance measure?

Yes

Primary performance attribute:	Integration
Core traffic records data system to be impacted:	Emergency Medical Services/Injury Surveillance Systems

Quantitative improvement in the data attribute of integration for a minimum of one core database.
Target Metric Type: Numeric
Target Value: 1.0
Target Period: Annual
Target Start Year: 2019

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

GHSP recognizes the importance of traffic safety records being accessible, accurate, complete, integrated, timely, and uniform. Traffic record improvements normally require long-term efforts due to the complexity of enhancing, modifying or replacing a database or databse components. Traffic records 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 older drives involved in fatal crashes

Is this a traffic records system performance measure?

No

Number of older drives involved in fatal crashes-2019
Target Metric Type: Percentage
Target Value: 5.0
Target Period: 5 Year
Target Start Year: 2015

Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.

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.	
Check the box if the statement is correct.	Yes
Enter grant-funded enforcement activity measure information related to seat belt citations, impaired driving arrests and speeding citations.	
A-1) Number of seat belt citations issued during grant-funded enforcement activities*	
Fiscal year	2017
Seat belt citations	38,761
A-2) Number of impaired driving arrests made during grant-funded enforcement activities	
Fiscal year	2017
Impaired driving arrests	11,874
A-3) Number of speeding citations issued during grant-funded enforcement activities*	
Fiscal year	2017
Speeding citations	154,087

5 Program areas

Program Area Hierarchy

1. Police Traffic Services
    - 3.2.3 Other Enforcement Methods (Chapter 3: Speeding and Speed Enforcement)
        - Law Enforcement Liaison
            - FAST Act NHTSA 402
    - 3.2.2 High Visibility Enforcement (Chapter 3: Speeding and Speed Enforcement)
2. Young Drivers
    - 6.2.2 Post-Licensure or Second Tier Driver Education (Chapter 6: Young Driver)
3. Impaired Driving (Drug and Alcohol)
    - 1.7.1 Enforcement of Drug Impaired Driving (Chapter 1: Alcohol and Drug Impaired Driving)
    - 1.6.4 Other Legal Minimum Drinking Age 21 Law Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)
    - 1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)
        - Media
            - FAST Act 405b OP High
            - MAP 21 405b Occupant Protection Low Belt Use
            - MAP 21 405d Impaired Driving Mid
            - FAST Act 405d Impaired Driving Mid
            - MAP 21 405d Impaired Driving Mid
            - NHTSA 402
            - FAST Act 405b OP High
            - FAST Act 405b OP Low
            - NHTSA 402
            - FAST Act 405h Nonmotorized Safety
    - 1.4.2 Alcohol Interlocks (Chapter 1: Alcohol and Drug Impaired Driving)
    - 1.3.3 Court Monitoring (Chapter 1: Alcohol and Drug Impaired Driving)
    - 1.3.1 DWI Courts (Chapter 1: Alcohol and Drug Impaired Driving)

        - Prosecution
            - FAST Act 405d Impaired Driving Mid
            - FAST Act NHTSA 402
            - FAST Act 405d Impaired Driving Mid
        - Diversion/Referal
            - FAST Act 405d Impaired Driving Mid
            - FAST Act NHTSA 402
            - NHTSA 402
    - 1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)
        - Training
            - FAST Act NHTSA 402
            - FAST Act 405d Impaired Driving Mid
            - FAST Act 405d Impaired Driving Mid
            - FAST Act 405d Impaired Driving Mid
            - FAST Act 405b OP High
            - NHTSA 402
            - FAST Act NHTSA 402
            - FAST Act NHTSA 402
            - NHTSA 402
    - 1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)
        - Enforcement
            - FAST Act 405d Impaired Driving Mid
            - FAST Act 405d Impaired Driving Mid
            - FAST Act NHTSA 402
            - NHTSA 402
            - FAST Act NHTSA 402
            - NHTSA 402
            - FAST Act 405d Impaired Driving Mid
            - FAST Act 405d Impaired Driving Mid
            - MAP 21 405d Impaired Driving Mid
            - FAST Act NHTSA 402
            - FAST Act NHTSA 402
    - 1.2.1 Publicized Sobriety Checkpoints (Chapter 1: Alcohol and Drug Impaired Driving)
    - 1.1.1 Administrative License Revocation or Suspension (Chapter 1: Alcohol and Drug Impaired Driving)
4. Motorcycle Safety
    - Not Applicable-No Countermeasure
        - Program Management
            - FAST Act 405f Motorcycle Programs
            - FAST Act NHTSA 402
            - NHTSA 402
            - FAST Act NHTSA 402
            - NHTSA 402
            - NHTSA 402
            - FAST Act NHTSA 402
            - NHTSA 402
    - 5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)
        - Education
            - FAST Act 405d Impaired Driving Mid
            - MAP 21 405d Impaired Driving Mid
            - NHTSA 402
            - FAST Act 405b OP High
            - FAST Act NHTSA 402
            - MAP 21 405f Motorcycle Programs
            - FAST Act NHTSA 402
            - NHTSA 402
            - FAST Act NHTSA 402
            - FAST Act NHTSA 402
            - FAST Act NHTSA 402
            - FAST Act NHTSA 402
            - FAST Act 405h Nonmotorized Safety
            - FAST Act 405h Nonmotorized Safety
            - FAST Act 405h Nonmotorized Safety
5. Communications (Media)
    - Not Applicable-No Countermeasure

        - Program Management
            - FAST Act 405f Motorcycle Programs
            - FAST Act NHTSA 402
            - NHTSA 402
            - FAST Act NHTSA 402
            - NHTSA 402
            - NHTSA 402
            - FAST Act NHTSA 402
            - NHTSA 402
    - 9.4.2 Share the Road Awareness Programs (Chapter 9: Bicycles)
    - 2.3.1 Communications and Outreach Supporting Law Enforcement (Chapter 2: Seat Belts and Child Restraints)
    - 1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)
        - Media
            - FAST Act 405b OP High
            - MAP 21 405b Occupant Protection Low Belt Use
            - MAP 21 405d Impaired Driving Mid
            - FAST Act 405d Impaired Driving Mid
            - MAP 21 405d Impaired Driving Mid
            - NHTSA 402
            - FAST Act 405b OP High
            - FAST Act 405b OP Low
            - NHTSA 402
            - FAST Act 405h Nonmotorized Safety
6. Traffic Records
    - Improves timeliness of a core highway safety database
    - Improves integration between one or more core highway safety databases
    - Improves accessibility of a core highway safety database
        - Data Improvement
            - FAST Act NHTSA 402
            - NHTSA 402
            - FAST Act 405c Data Program
            - MAP 21 405c Data Program
            - FAST Act 405c Data Program
            - MAP 21 405c Data Program
            - FAST Act 405c Data Program
            - MAP 21 405c Data Program
    - Highway Safety Office Program Management
7. Older Drivers
    - 7.1.2 General Communications and Education (Chapter 7: Older Drivers)
8. Non-motorized (Pedestrians and Bicyclist)
    - 9.4.2 Share the Road Awareness Programs (Chapter 9: Bicycles)
    - 9.3.2 Promote Bicycle Helmet Use with Education (Chapter 9 Bicycles)
    - 9.1.3 Bicycle Safety Education for Children (Chapter 9: Bicycles)
    - 8.4.4 Targeted Enforcement (Chapter 8: Pedestrians)
9. School Bus Safety
    - 8.2.3 Child School Bus Training (Chapter 8: Pedestrians)
10. Occupant Protection (Adult and Child Passenger Safety)
    - 3.2.2 High Visibility Enforcement (Chapter 3: Speeding and Speed Enforcement)
    - 2.7.2 Inspection Stations (Chapter 2: Seat Belts and Child Restraints)
    - 2.6.2 Communities and Outreach Strategies for Child Restraint and Booster Seat Use (Chapter 2: Seat Belts and Child Restraints)
    - 2.3.2 Communications and Outreach Strategies for Low Belt Use Groups (Chapter 2: Seat Belts and Child Restraints)
    - 2.3.1 Communications and Outreach Supporting Law Enforcement (Chapter 2: Seat Belts and Child Restraints)
    - 2.2.3 Sustained Enforcement (Chapter 2: Seat Belts and Child Restraints)
    - 2.2.1 Short-Term, High Visibility Seat Belt Law Enforcement (Chapter 2: Seat Belts and Child Restraints)
11. Planning & Administration
    - (none)
        - Program Management
            - FAST Act 405f Motorcycle Programs
            - FAST Act NHTSA 402
            - NHTSA 402
            - FAST Act NHTSA 402
            - NHTSA 402
            - NHTSA 402
            - FAST Act NHTSA 402

- NHTSA 402

5.1 Program Area: Police Traffic Services

Program area type	Police Traffic Services

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

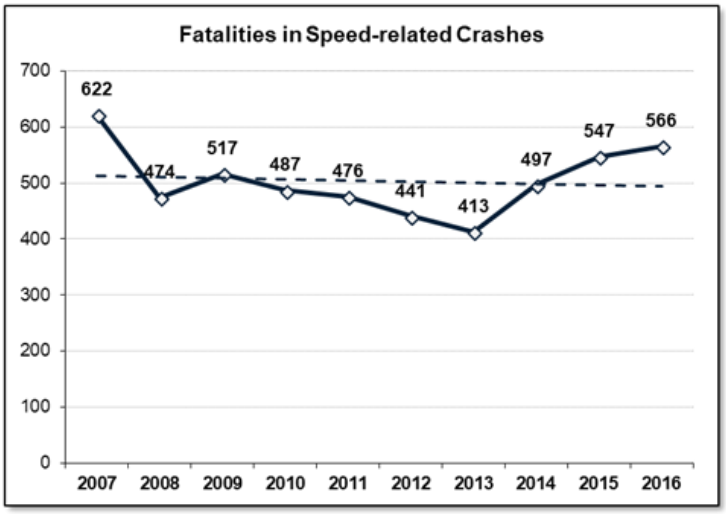
No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

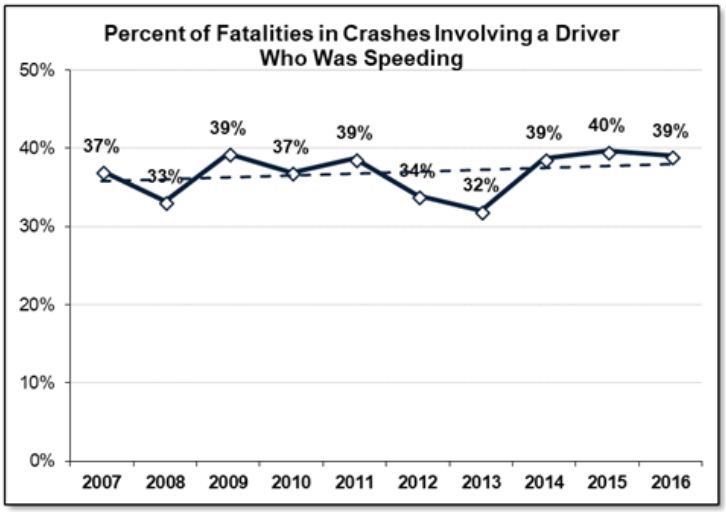
Crashes, Deaths and Injuries

In 2016, 566 persons were killed in crashes in North Carolina involving a driver who was speeding, a three percent increase from the 547 speed-related fatalities in 2015. North Carolina has experienced a noticeable increase in speed-related fatalities during the past three years, as shown in the figure below.



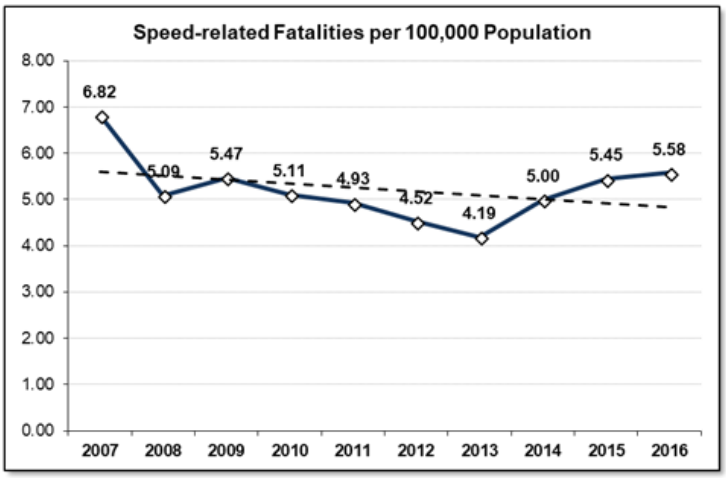
Source: FARS, 2007–2016

The percent of fatalities in North Carolina involving a driver who was speeding has fluctuated somewhat over the past 10 years. During 2016, 39 percent of fatalities were speed-related, down slightly from 40 percent of fatalities in 2015.



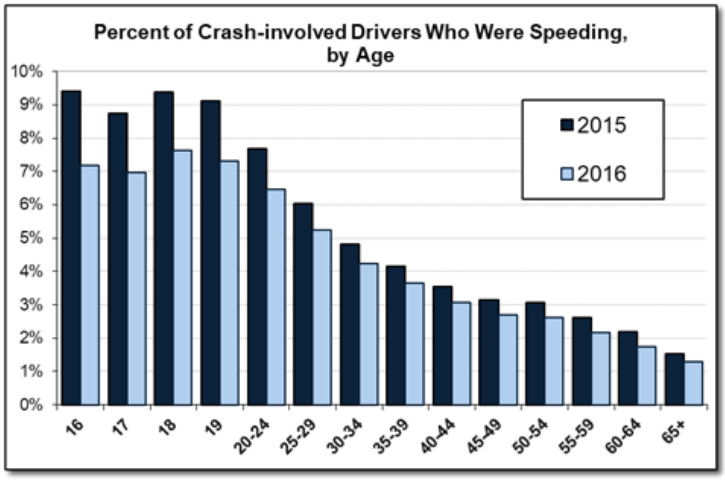
Source: FARS, 2007–2016

As mentioned previously, North Carolina's population has grown considerably during the last decade. Consequently, it is important to consider fatality rates per capita. The figure below shows speed-related driving fatalities per 100,000 population in North Carolina from 2007 through 2016. The overall trend points to a decline in speed-related fatalities per capita. Once again, however, there has been a noticeable increase in the fatality rate during the past three years.



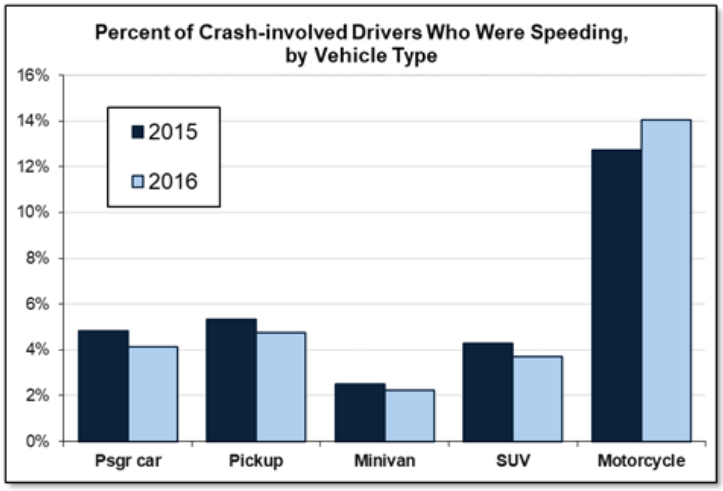
Source: FARS, 2007–2016 and U.S. Census

Speed is less often involved in non-fatal crashes. Among all drivers in crashes in North Carolina during 2016, 4.0 percent were speeding (compared to 4.6 percent in 2015). Male drivers were noticeably more likely to be involved in a speed-related crash than female drivers. Among crash-involved drivers in 2016, 4.8 percent of males were speeding compared to 3.1 percent of females. Speeding also varies by the age of the driver. As shown in the figure below, speed involvement in crashes tends to be highest among the youngest drivers and gradually decreases with age.



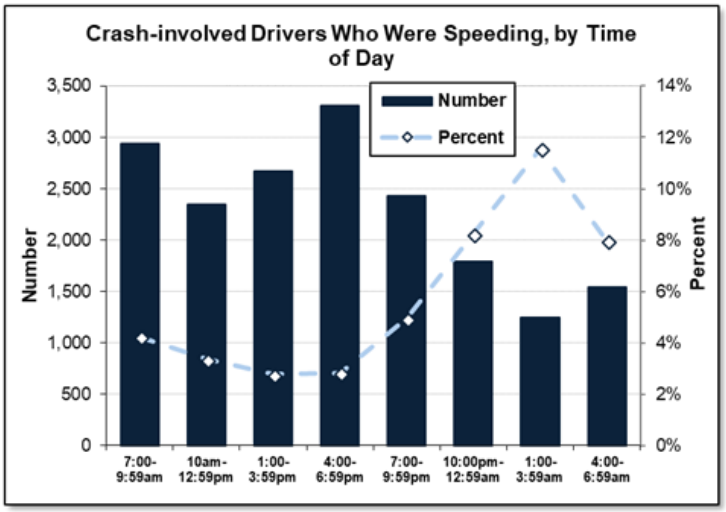
Source: NCDOT Motor Vehicle Crash Data, 2015–2016

Speeding is substantially more common in rural crashes than urban crashes. During 2016, 7.4 percent of drivers in crashes on rural roads were speeding, compared to 1.4 percent of drivers who crashed on urban roads. As shown in figure below, speeding is also quite frequent among crash-involved motorcycle riders. During 2016, 14 percent of crash-involved motorcycle riders were speeding, compared to less than five percent of drivers of other types of vehicles. The frequency of speeding in motorcycle crashes increased somewhat in 2016 compared with 2015.



Source: NCDOT Motor Vehicle Crash Data, 2015–2016

The next figure shows the number and percent of drivers in crashes who were speeding by time of day. The number of crash-involved drivers who were speeding is highest at times that correspond to the daily “rush hour” (i.e., 7:00-9:59 a.m. in the morning and 4:00-6:59 p.m. in the afternoon). However, the *percent* of crash-involved drivers who were speeding is highest late at night, peaking between 1:00 and 3:59 a.m. In other words, the majority of speed-related crashes occur during the day when there are more drivers on the roadway, but crashes occurring late at night are more likely than daytime crashes to involve speeding.



Source: NCDOT Motor Vehicle Crash Data, 2016

North Carolina has 100 counties. The table below, which covers the years 2012-2016, shows the 41 counties with the most fatalities in crashes involving a driver who was speeding. Mecklenburg County had the highest number of speed-involved fatalities during this period, followed by Wake, Guilford, Robeson and Cumberland counties. These five counties are among the largest in North Carolina and include many of the most populous cities. In total, the 41 counties listed in the table account for 76 percent of all speed-related fatalities in North Carolina from 2012 to 2016.

The table also shows fatalities per 10,000 population. When looking at speed-related fatalities per capita, the counties that stand out include Robeson (1.35), Hoke (1.05), Columbus (1.03), Nash (0.91), Sampson (0.82), Davidson (0.81), Halifax (0.81) and Harnett (0.81). These counties are well above the overall North Carolina per capita rate of 0.49. Several of these counties are in rural areas in either the southeastern part of the state or along the I-95 corridor.

Fatalities in Crashes Involving a Driver Who Was Speeding, 2012–2016

County	Fatalities in speed-related crashes	Fatalities per 10,000 population	% of all speed-involved fatalities
Mecklenburg	170	0.32	6.90%
Wake	133	0.25	5.40%
Guilford	111	0.43	4.51%
Robeson	90	1.35	3.65%
Cumberland	78	0.48	3.17%
Davidson	67	0.81	2.72%
Forsyth	61	0.33	2.48%
Johnston	61	0.64	2.48%
Gaston	56	0.52	2.27%
Onslow	55	0.59	2.23%
Harnett	53	0.81	2.15%
Buncombe	50	0.39	2.03%

Fatalities in Crashes Involving a Driver Who Was Speeding, 2012–2016

County	Fatalities in speed-related crashes	Fatalities per 10,000 population	% of all speed-involved fatalities
Durham	49	0.32	1.99%
Randolph	49	0.68	1.99%
Cabarrus	43	0.43	1.75%
Nash	43	0.91	1.75%
Cleveland	41	0.84	1.66%
Rowan	41	0.59	1.66%
Union	34	0.30	1.38%
Wayne	34	0.55	1.38%
Moore	33	0.69	1.34%
New Hanover	33	0.30	1.34%
Orange	33	0.47	1.34%
Catawba	29	0.37	1.18%
Columbus	29	1.03	1.18%
Pitt	29	0.33	1.18%
Rockingham	29	0.63	1.18%
Hoke	28	1.05	1.14%
Iredell	27	0.31	1.10%
Sampson	26	0.82	1.06%
Craven	25	0.48	1.02%
Surry	25	0.69	1.02%
Alamance	24	0.30	0.97%
Caldwell	24	0.59	0.97%
Brunswick	23	0.36	0.93%

Fatalities in Crashes Involving a Driver Who Was Speeding, 2012–2016			
County	**Fatalities in speed-related crashes**	**Fatalities per 10,000 population**	**% of all speed-involved fatalities**
Lincoln	23	0.57	0.93%
Pender	23	0.78	0.93%
Duplin	21	0.71	0.85%
Edgecombe	21	0.79	0.85%
Halifax	21	0.81	0.85%
Henderson	21	0.37	0.85%

Source: FARS, 2012–2016

Enforcement Activities

Law enforcement agencies in North Carolina conducted the *Speed a Little. Lose a Lot* campaign from April 13 to April 23, 2017. The campaign included 3,652 checkpoints and patrols and resulted in 18,369 citations for speeding. Additionally, the 2017 campaign resulted in 1,163 DWI charges, 4,002 occupant restraint charges, 4,510 citations for DWLR, 1,317 wanted persons apprehended and 1,322 citations for reckless driving.

GHSP also partnered with the North Carolina State Highway Patrol (NCSHP) 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. To date, two waves of the *Survive the Drive* campaign have been conducted in Sampson, Johnston, Harnett, Randolph and Cleveland counties. The first wave was conducted from February 12 to February 16, 2018.

Eight other enhanced enforcement campaigns were conducted during 2017, such as *Booze It & Lose It* and *Click It or Ticket*. During these campaigns, 34,157 checkpoints and saturation patrols were conducted resulting in 136,212 speeding citations.

Summary

North Carolina has experienced a noticeable increase in speed-related fatalities during the past three years. Speeding continues to be a factor in approximately 40 percent of all motor vehicle fatalities in the state. Speed involvement in crashes is highest among males, young drivers, motorcycle riders, and drivers on rural roadways. Speed also plays a role in a large percentage of nighttime crashes. The counties that account for the most speed-involved fatalities are Mecklenburg, Wake, Guilford, Robeson and Cumberland.

GHSP believes the number of speed-related fatalities in North Carolina can be further reduced through a combination of enforcement and educational programs. These countermeasures are described elsewhere in this section.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-6) Number of speeding-related fatalities (FARS)	5 Year	2019	5.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	3.2.3 Other Enforcement Methods (Chapter 3: Speeding and Speed Enforcement)
2019	3.2.2 High Visibility Enforcement (Chapter 3: Speeding and Speed Enforcement)

5.1.1 Countermeasure Strategy: 3.2.3 Other Enforcement Methods (Chapter 3: Speeding and Speed Enforcement)

Program area	Police Traffic Services
Countermeasure strategy	3.2.3 Other Enforcement Methods (Chapter 3: Speeding and Speed Enforcement)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law

enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

In addition to high visibility enforcement, a number of innovative enforcement programs have been developed to address speeding, aggressive driving, and other traffic violations. Some of these interventions are technology based, such as speed trailers and other speed display devices. Others use innovative methods to detect unlawful behaviors that are normally difficult to observe (e.g., having law enforcement officers ride in tractor trailers to find drivers who are texting). GHSP will partner with numerous law enforcement agencies throughout the state to fund full time traffic safety officer positions and overtime opportunities focused on high visibility and saturations efforts. In addition, GHSP will partner with law enforcement professionals across the state to serve as Law Enforcement Liaisons to regionally coordinate and communicate the goals and initiatives of GHSP.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Though North Carolina experienced a decrease in the number of speeding related fatalities in 2017, fatalities attributed to distracted driving appear to be increasing thus far in 2018. It is incumbent upon GHSP's law enforcement partners remain innovative in enforcement efforts and to communicate both successes and failures. GHSP utilizes its Law Enforcement Liaison program to accomplish this. GHSP will seek to decrease overall traffic related fatalities and speeding related fatalities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Other enforcement methods earn 2 stars in NHTSA's *Countermeasures that Work*. It is difficult to evaluate this countermeasure because the methods employed by officers are many and varied. However, speed trailers and several other approaches are considered highly promising.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 2	Law Enforcement Liaison	3.2.3 Other Enforcement Methods (Chapter 3: Speeding and Speed Enforcement)
NC GHSP 3	Training	1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)

5.1.1.1 Planned Activity: Law Enforcement Liaison

Planned activity name	Law Enforcement Liaison
Planned activity number	NC GHSP 2
Primary countermeasure strategy	3.2.3 Other Enforcement Methods (Chapter 3: Speeding and Speed Enforcement)

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

GHSP will partner with law enforcement professionals in designated regions of the state to coordinate traffic safety efforts.

Enter intended subrecipients.

Subrecipients will include our LEL program partners with eleven law enforcment professionals in eleven identifiable regions throughout the state.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	3.2.3 Other Enforcement Methods (Chapter 3: Speeding and Speed Enforcement)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	$220,000.00	$0.00	$220,000.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost

No records found.

5.1.2 Countermeasure Strategy: 3.2.2 High Visibility Enforcement (Chapter 3: Speeding and Speed Enforcement)

Program area	Police Traffic Services
Countermeasure strategy	3.2.2 High Visibility Enforcement (Chapter 3: Speeding and Speed Enforcement)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

As discussed previously, high visibility enforcement (HVE) involves checkpoints, saturation patrols, and other proactive law enforcement activities targeting a specific traffic safety issue. HVE is one of the most effective approaches for reducing impaired driving and seat belt nonuse. However, HVE campaigns have also been used to deter other unlawful behaviors such as speeding, aggressive driving and cell phone use. Again, the goal is to convince the general driving public that such behaviors are likely to be detected and that offenders will be punished. Because speeding and aggressive driving are moving violations, officers must use saturation patrols and other techniques to apprehend these drivers, rather than checkpoints. GHSP will partner with numerous law enforcement agencies throughout the state to fund full time traffic safety officer positions and overtime opportunities focused on high visibility enforcement efforts.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

High visibility enforcement is one of the most effective approaches for reducing impaired driving and seat belt nonuse. High visibility enforcement can and most often does serve as a deterrent to aggressive driving behaviors, to include speeding and cell phone usage. Though North Carolina experienced a decrease in the number of speeding related fatalities in 2017, fatalities attributed to distracted driving appear to be increasing thus far in 2018. GHSP will fund several state, county, and municipal traffic officer positions throughout the state in counties ranked in the Top 25 in fatalities. GHSP will seek to decrease overall traffic related fatalities and speeding related fatalities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

High visibility enforcement earns 2 stars in NHTSA's *Countermeasures that Work*. Several studies have found reductions in crashes or the frequency of violations following HVE campaigns that target speeding, cell phone use, or other traffic violations.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 1	Enforcement	1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)
NC GHSP 3	Training	1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)

5.2 Program Area: Young Drivers

Program area type Young Drivers

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

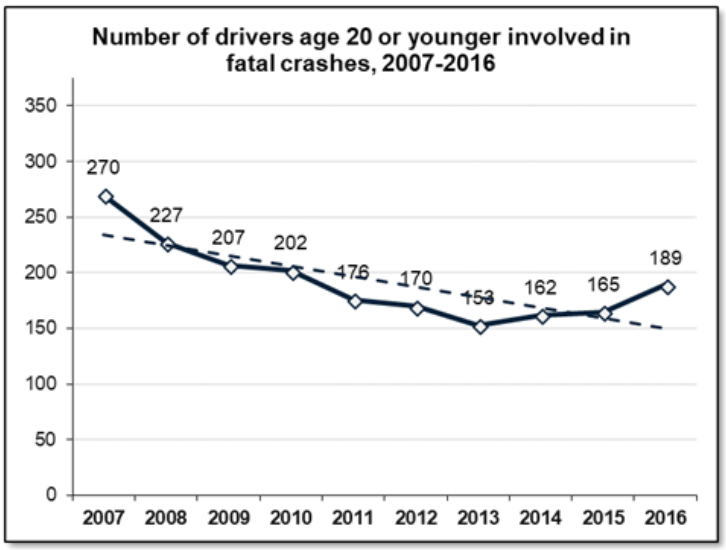
No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

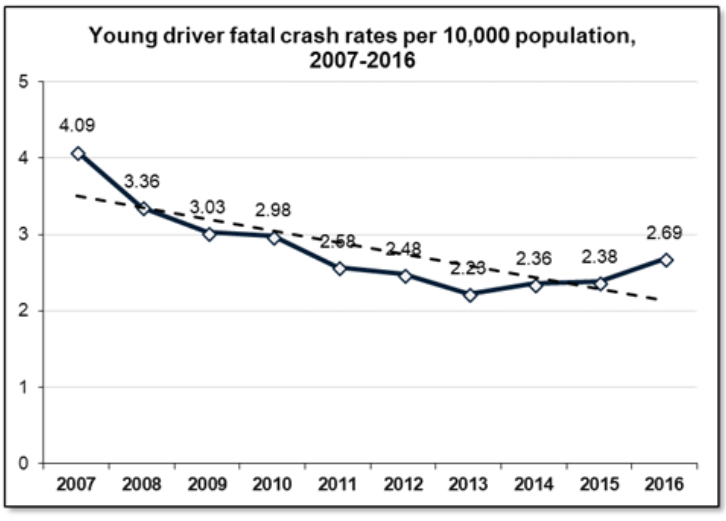
Crashes, Deaths and Injuries

Motor vehicle crashes are the leading cause of death among young people in North Carolina. During 2016, 189 drivers 20 years of age or younger were involved in a fatal crash, an increase of 24 fatal crashes from 2015. As shown in the figure below, the number of young drivers involved in fatal crashes steadily declined between 2007 and 2013. For the past three years, however, fatal crashes have gradually increased.



Source: FARS, 2007–2016

North Carolina's population has grown dramatically 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 2016, the fatal crash rate increased from 2.38 to 2.68. However, the long-term trend shows fatalities per capita dropped by 34 percent from 2007 to 2016.



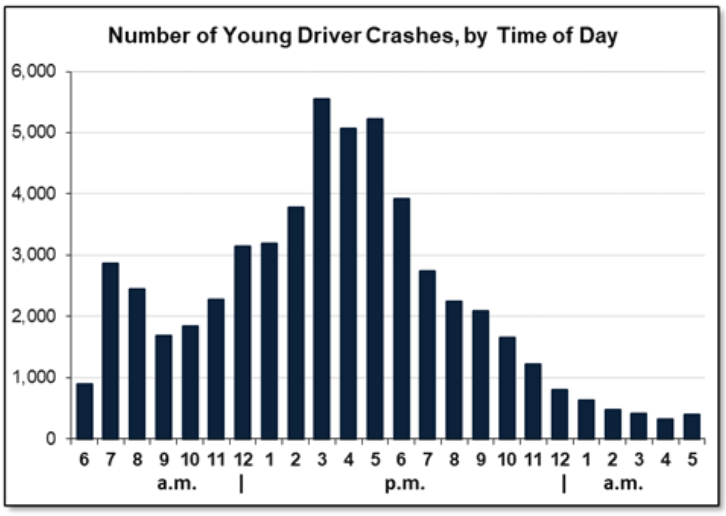
Source: FARS, 2007–2016 and U.S. Census Bureau

Despite the reduction in young driver fatal crashes over the past decade, young drivers in North Carolina continue to be over-represented in crashes and fatalities. In 2016, drivers 16 to 20 years old comprised seven percent of the population in North Carolina, yet they accounted for 12

percent of all crashes and nine percent of fatal crashes.

During 2016, drivers 16 to 20 years old were involved in 54,909 crashes in North Carolina. Consistent with previous years, males accounted for a slightly greater proportion of crashes than females (54 percent versus 46 percent). In addition, young driver crashes were more likely to occur on urban roads (60 percent) than rural roads (40 percent). Two-thirds (67 percent) of crash-involved young drivers were driving passenger cars. Fewer were driving SUVs (18 percent), pickups (11 percent), or minivans (2 percent).

The next figure shows the time of day of young driver crashes in 2016. There are distinct peaks near 7 a.m. and 3 p.m. This coincides with times when teens are driving to and from school. Young driver crashes drop off in the evening and are very low late at night. Nighttime is more dangerous for drivers of all ages because of darkness, fatigue, alcohol 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.



Source: NCDOT Motor Vehicle Crash Data, 2016

The table below lists the 28 counties with the highest numbers of young drivers involved in fatal crashes from 2012 to 2016. Wake County had the most young drivers involved in fatal crashes (59), followed by Mecklenburg (55), Guilford (35), Cumberland (27) and Robeson (24) counties. In total, the 28 counties listed in the table account for two-thirds (67 percent) of all young drivers involved in fatal crashes in North Carolina from 2012 to 2016. The counties near the top of the table are generally those with the largest populations. When looking at the rate of young driver involvement in fatal crashes per 10,000 population, the counties which stand out are Columbus (7.95), Sampson (7.09), Brunswick (5.55), Nash (5.47), Rutherford (4.79), Surry (4.73), Davidson (4.37), and Robeson (4.11).

Young drivers involved in fatal crashes, 2012–2016

County	Young drivers involved in fatal crashes	Rate per 10,000 population	% of all 16-20 involved in fatal crashes
Wake	59	1.66	7.27%
Mecklenburg	55	1.77	6.77%

Young drivers involved in fatal crashes, 2012–2016

County	Young drivers involved in fatal crashes	Rate per 10,000 population	% of all 16-20 involved in fatal crashes
Guilford	35	1.73	4.31%
Cumberland	27	2.25	3.33%
Robeson	24	4.11	2.96%
Davidson	23	4.37	2.83%
Buncombe	21	2.91	2.59%
Johnston	21	3.13	2.59%
Durham	19	1.85	2.34%
Nash	17	5.47	2.09%
Pitt	17	1.80	2.09%
Union	17	1.87	2.09%
Brunswick	16	5.55	1.97%
Sampson	16	7.09	1.97%
Catawba	15	2.87	1.85%
Columbus	15	7.95	1.85%
Randolph	15	3.02	1.85%
Rowan	14	2.98	1.72%
Cabarrus	13	1.86	1.60%
Forsyth	13	1.03	1.60%
Cleveland	12	3.42	1.48%
Harnett	12	2.46	1.48%
Onslow	12	1.27	1.48%

Young drivers involved in fatal crashes, 2012–2016

County	Young drivers involved in fatal crashes	Rate per 10,000 population	% of all 16-20 involved in fatal crashes
Surry	12	4.73	1.48%
Rockingham	11	3.93	1.35%
Wayne	11	2.66	1.35%
Henderson	10	3.33	1.23%
Rutherford	10	4.79	1.23%

Summary

North Carolina has seen a substantial reduction in fatal crashes involving young drivers over the past decade. Between 2007 and 2016, fatal crashes dropped by 30 percent. The decrease is evident even after taking population changes into account. Unfortunately, young driver fatal crashes have increased each of the last three years, and crashes continue to be the leading cause of death for teenagers in North Carolina. The counties that account for the highest number of young drivers involved in fatal crashes are Wake, Mecklenburg, Guilford, Cumberland and Robeson.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	5 Year	2019	20.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	6.2.2 Post-Licensure or Second Tier Driver Education (Chapter 6: Young Driver)

5.2.1 Countermeasure Strategy: 6.2.2 Post-Licensure or Second Tier Driver Education (Chapter 6: Young Driver)

Program area Young Drivers

Countermeasure strategy 6.2.2 Post-Licensure or Second Tier Driver Education (Chapter 6: Young Driver)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Driver education has long been used to teach basic driving skills and safe driving practices. However, standard pre-licensure driver education does not reduce crash rates. Efforts are being made to develop post-licensure education curricula and to integrate driver education with GDL. Post-licensure education would tend to focus on the -on-road experience that the students have acquired in their initial months of driving. GHSP will partner with nonprofits and institutions of higher education to develop and promote projects designed to provide guidance to young drivers in an effort to reduce young driver crashes.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Motor vehicle crashes are the leading cause of death among young people in North Carolina. The number of drivers involved in a fatal crash is trending upward in recent years. Education, training, and guidance for young drivers can hopefully abate this trend. GHSP will endeavor to decrease the number of drivers age 20 or younger involved in fatal crashes.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Post-licensure driver education earned 1 star in NHTSA's *Countermeasures that Work* and remans under development. The need exists to evaluate programs to determine what can be effective and useful. Michigan is the only state that has adopted a two-stage system of driver education.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 4	Education	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)

5.3 Program Area: Impaired Driving (Drug and Alcohol)

Program area type Impaired Driving (Drug and Alcohol)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

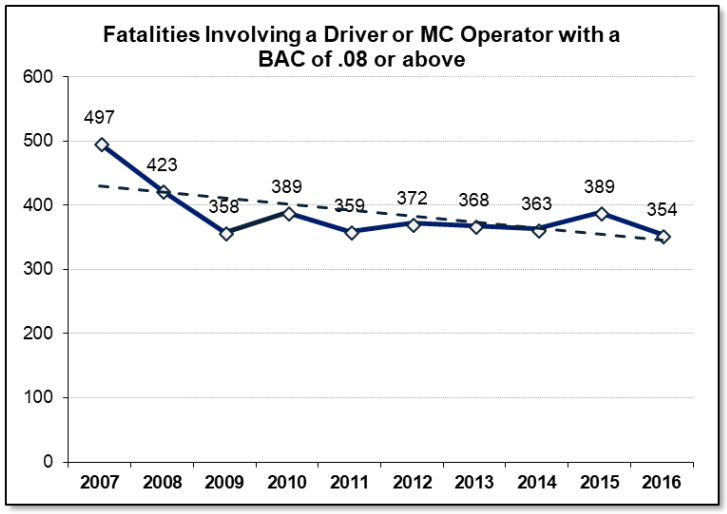
No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Alcohol-impaired Driving: Crashes, Deaths and Injuries

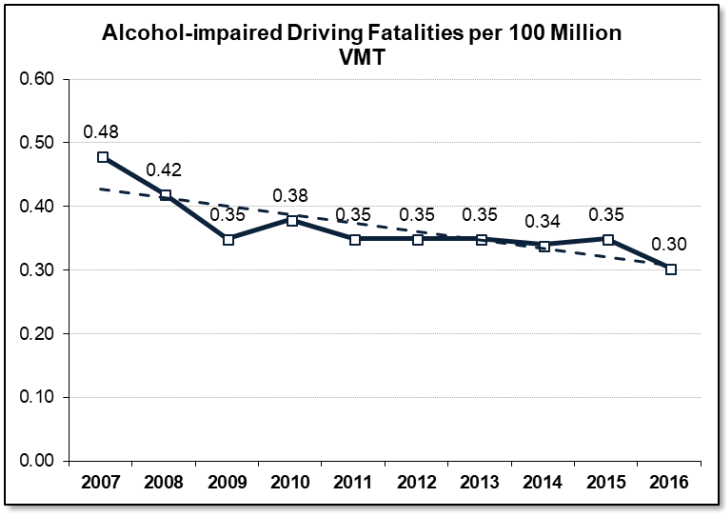
During 2016, 354 persons were killed in crashes in North Carolina involving a driver or motorcycle operator with a BAC of .08 or above. This was a nine percent decrease from the 389 alcohol-involved fatalities in 2015. The number of traffic fatalities involving an impaired driver has gradually decreased over the past ten years in North Carolina, as shown in the figure below.



Source: FARS, 2007–2016

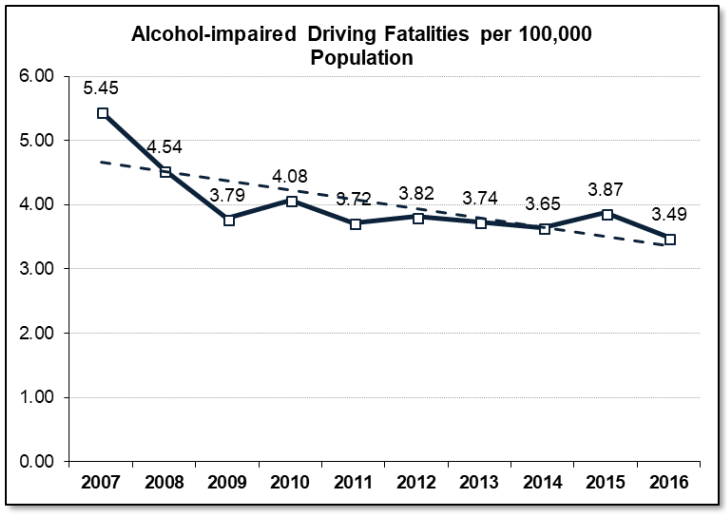
One-fourth (24 percent) of traffic fatalities in 2016 involved an alcohol-impaired driver. This is noticeably less than in previous years. Over the past decade, approximately 28 to 30 percent of fatalities each year involve a driver with a BAC of .08 or above.

During 2016, there were 0.30 alcohol-impaired driving fatalities per 100 million vehicle miles traveled (VMT) in North Carolina. This is markedly lower than the 0.35 fatalities per 100 million MVT recorded in 2015. The change reflects a decrease in the number of alcohol-impaired driving fatalities accompanied by an increase in VMT. Once again, the long-term trend suggests a decrease in alcohol-impaired fatalities per VMT, as shown in the figure below.



Source: FARS, 2007–2016 and FHWA

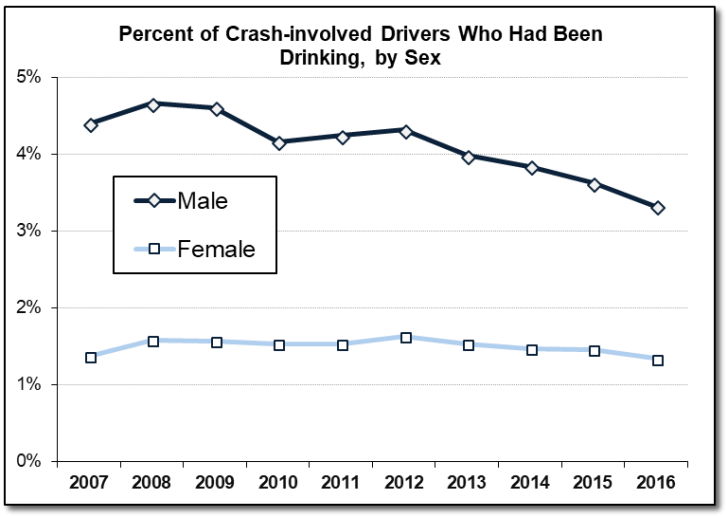
As mentioned earlier, North Carolina's population has grown considerably during the last decade. Consequently, it is important to consider fatality rates per capita. The figure below shows alcohol-impaired driving fatalities per 100,000 population in North Carolina from 2007 through 2016. Similar to the previous analyses, the overall pattern suggests a decline in alcohol-impaired fatalities per capita.



Source: FARS, 2007–2016 and U.S. Census

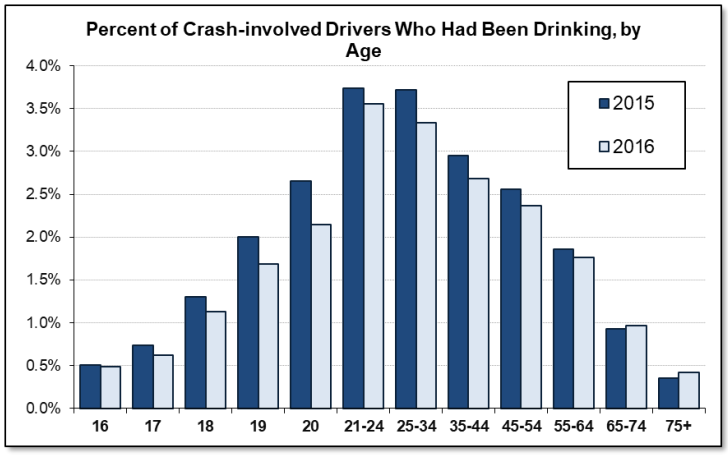
In addition to the 354 alcohol-impaired driving fatalities in 2016, there were 391 serious ("A") injuries, 4,879 less severe injuries, and 5,260 property damage only crashes. Alcohol is less often involved in non-fatal crashes. Among all drivers in crashes in North Carolina during 2016, only 2.42 percent had been drinking (based on the judgment of the law enforcement officer who completed the crash report form). This is a drop from 2015, when 2.64 percent of all drivers were judged to have been drinking.

Alcohol involvement is more common among drivers involved in rural crashes (3.7 percent) than urban crashes (1.7 percent). Rural roadways are inherently more dangerous than urban roadways, and they can be particularly difficult to handle if a driver has been drinking. Additionally, alcohol-involvement in crashes is higher among males than females: 3.3 percent versus 1.3 percent. As shown in the figure below, alcohol-involvement among males has trended downward since 2008. Meanwhile, alcohol-involvement among females has changed very little. This mirrors national trends.



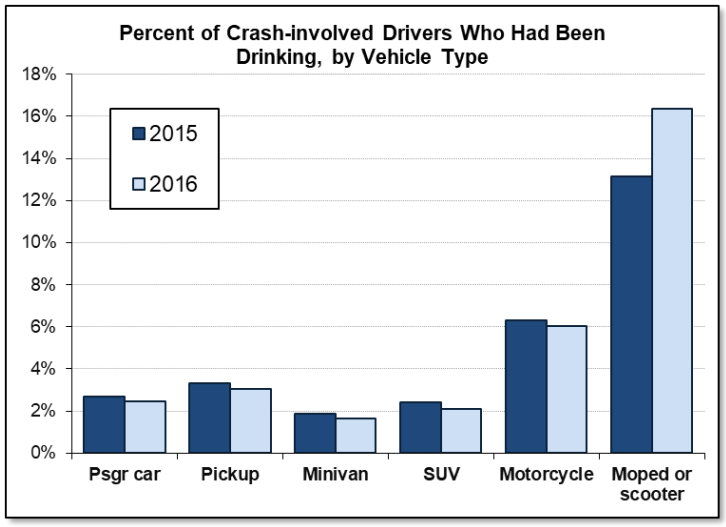
Source: NCDOT Motor Vehicle Crash Data, 2007–2016

Alcohol-involvement also varies substantially by the age of the driver. As shown in the next figure, alcohol involvement is highest among crash-involved drivers between the ages of 21 and 34. Contrary to popular notion, North Carolina's youngest drivers seldom drink and drive. The percent of 16 and 17-year-old crash-involved drivers who had been drinking is comparable to that of drivers age 65 and older. During 2016, alcohol involvement in crashes decreased noticeably for many of the younger age groups.



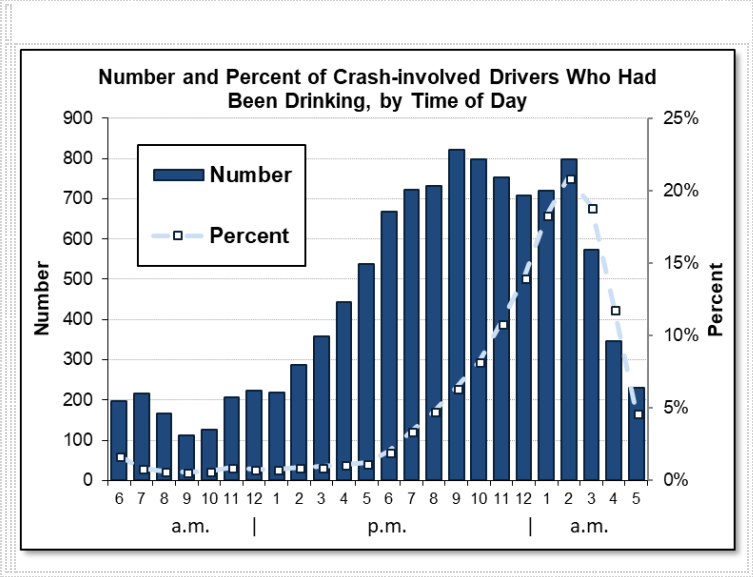
Source: NCDOT Motor Vehicle Crash Data, 2015–2016

Drivers of different vehicle types also vary in their rate of alcohol-involvement in crashes. As shown below, alcohol-involvement in crashes is highest among riders of motorcycles and mopeds/scooters. During 2016, 6.1 percent of motorcycle and 16.4 percent of moped/scooter crashes involved a driver who had been drinking. Alcohol-involvement among riders of mopeds/scooters increased noticeably in 2016.



Source: NCDOT Motor Vehicle Crash Data, 2015–2016

The next figure shows the number (left axis, blue bars) and percent (right axis, blue line) of crashes involving alcohol by time of day. Both the number and percent of alcohol-involved crashes peak at 2 a.m. During 2016, there were 797 crashes involving alcohol between 2:00–2:59 a.m., accounting for 21 percent of all crashes at that hour of the day. Although the time frame from 2:00–2:59 a.m. represents a period with a very high concentration of alcohol-involved crashes, the sheer *number* of alcohol crashes is high from 6:00 p.m. to 3:00 a.m.



Source: NCDOT Motor Vehicle Crash Data, 2016

North Carolina has 100 counties. The table below shows the 41 counties with the most fatalities in crashes from 2012 to 2016 involving a driver with a BAC of .08 or above. Mecklenburg and Wake counties had the most alcohol-involved fatalities during this period, followed by Cumberland, Guilford, Robeson and Forsyth counties. Altogether, the 41 counties listed in the table account for 79 percent of all alcohol-involved fatalities in North Carolina's from 2012 to 2016. The table also shows the alcohol-involved fatality rate per 10,000 population. Many of the counties with the highest per capita rates of alcohol-involved fatalities are located in the southeastern part of the state (e.g., Robeson, Hoke, Columbus, Pender and Sampson counties).

Fatalities in Crashes Involving a Driver with a BAC of .08 or Above, 2012–2016

County	Fatalities in alcohol-involved crashes	Fatalities per 10,000 population	% of all alcohol involved fatalities
Mecklenburg	139	1.32	7.45%
Wake	119	1.14	6.38%
Cumberland	73	2.23	3.91%
Guilford	73	1.40	3.91%

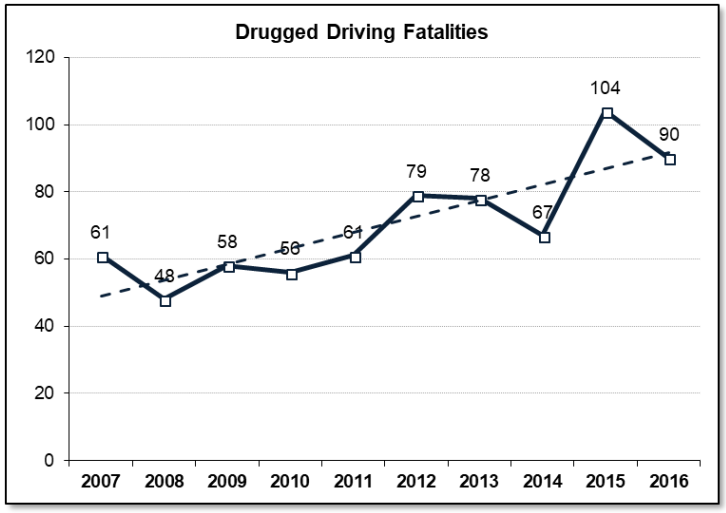
Fatalities in Crashes Involving a Driver with a BAC of .08 or Above, 2012–2016			
County	**Fatalities in alcohol-involved crashes**	**Fatalities per 10,000 population**	**% of all alcohol involved fatalities**
Robeson	59	4.43	3.16%
Forsyth	56	1.51	3.00%
Davidson	44	2.67	2.36%
Onslow	42	2.24	2.25%
Johnston	40	2.09	2.14%
Gaston	38	1.75	2.04%
Catawba	34	2.17	1.82%
Durham	32	1.05	1.71%
Harnett	32	2.44	1.71%
New Hanover	32	1.43	1.71%
Randolph	31	2.16	1.66%
Rowan	31	2.22	1.66%
Buncombe	30	1.17	1.61%
Nash	30	3.19	1.61%
Iredell	29	1.68	1.55%
Union	29	1.28	1.55%
Cleveland	28	2.88	1.50%
Columbus	28	4.96	1.50%
Pitt	28	1.58	1.50%
Wayne	27	2.17	1.45%
Moore	26	2.71	1.39%

Fatalities in Crashes Involving a Driver with a BAC of .08 or Above, 2012–2016			
County	**Fatalities in alcohol-involved crashes**	**Fatalities per 10,000 population**	**% of all alcohol involved fatalities**
Cabarrus	25	1.24	1.34%
Hoke	25	4.69	1.34%
Brunswick	24	1.89	1.29%
Lincoln	23	2.83	1.23%
Vance	23	5.20	1.23%
Wilson	23	2.82	1.23%
Orange	21	1.48	1.13%
Pender	21	3.55	1.13%
Sampson	21	3.33	1.13%
Rockingham	20	2.19	1.07%
Surry	20	2.77	1.07%
Craven	19	1.84	1.02%
Alamance	18	1.13	0.96%
Caldwell	18	2.21	0.96%
Duplin	17	2.88	0.91%
Halifax	17	3.28	0.91%

Source: FARS, 2012–2016 and U.S. Census Bureau

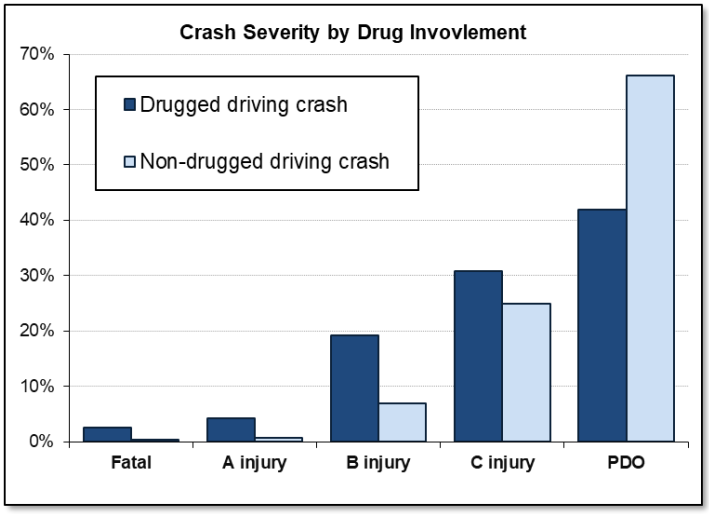
Drugged Driving: Crashes, Deaths and Injuries

During 2016, there were 90 drugged driving fatalities in North Carolina. These are fatalities in which an officer suspected that at least one driver in the crash was under the influence of a drug other than alcohol. Drugged driving fatalities have grown noticeably in North Carolina over the past decade, as shown in the figure below.



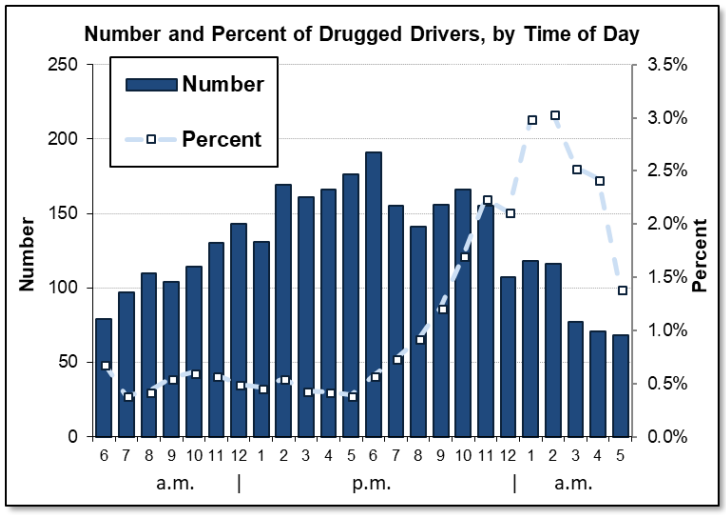
Source: NCDOT Motor Vehicle Crash Data, 2007–2016

In addition to the 90 drugged driving fatalities in 2016, there were 130 serious (“A”) injuries, 1,537 less severe injuries, and 1,287 property damage only crashes. Crashes involving drugged drivers are more likely to involve death or injury compared to non-drugged driving crashes. As shown in the figure below, 2.6 percent of drugged driving crashes in 2016 involved a fatality compared to just 0.4 percent of non-drugged driving crashes. Drug involvement was also over-represented in injury crashes of all severities.



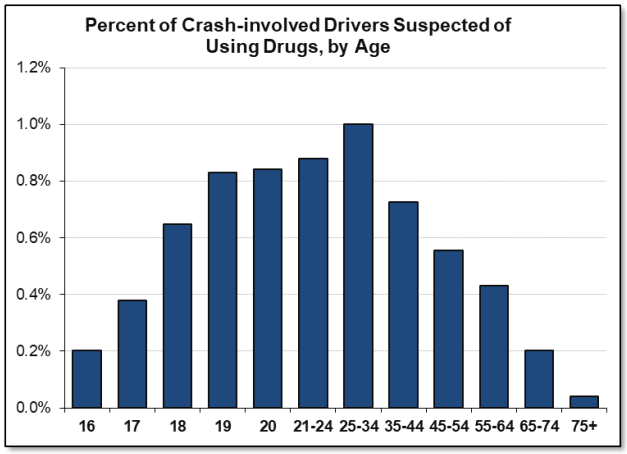
Source: NCDOT Motor Vehicle Crash Data, 2016

Almost two-thirds (64 percent) of drugged driving crashes in 2016 involved a male driver. Drugged driving crashes are also over-represented on rural roads. Only 36 percent of all crashes in North Carolina occur on rural roads, but more than half (53 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 in the daytime between 2:00–6:59 p.m. However, the *percent* of crashes involving a drugged driver (right axis, blue line) is highest late at night, especially between 1:00–4:59 a.m.



Source: NCDOT Motor Vehicle Crash Data, 2016

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 19 and 34. North Carolina's youngest and oldest drivers seldom use drugs and drive.



Source: NCDOT Motor Vehicle Crash Data, 2016

Enforcement Activities for Alcohol- and Drug-Impaired Driving

During 2017, 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 16-19)
- *Booze It & Lose It*: Operation Firecracker (June 30-July 9)
- Labor Day *Booze It & Lose It* (August 18-September 4)
- Halloween *Booze It & Lose It* (October 27-31)
- Holiday *Booze It & Lose It* (December 14-January 2, 2018)

Across all five waves, 22,943 checkpoints and saturation patrols were conducted, resulting in a total of 7,480 DWI charges (see the table below). Compared to 2016, 15 percent fewer checkpoints and saturation patrols were conducted during *Booze It & Lose It* enforcement activities in 2017, and these activities resulted in 14 percent fewer 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 45,256 DWI charges issued during 2017 and 37,776 of these were issued during non-campaign periods throughout the year. Over 80 percent of DWI charges issued in 2016 were during non-enhanced enforcement campaign times of the year.

In addition to DWI charges, the five waves of the *Booze It & Lose It* campaign during 2017 also resulted in 19,114 charges for occupant restraint violations, 11,208 arrests for drug violations, 9,260 wanted persons apprehended, and 25,302 citations for driving without a license. An additional 4,387 DWI charges were made during other enhanced enforcement periods in 2017, such as *Click It or Ticket*.

Checkpoints and DWI Charges

	2017	**2016**
St. Patrick's Day *Booze It & Lose It*		
Checkpoints and saturation patrols	1,597	2,813

Checkpoints and DWI Charges		
	2017	**2016**
DWI charges	558	790
***Booze It & Lose It:* Operation Firecracker**		
Checkpoints and saturation patrols	4,113	4,635
DWI charges	1,449	1,729
Labor Day *Booze It & Lose It*		
Checkpoints and saturation patrols	7,793	9,014
DWI charges	2,390	2,943
Halloween *Booze It & Lose It*		
Checkpoints and saturation patrols	1,622	2,118
DWI charges	555	605
Holiday *Booze It & Lose It*		
Checkpoints and saturation patrols	7,818	8,439
DWI charges	2,528	2,664
Totals - All Enforcement Campaigns		
Checkpoints and saturation patrols	22,943	27,019
DWI charges	7,480	8,731
Total DWI Charges for Year (AOC*)	45,256	46,961
Total - Non-Enforcement Campaign DWI Charges #	37,776	38,230
Total - Non-Enforcement Campaign DWI Charges %	83.5%	81.4%

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 Administrative Office of the Courts 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)

Summary

During 2016, alcohol-impaired driving fatalities in North Carolina decreased by nine percent, from 389 to 354. Similarly, the rate of alcohol-impaired fatalities per capita and per 100 million VMT decreased. As in previous years, certain groups of drivers are at higher risk for alcohol-impaired crashes including males, drivers age 21 to 34, motorcycle and motor-scooter riders, and drivers on rural roadways. Alcohol-involved crashes are most common at night, especially from 2 a.m. to 3 a.m. The counties that account for the most alcohol-involved fatalities are Mecklenburg, Wake, Cumberland, Guilford, Robeson and Forsyth.

Drugged driving appears to be a growing problem in North Carolina. The number of fatalities involving a drugged driver has increased by almost 50 percent during the past decade. Drugged driving crashes are especially common among males, drivers between the ages of 19 and 34, and those living in rural areas.

GHSP believes the number of alcohol-involved and drugged driving fatalities can be further reduced through a combination of enforcement and educational programs designed to deter driving while impaired. These countermeasures are described elsewhere in this section.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	10.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	1.7.1 Enforcement of Drug Impaired Driving (Chapter 1: Alcohol and Drug Impaired Driving)
2019	1.6.4 Other Legal Minimum Drinking Age 21 Law Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)
2019	1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)
2019	1.4.2 Alcohol Interlocks (Chapter 1: Alcohol and Drug Impaired Driving)
2019	1.3.3 Court Monitoring (Chapter 1: Alcohol and Drug Impaired Driving)
2019	1.3.1 DWI Courts (Chapter 1: Alcohol and Drug Impaired Driving)
2019	1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)
2019	1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)
2019	1.2.1 Publicized Sobriety Checkpoints (Chapter 1: Alcohol and Drug Impaired Driving)
2019	1.1.1 Administrative License Revocation or Suspension (Chapter 1: Alcohol and Drug Impaired Driving)

5.3.1 Countermeasure Strategy: 1.7.1 Enforcement of Drug Impaired Driving (Chapter 1: Alcohol and Drug Impaired Driving)

Program area Impaired Driving (Drug and Alcohol)

Countermeasure strategy 1.7.1 Enforcement of Drug Impaired Driving (Chapter 1: Alcohol and Drug Impaired Driving)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

It can be challenging for law enforcement officers to determine when drivers are impaired by drugs other than alcohol. Drug recognition experts (DREs) are specially trained officers who assist with investigations of potential drug-impaired driving cases. DREs use a standardized battery of tests to determine whether a driver may be under the influence of drugs. When drugs are suspected, a blood, urine or saliva sample is collected and submitted to a laboratory for confirmation. GHSP will partner with local law enforcement, state and county laboratories, and state agencies to fund training and testing efforts specific to drug-impaired driving.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Drug impaired driving and drug impaired fatalities are increasing in North Carolina. In 2016, there were 90 drugged driving fatalities and an additional 130 serious injury crashes. The opioid epidemic can only affect these statistics negatively. Enforcement can be a challenge as officers require specialized training to detect drug impaired drivers and laboratories require specialized equipment to test for the presence of drugs in blood. Allocating funding for drug impaired driving will further GHSP's goal of reducing traffic related fatalities by impacting drugged driving fatalities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Enforcement of drugged driving earns 3 stars in NHTSA's *Countermeasures that Work*. No studies have evaluated whether drugged driving enforcement reduces drugged driving or crashes. However, research shows that DRE judgments of drug impairment are corroborated by toxicological analysis in 85% or more of cases.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 3	Training	1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)

5.3.2 Countermeasure Strategy: 1.6.4 Other Legal Minimum Drinking Age 21 Law Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)

Program area	Impaired Driving (Drug and Alcohol)
Countermeasure strategy	1.6.4 Other Legal Minimum Drinking Age 21 Law Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Minimum legal drinking age 21 (MLDA-21) law enforcement involves a variety of activities aimed at restricting access of alcohol to youth. MLDA-21 includes actions directed at alcohol vendors such as compliance checks to verify that vendors are not selling alcohol to persons under 21. It also includes actions directed at youth such as "party patrols," which are special squads of officers that disperse parties involving underage drinking and hold the party host accountable. MLDA-21 law enforcement activities can also be directed toward adults who provide alcohol to minors. All of these approaches strive to decrease underage drinking and drinking and driving. GSHP will partner with a state enforcement agency to educate those responsible for evaluating potentially fraudulent forms of identification.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

One-fourth (25%) of all traffic fatalities in 2017 involved an alcohol-impaired driver. Enforcement of DWI laws is a key strategy in efforts to reduce the number of alcohol related fatalities. Though young drivers do not appear to be over-represented in alcohol impaired fatalities, any young driver fatality is tragic, especially when involving impairment. GHSP is committed to decreasing alcohol impaired fatalities and young driver fatal crashes.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Other minimum legal drinking age 21 law enforcement earns 3 stars in NHTSA's *Countermeasures that Work*. Effectiveness depends on the specific strategy employed. Comprehensive community-based MLDA-21 programs have been shown to reduce underage drinking, and roadside surveys have found these programs can reduce drinking and driving among those under 21.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 1	Enforcement	1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)
NC GHSP 3	Training	1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)

5.3.3 Countermeasure Strategy: 1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)

Program area	Communications (Media)
Countermeasure strategy	1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Mass media campaigns involve intensive communications and outreach activities to discourage the general population from drinking and driving. They typically use radio, television, print, social media, and other communication channels. Mass media can include both paid media as well as earned media (e.g., news stories or editorials). Effective campaigns identify a specific target audience and develop messages and delivery methods that are appropriate and effective for that audience.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The GHSP Communications and Media intends to focus primary efforts on alcohol-impaired driving and occupant protection. While 2017 resulted in minimal declines in the number of alcohol related, GHSP must remain intently focused on reducing fatalities in this area. The use of mass media campaigns will afford the opportunity to address recognized specific target populations (young males aged 21-34) who are disproportionately affected by crashes involving impairment. Proposed targets in FY19 include decreasing alcohol-impaired driving fatalities. Effective media campaigns not only deter the general driving public from violating traffic safety laws, effective media campaigns can create the perception that more law enforcement are actively patrolling.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Mass media campaigns earn 3 stars in NHTSA's *Countermeasures that Work*. Research shows that mass media campaigns can reduce alcohol-related crashes by 13% when the campaigns are carefully planned, well-funded, achieve a high level of audience exposure, have high-quality messages that were pre-tested for effectiveness, and are conducted in conjunction with other impaired-driving activities (e.g., Booze It and Lose It).

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 4	Education	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)
NC GHSP 7	Media	1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)

5.3.3.1 Planned Activity: Media

Planned activity name	Media
Planned activity number	NC GHSP 7
Primary countermeasure strategy	1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Coordinate with communications partners to ensure effective public service announcements designed to focus on highway safety.

Enter intended subrecipients.

NC Governor's Highway Safety Program

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	9.4.2 Share the Road Awareness Programs (Chapter 9: Bicycles)
2019	2.3.1 Communications and Outreach Supporting Law Enforcement (Chapter 2: Seat Belts and Child Restraints)
2019	1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP High	405b High Paid Advertising (FAST)	$50,000.00	$0.00	
2016	MAP 21 405b Occupant Protection Low Belt Use	405b Low HVE (MAP-21)	$30,791.00	$0.00	
2016	MAP 21 405d Impaired Driving Mid	405d Mid BAC Paid/Earned Media (MAP-21)	$500,000.00	$0.00	
2018	FAST Act 405d Impaired Driving Mid	405d Mid Paid/Earned Media (FAST)	$40,000.00	$0.00	
2016	MAP 21 405d Impaired Driving Mid	405d Mid BAC Paid/Earned Media	$360,000.00	$0.00	

		(MAP-21)			
2016	NHTSA 402	Paid Advertising	$319,209.00	$0.00	$0.00
2018	FAST Act 405b OP High	405b High Paid Advertising (FAST)	$370,890.00	$0.00	
2017	FAST Act 405b OP Low	405b Low HVE (FAST)	$79,110.00	$0.00	
2016	NHTSA 402	Paid Advertising	$50,000.00	$0.00	$0.00
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	$150,000.00	$0.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost

No records found.

5.3.4 Countermeasure Strategy: 1.4.2 Alcohol Interlocks (Chapter 1: Alcohol and Drug Impaired Driving)

Program area	Impaired Driving (Drug and Alcohol)
Countermeasure strategy	1.4.2 Alcohol Interlocks (Chapter 1: Alcohol and Drug Impaired Driving)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

An alcohol interlock is an electronic breath testing device that prevents a vehicle from starting if the driver has been drinking. Interlocks are typically installed on an offender's vehicle as a condition of probation when a driver's license is reinstated. Interlocks record the breath test results; this data is available to judges, probation officers and others involved with the offender's case. GHSP will partner with the North Carolina Division of Motor Vehicles to enhance NCDMV's current Ignition Interlock Management System.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

One-fourth (25%) of all traffic fatalities in 2017 involved an alcohol-impaired driver. Enforcement of DWI laws is a key strategy in efforts to reduce the number of alcohol related fatalities. The use of ignition interlocks has proven effective in reducing DWI recidivism. Partnering with the North Carolina Division of Motor Vehicles to enhance the state's Interlock Ignition Management System will further GHSP's goal of decreasing alcohol impaired fatalities in FY19.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Alcohol interlocks earn the highest rating of 5 stars in NHTSA's *Countermeasures that Work*. A number of evaluations suggest that interlocks reduce DWI recidivism by 50% or more. This effect largely disappears once interlocks are removed, with interlock and comparison drivers having similar recidivism rates. Nonetheless, interlocks are clearly highly effective at preventing alcohol-impaired driving while they are installed.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 1	Enforcement	1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)

5.3.5 Countermeasure Strategy: 1.3.3 Court Monitoring (Chapter 1: Alcohol and Drug Impaired Driving)

Program area	Impaired Driving (Drug and Alcohol)
Countermeasure strategy	1.3.3 Court Monitoring (Chapter 1: Alcohol and Drug Impaired Driving)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 6	Prosecution	1.3.1 DWI Courts (Chapter 1: Alcohol and Drug Impaired Driving)

5.3.6 Countermeasure Strategy: 1.3.1 DWI Courts (Chapter 1: Alcohol and Drug Impaired Driving)

Program area	Police Traffic Services
Countermeasure strategy	1.3.1 DWI Courts (Chapter 1: Alcohol and Drug Impaired Driving)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

DWI courts specialize in DWI cases. Prosecutors, judges, probation officers and treatment staff work together to address an offender's underlying alcohol problems and to reduce the likelihood of recidivism. DWI courts can be more effective than regular courts because offenders are closely supervised and because judges and other court personnel are highly familiar with complex DWI laws.

GHSP will partner with state and county prosecutorial agencies to monitor DWI cases. GHSP will also partner with state and county laboratories in an effort to expeditiously process blood evidence for impaired driving cases.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

One-fourth (25%) of all traffic fatalities in 2017 involved an alcohol-impaired driver. Enforcement of DWI laws is a key strategy in efforts to reduce the number of alcohol related fatalities. Rapid, efficient prosecution is vital to the adjudication process. Rapid, efficient processing of blood evidence is vital to successful prosecution. Funding allocated towards evidence processing and prosecution efforts to facilitate success in DWI courts is a means of furthering GHSP's goal of decreasing alcohol impaired fatalities in FY19.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

DWI courts earn the highest rating of 5 stars in NHTSA's *Countermeasures that Work*. Research suggests that close monitoring of DWI offenders reduces recidivism, especially when incorporated within a comprehensive DWI court program. Studies have found that DWI court participants are nearly 20 times less likely to be arrested for DWI within two years than offenders in traditional probation.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 6	Prosecution	1.3.1 DWI Courts (Chapter 1: Alcohol and Drug Impaired Driving)
NC GHSP 8	Diversion/Referal	1.3.1 DWI Courts (Chapter 1: Alcohol and Drug Impaired Driving)

5.3.6.1 Planned Activity: Prosecution

Planned activity name	Prosecution
Planned activity number	NC GHSP 6
Primary countermeasure strategy	1.3.1 DWI Courts (Chapter 1: Alcohol and Drug Impaired Driving)

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under §

1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Prosecutorial efforts related to preparation of evidence and the swift adjudication of motor vehicle violations that include but are not limited to alcohol and drug impaired driving.

Enter intended subrecipients.

Subrecipients will include court systems, prosecutors, and state and local managed laboratories responsible for evidence testing and preparation.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	1.3.3 Court Monitoring (Chapter 1: Alcohol and Drug Impaired Driving)
2019	1.3.1 DWI Courts (Chapter 1: Alcohol and Drug Impaired Driving)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	$482,331.00	$0.00	
2018	FAST Act NHTSA 402	Alcohol (FAST)	$691,027.00	$303,836.00	$0.00
2018	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	$56,289.00	$0.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost

No records found.

5.3.6.2 Planned Activity: Diversion/Referal

Planned activity name	Diversion/Referal
Planned activity number	NC GHSP 8
Primary countermeasure strategy	1.3.1 DWI Courts (Chapter 1: Alcohol and Drug Impaired Driving)

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Courtroom adjudication and deferred prosecution, referral, and treatment efforts as related primarily to alcohol and drug impaired driving.

Enter intended subrecipients.

State and county agencies working in conjunction with the NC court system.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	1.3.1 DWI Courts (Chapter 1: Alcohol and Drug Impaired Driving)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid	405d Mid Court Support (FAST)	$1,072,025.00	$0.00	
2018	FAST Act NHTSA 402	Alcohol (FAST)	$218,644.00	$99,095.00	$218,644.00
2016	NHTSA 402	Occupant Protection	$10,000.00	$0.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost

No records found.

5.3.7 Countermeasure Strategy: 1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)

Program area	Police Traffic Services
Countermeasure strategy	1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

With integrated enforcement, impaired-driving enforcement is incorporated into other special enforcement activities, such as those directed at speeding or seat belt nonuse. Research shows that impaired drivers often disobey a wide range of traffic safety laws. Hence, an effective means of identifying impaired drivers is to conduct heightened enforcement of other types of violations, especially during the nighttime hours. GHSP will partner with the North Carolina Department of Health and Human Service's Forensic Testing for Alcohol section.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

One-fourth (25%) of all traffic fatalities in 2017 involved an alcohol-impaired driver. Enforcement of DWI laws is a key strategy in efforts to reduce the number of alcohol related fatalities. Providing law enforcement with the knowledge and resources through an integrated effort with alcohol testing partners will further GHSP's goal of decreasing alcohol impaired fatalities in FY19.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Integrated enforcement earns 3 stars in NHTSA's *Countermeasures that Work*. Relatively few studies have evaluated integrated enforcement, but the available research suggests this approach, when combined with publicity, can reduce single-vehicle nighttime crashes (which are likely to involve alcohol) by 10% to 35%.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 1	Enforcement	1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)
NC GHSP 3	Training	1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)

5.3.7.1 Planned Activity: Training

Planned activity name	Training
Planned activity number	NC GHSP 3
Primary countermeasure strategy	1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Training for traffic safety efforts will include but not be limited to alcohol and drug impaired driving, offender prosecution, youth outreach and teen driver awareness, motorcycle safety, occupant protection (adult and CPS), and legal updates for law enforcement professionals.

Enter intended subrecipients.

Subrecipients will include law enforcement agencies and supporting organizations, non-profit organizations focused on traffic safety initiatives, and government agencies focused on traffic safety efforts.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)
2019	3.2.3 Other Enforcement Methods (Chapter 3: Speeding and Speed Enforcement)
2019	3.2.2 High Visibility Enforcement (Chapter 3: Speeding and Speed Enforcement)
2019	2.7.2 Inspection Stations (Chapter 2: Seat Belts and Child Restraints)
2019	1.7.1 Enforcement of Drug Impaired Driving (Chapter 1: Alcohol and Drug Impaired Driving)
2019	1.6.4 Other Legal Minimum Drinking Age 21 Law Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)
2019	1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)
2019	1.1.1 Administrative License Revocation or Suspension (Chapter 1: Alcohol and Drug Impaired Driving)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	$84,350.00	$0.00	$0.00
2018	FAST Act 405d Impaired Driving Mid	405d Mid Training (FAST)	$122,575.00	$0.00	
2018	FAST Act 405d Impaired Driving Mid	405d Mid Drug and Alcohol Training (FAST)	$537,155.00	$0.00	
2018	FAST Act 405d Impaired Driving Mid	405d Mid Drug and Alcohol Training (FAST)	$15,000.00	$0.00	
2018	FAST Act 405b OP High	405b High Child Restraint (FAST)	$390,000.00	$300,000.00	
2016	NHTSA 402	Police Traffic Services	$181,280.00	$0.00	$0.00

2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	$8,100.00	$0.00	$8,100.00
2018	FAST Act NHTSA 402	Motorcycle Safety (FAST)	$37,670.00	$0.00	$0.00
2016	NHTSA 402	Motorcycle Safety	$22,330.00	$0.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost

No records found.

5.3.8 Countermeasure Strategy: 1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)

Program area	Impaired Driving (Drug and Alcohol)
Countermeasure strategy	1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Saturation patrols involve teams of law enforcement officers patrolling a specific area for a set time to detect and arrest impaired drivers. Similar to sobriety checkpoints, saturation patrols are most effective when they are well-publicized. The goal is to deter driving after drinking by increasing the perceived risk of arrest. Often these patrols focus on areas where impaired driving is common and where alcohol-involved crashes frequently occur. GHSP will partner with several state and local law enforcement agencies to provide funding for personnel dedicated to impaired driving enforcement.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

One-fourth (25%) of all traffic fatalities in 2017 involved an alcohol-impaired driver. Enforcement of DWI laws is a key strategy in efforts to reduce the number of alcohol related fatalities. Saturation patrols are a component of a traffic safety approach called high visibility enforcement. Saturation patrols have proven to be an effective enforcement tool, especially when utilized in areas where data reveals increased numbers of alcohol related crashes. Funding enforcement efforts such as saturation patrols is one way GHSP seeks to decrease alcohol impaired driving fatalities in FY19.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Saturation patrols earn 4 stars in NHTSA's *Countermeasures that Work*. Research suggests that saturation patrols are effective in increasing arrests for drinking and driving and reducing alcohol-related fatal crashes.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 1	Enforcement	1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)

5.3.8.1 Planned Activity: Enforcement

Planned activity name	Enforcement
Planned activity number	NC GHSP 1
Primary countermeasure strategy	1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Enforcement activities include funding for law enforcement personnel through both FTE and overtime efforts to conduct high visibility enforcement, saturation patrols, and daytime and nighttime checking stations to actively enforce traffic safety laws and statutes including but not limited to impaired driving, occupant protection, and speeding.

Enter intended subrecipients.

Subrecipients will primarily include state and local law enforcement agencies in counties ranking in the top twenty-five for fatalities in the state.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	3.2.2 High Visibility Enforcement (Chapter 3: Speeding and Speed Enforcement)
2019	2.2.3 Sustained Enforcement (Chapter 2: Seat Belts and Child Restraints)
2019	2.2.1 Short-Term, High Visibility Seat Belt Law Enforcement (Chapter 2: Seat Belts and Child Restraints)
2019	1.6.4 Other Legal Minimum Drinking Age 21 Law Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)
2019	1.4.2 Alcohol Interlocks (Chapter 1: Alcohol and Drug Impaired Driving)
2019	1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)
2019	1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)
2019	1.2.1 Publicized Sobriety Checkpoints (Chapter 1: Alcohol and Drug Impaired Driving)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid	405d Mid HVE (FAST)	$485,312.00	$0.00	
2018	FAST Act 405d Impaired Driving Mid	405d Mid HVE (FAST)	$1,206,560.00	$0.00	
2018	FAST Act NHTSA 402	Alcohol (FAST)	$1,340,152.00	$1,503,686.00	$1,340,152.00
2016	NHTSA 402	Alcohol	$331,148.00	$918,045.00	$331,148.00
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	$333,335.00	$69,218.00	$333,335.00
2016	NHTSA 402	Police Traffic Services	$315,820.00	$206,499.00	$315,820.00
2018	FAST Act 405d Impaired Driving Mid	405d Mid HVE (FAST)	$579,169.00	$0.00	
2018	FAST Act 405d Impaired Driving Mid	405d Mid HVE (FAST)	$388,509.00	$0.00	
2016	MAP 21 405d Impaired Driving Mid	405d Mid HVE (MAP-21)	$208,069.00	$0.00	
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	$100,000.00	$0.00	$0.00
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	$3,101,199.00	$21,943.00	$3,101,199.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost

No records found.

5.3.9 Countermeasure Strategy: 1.2.1 Publicized Sobriety Checkpoints (Chapter 1: Alcohol and Drug Impaired Driving)

Program area	Impaired Driving (Drug and Alcohol)
Countermeasure strategy	1.2.1 Publicized Sobriety Checkpoints (Chapter 1: Alcohol and Drug Impaired Driving)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Sobriety checkpoints are part of a traffic safety approach called high visibility enforcement (HVE). At sobriety checkpoints, law enforcement officers stop vehicles at a predetermined location to check whether the driver is impaired. In addition to removing impaired drivers from the road, checkpoints deter driving after drinking among the general population by increasing the perceived risk of arrest. For that reason, sobriety checkpoints are most effective when they are well-publicized. GHSP will partner with several state and local law enforcement agencies who will use sobriety checkpoints in an effort to combat impaired driving.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

One-fourth (25%) of all traffic fatalities in 2017 involved an alcohol-impaired driver. Enforcement of DWI laws is a key strategy in efforts to reduce the number of alcohol related fatalities. Sobriety checkpoints are a component of a traffic safety approach called high visibility enforcement. Sobriety checkpoints have proven to be an effective enforcement tool, especially when well publicized. Funding enforcement efforts such as sobriety checkpoints is one way GHSP seeks to decrease alcohol impaired driving fatalities in FY19.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Sobriety checkpoints earn a maximum of 5 stars in NHTSA's *Countermeasures that Work*. A Centers for Disease Control and Prevention systematic review found that sobriety checkpoints reduce alcohol-related fatal and injury crashes each by approximately 20%. A number of NHTSA-funded evaluations have produced similar results.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 1	Enforcement	1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)

5.3.10 Countermeasure Strategy: 1.1.1 Administrative License Revocation or Suspension (Chapter 1: Alcohol and Drug Impaired Driving)

Program area	Impaired Driving (Drug and Alcohol)
Countermeasure strategy	1.1.1 Administrative License Revocation or Suspension (Chapter 1: Alcohol and Drug Impaired Driving)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Administrative license revocation (ALR) or suspension (ALS) laws allow law enforcement officers or licensing authorities to revoke or suspend a driver's license if the driver fails a BAC test. Because it happens administratively, this approach provides a swift and certain penalty for DWI offenders. It also protects the driving public by removing DWI offenders from the road. In North Carolina, the North Carolina Division of Motor Vehicles is responsible for evaluating appeals related to these types of revocations and suspensions. GHSP will partner with the NCDMV to provide training to ensure hearing officers are prepared to conduct professional and thorough hearings.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

One-fourth (25%) of all traffic fatalities in 2017 involved an alcohol-impaired driver. Enforcement of DWI laws is a key strategy in efforts to reduce the number of alcohol related fatalities. North Carolina laws require immediate revocation or suspension of an individual's operator's license when it is determined the individual was operating a motor vehicle while impaired. Revocation or suspension of an individual's operator's license is often an imposed penalty when arrests are adjudicated. Many who have their license suspended or revoked appeal the penalty. It is the responsibility of the North Carolina Division of Motor Vehicles to hear these appeals. The NCDMV typically conducts more than 27,000 hearings per year, many of which are directly related to a suspension or revocation resulting from a DWI arrest. Training to ensure hearing officers are prepared to conduct professional and thorough hearings is critical to furthering GHSP's goal of decreasing alcohol impaired driving fatalities in FY19.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

ALR/ALS earns a maximum of 5 stars in NHTSA's *Countermeasures that Work*. A review of the research literature found that ALR/ALS laws reduce crashes by an average of 13%. Other studies show ALR/ALS reduces recidivism (i.e., repeat offenses).

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 3	Training	1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)

5.4 Program Area: Motorcycle Safety

Program area type Motorcycle Safety

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

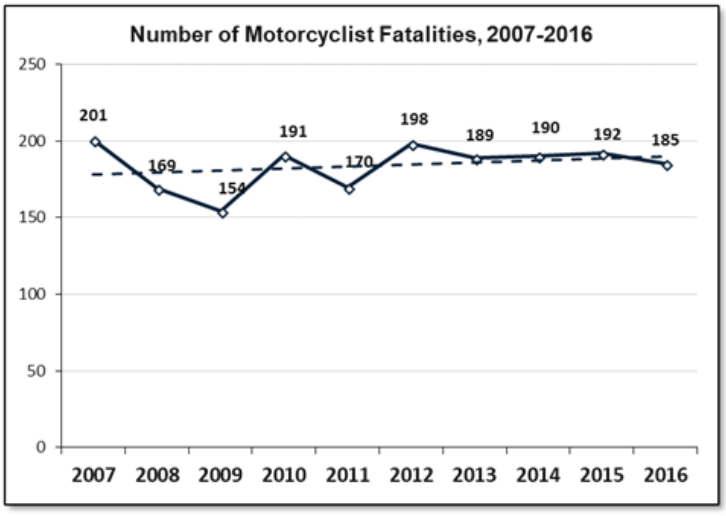
No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

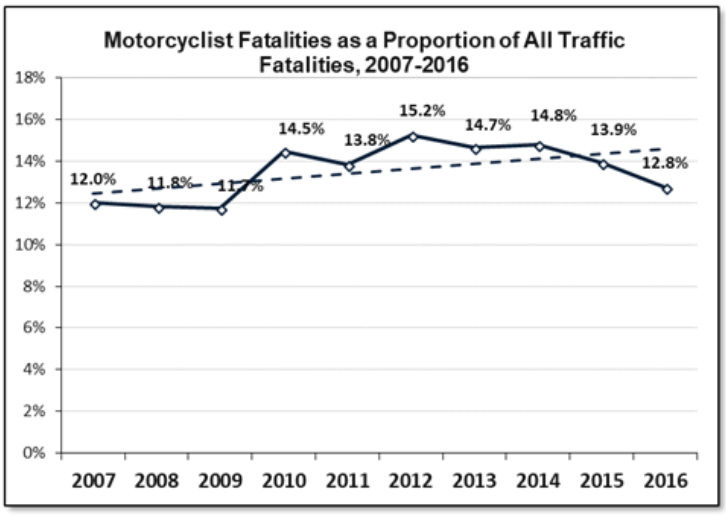
Crashes, Deaths and Injuries

In 2016, there were 185 motorcycle rider fatalities in North Carolina, a decrease of seven fatalities from 2015. As shown in the figure below, the long-term trend suggests a gradual rise in motorcycle rider fatalities over the past ten years.



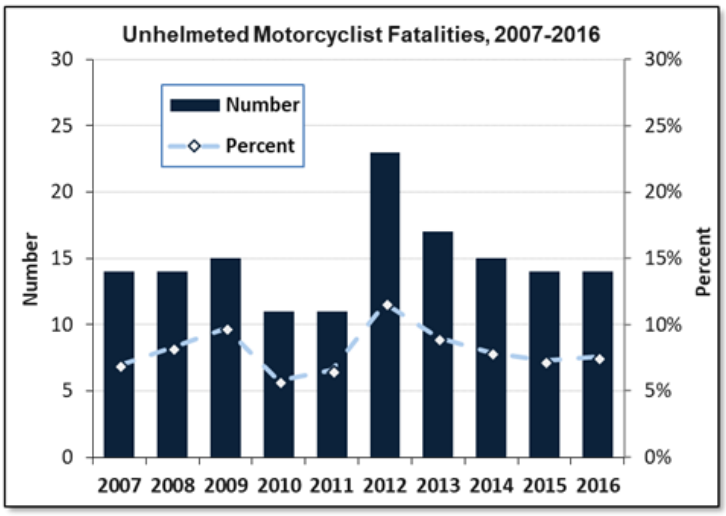
Source: FARS, 2007–2016

Motorcyclists represented 12.8 percent of all traffic fatalities in North Carolina during 2016. This percentage has dropped over past five years, as shown in the figure below. Motorcyclist fatalities have remained relatively flat during the past five years while total traffic fatalities have increased.



Source: FARS, 2007–2016

One positive finding is the vast majority of fatally injured motorcyclists in North Carolina were wearing a helmet when they crashed. In all likelihood, there would have been many more fatalities if North Carolina did not have a universal helmet law and a high rate of helmet use. In 2016, 14 fatally injured motorcycle riders were not wearing a helmet, the same as 2015. NHTSA estimates that motorcycle helmets saved 105 lives and $167 million in economic costs during 2015 (the most recent year for which data is available). An additional five lives could have been saved if all riders involved in crashes had been wearing a helmet. The percent of killed riders that were unhelmeted has remained relatively consistent and low, averaging 7.6 percent over the last ten years.



Source: FARS, 2007–2016

Although the total number of motorcycle rider fatalities has increased over the last decade, the fatality rate per registered motorcycle has been relatively stable since at least 2001, as shown in the table below. This indicates that the increase in motorcyclist fatalities over the past decade is due primarily to an increase in riders.

Motorcycle Crash and Fatality Rates Per Registered Motorcycle, 2001–2016

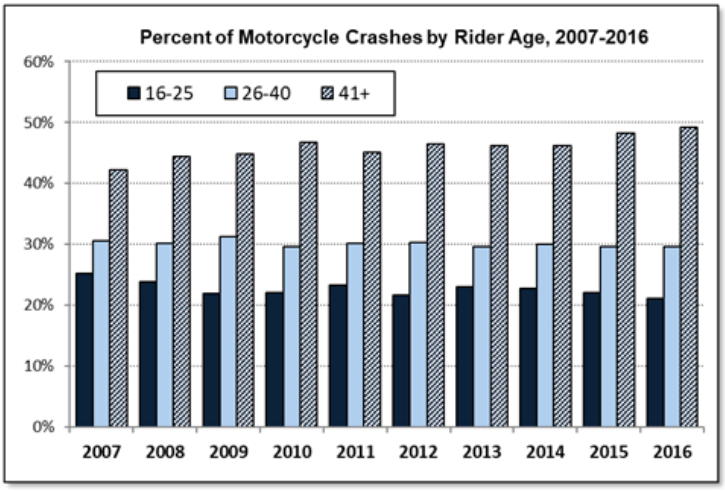
Year	Total Crashes	Total Fatalities	Registered Motorcycles*	Crash Rate per 1,000 Registered Motorcycles	Fatality Rate per 10,000 Registered Motorcycles
2001	2,541	109	111,051	22.9	10.00
2002	2,606	123	121,047	21.0	10.24
2003	2,904	108	131,991	20.8	8.18
2004	3,350	136	145,450	21.3	9.69
2005	3,664	152	160,420	21.0	9.48
2006	4,099	150	176,909	21.1	8.76
2007	4,390	201	193,486	20.5	10.60
2008	4,877	169	210,719	20.9	8.16
2009	4,162	154	200,718	18.3	7.87
2010	4,330	191	182,836	23.7	10.67
2011	4,750	170	191,732	24.8	8.76

Motorcycle Crash and Fatality Rates Per Registered Motorcycle, 2001–2016					
Year	Total Crashes	Total Fatalities	Registered Motorcycles*	Crash Rate per 1,000 Registered Motorcycles	Fatality Rate per 10,000 Registered Motorcycles
2012	4,805	198	194,471	24.7	10.18
2013	4,383	189	191,162	22.9	9.89
2014	4,440	190	188,675	23.5	10.07
2015	4,504	192	192,034	23.5	10.00
2016	4,828	185	189,029	25.5	9.79

*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.

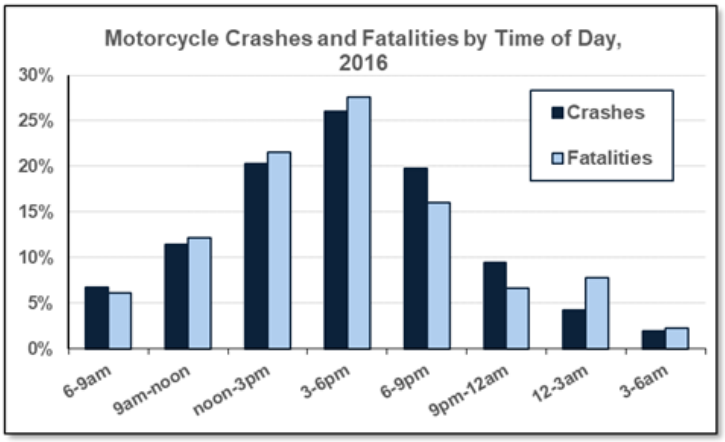
Most motorcycle riders in North Carolina are male. Not surprisingly, the vast majority (93 percent) of crash-involved motorcycle riders in 2016 were male. Forty-four percent of motorcycle crashes were single vehicle crashes, and 50 percent occurred on rural roads. Alcohol use continues to be an important contributing factor to motorcycle crashes. Alcohol use was suspected in 8.1 percent of all motorcyclist crashes in 2016—about twice the rate of alcohol involvement in crashes involving passenger vehicles, pickup trucks, or other types of vehicles.

Nationwide, the past few decades have seen a gradual shift in the age of motorcyclists involved in crashes. The same pattern holds true in North Carolina. Riders age 41 and older now account for half of all riders involved in crashes, as shown in the figure below.



Source: NCDOT Motor Vehicle Crash Data, 2007–2016

Motorcyclist fatalities are overrepresented on weekends. Thirty-seven percent of motorcyclist fatalities in North Carolina in 2016 occurred on Saturday or Sunday. Motorcycle crashes and fatalities tend to be most common during the afternoon and early evening. Twenty-six percent of all motorcycle crashes and 28 percent of fatalities in 2016 occurred between 3 and 6 p.m. (see the figure below).



Source: NCDOT Motor Vehicle Crash Data, 2016; FARS, 2016

The table below shows the 29 counties with the highest number of motorcyclist fatalities from 2012–2016. The counties with the most fatalities include Wake, Cumberland, Mecklenburg, Guilford and Forsyth. As is the case for passenger vehicles, many of the counties with the highest number of motorcyclist fatalities are also highly populated areas. The 29 counties listed in the table account for two-thirds (69 percent) of motorcyclist fatalities in the state.

Motorcyclist Fatalities by County, 2012–2016

County	Motorcyclist Fatalities	Percent of Total Motorcyclist Fatalities
Wake	56	5.87%
Cumberland	51	5.35%
Mecklenburg	50	5.24%
Guilford	39	4.09%
Forsyth	30	3.14%
Randolph	26	2.73%
Onslow	25	2.62%
Rowan	25	2.62%
Catawba	24	2.52%
Davidson	24	2.52%
New Hanover	24	2.52%

Motorcyclist Fatalities by County, 2012–2016

County	Motorcyclist Fatalities	Percent of Total Motorcyclist Fatalities
Robeson	24	2.52%
Durham	23	2.41%
Johnston	23	2.41%
Buncombe	22	2.31%
Iredell	21	2.20%
Alamance	16	1.68%
Cabarrus	15	1.57%
Gaston	15	1.57%
Graham	14	1.47%
Harnett	14	1.47%
Haywood	14	1.47%
Pitt	14	1.47%
Surry	13	1.36%
Brunswick	12	1.26%
Wayne	12	1.26%
Wilkes	11	1.15%
Cleveland	10	1.05%
Craven	10	1.05%

Source: FARS, 2012–2016

A different picture emerges when looking at fatalities per registered motorcycle. Here, many of the counties with the highest crash rates are in the less populated, mountainous part of the state. As shown in the table below, Graham County has a dramatically higher crash rate than any other county in North Carolina. This is likely due to Graham County's reputation as a popular tourist destination for motorcyclists. In total, five of

the top 10 counties listed below are in the western (mountainous) part of the state that tends to be a popular destination for out-of-county and even out-of-state riders.

Top 10 Counties with the Highest Rate of Crash-Involved Motorcyclists Per Registered Motorcycle, 2012–2016

County	Motorcyclist Fatalities	Motorcycle Crashes	Registered Motorcycles (2016)	Crash Involved Motorcycles Per 1000 Registered Motorcycles	Fatality Rate Per 10,000 Registered Motorcycles
Graham	14	321	1,109	289.45	126.24
Swain	5	138	2,361	58.45	21.18
Durham	23	597	14,343	41.62	16.04
Transylvania	7	159	4,248	37.43	16.48
New Hanover	24	588	16,029	36.68	14.97
Vance	6	109	3,156	34.54	19.01
Macon	7	163	4,758	34.26	14.71
Guilford	39	1,147	34,090	33.65	11.44
Mecklenburg	50	1,759	52,428	33.55	9.54
McDowell	2	204	6,137	33.24	3.26

Summary

Motorcycles remain a popular form of transportation in North Carolina. Motorcyclists accounted for 12.8 percent of all traffic fatalities in North Carolina in 2016, up from 7 percent of traffic fatalities in 2001. The vast majority of fatally injured motorcycle riders are male. In addition, riders age 41 and older now account for half of all riders involved in crashes. Five counties in North Carolina—Wake, Cumberland, Mecklenburg, Guilford and Forsyth—account for almost 25 percent of the state's motorcyclist fatalities. However, many of the counties with the highest crash rates per registered motorcycle are located in the less populated western part of the state. Graham County has a dramatically higher crash rate than any other county in North Carolina. This is likely due to the county's reputation as a popular tourist destination for motorcyclists.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-7) Number of motorcyclist fatalities (FARS)	5 Year	2019	5.0
2019	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	5 Year	2019	0.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Not Applicable-No Countermeasure
2019	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)

5.4.1 Countermeasure Strategy: Not Applicable-No Countermeasure

Program area	Planning & Administration
Countermeasure strategy	Not Applicable-No Countermeasure

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law

enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

N/A

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

N/A

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

N/A

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure

NC GHSP 9	Program Management	Not Applicable-No Countermeasure

5.4.1.1 Planned Activity: Program Management

Planned activity name	Program Management
Planned activity number	NC GHSP 9
Primary countermeasure strategy	Not Applicable-No Countermeasure

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Coordinate efforts to effectively manage projects designed to address highway safety concerns throughout the state.

Enter intended subrecipients.

NC Governor's Highway Safety Program and other state and local agencies.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Not Applicable-No Countermeasure
2019	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405f Motorcycle Programs	405f Motorcyclist Training (FAST)	$138,640.00	$0.00	
2018	FAST Act NHTSA 402	Motorcycle Safety (FAST)	$84,732.00	$0.00	$0.00
2016	NHTSA 402	Motorcycle Safety	$53,034.00	$0.00	$0.00
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	$20,971.00	$0.00	$0.00
2016	NHTSA 402	Occupant Protection	$175,738.00	$0.00	$0.00
2016	NHTSA 402	Planning and Administration	$291,095.00	$291,095.00	$0.00
2018	FAST Act NHTSA 402	Safe Communities (FAST)	$1,170,468.00	$0.00	$0.00
2016	NHTSA 402	Safe Communities	$917,003.00	$0.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost

No records found.

5.4.2 Countermeasure Strategy: 5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)

Program area	Motorcycle Safety
Countermeasure strategy	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Motorcycle rider training is available from rider organizations, manufacturers, the U.S. military, and many other groups. To encourage training, some jurisdictions waive testing requirements for riders who successfully complete an approved training course. Many training programs include both classroom and on-bike instruction. Some programs emphasize motorcycle control skills while others train riders to recognize potentially hazardous riding situations and encourage riders to assess their own limitations. GHSP will partner state and local law enforcement agencies and Lenoir County Community College to coordinate and assess motorcycle rider training throughout the state.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Long term trend analysis suggests a gradual rise in motorcycle rider fatalities over the past ten years. Motorcycle rider training programs providing classroom and on-bike instruction can prove useful and effective in combating this trend. GHSP will partner with state and local law enforcement to continue to support the BikeSafe program in North Carolina. GHSP will remain committed to decreasing motorcycle fatalities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Motorcycle rider training earns 1 star in NHTSA's *Countermeasures that Work*. A Cochrane Review found conflicting evidence about the effectiveness of motorcycle rider training in reducing crashes. At this point in time, few high-quality evaluations exist of motorcycle rider training programs.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 3	Training	1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)
NC GHSP 4	Education	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)
NC GHSP 9	Program Management	Not Applicable-No Countermeasure

5.4.2.1 Planned Activity: Education

Planned activity name	Education
Planned activity number	NC GHSP 4
Primary countermeasure strategy	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Planned activities include partnerships with law enforcement partners, government agencies, and non-profit organizations to heighten awareness regarding traffic safety issues within the state.

Enter intended subrecipients.

Subrecipients include law enforcement agencies, government agencies, institutes of higher education and non-profit organizations.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	9.3.2 Promote Bicycle Helmet Use with Education (Chapter 9 Bicycles)
2019	9.1.3 Bicycle Safety Education for Children (Chapter 9: Bicycles)
2019	8.4.4 Targeted Enforcement (Chapter 8: Pedestrians)
2019	8.2.3 Child School Bus Training (Chapter 8: Pedestrians)
2019	7.1.2 General Communications and Education (Chapter 7: Older Drivers)
2019	6.2.2 Post-Licensure or Second Tier Driver Education (Chapter 6: Young Driver)
2019	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)
2019	2.6.2 Communities and Outreach Strategies for Child Restraint and Booster Seat Use (Chapter 2: Seat Belts and Child Restraints)
2019	2.3.2 Communications and Outreach Strategies for Low Belt Use Groups (Chapter 2: Seat Belts and Child Restraints)
2019	1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405d Impaired Driving Mid	405d Impaired Driving Mid (FAST)	$26,067.00	$0.00	
2016	MAP 21 405d Impaired Driving Mid	405d Mid BAC Paid/Earned Media (MAP-21)	$225,413.00	$0.00	
2016	NHTSA 402	Occupant Protection	$203,253.00	$0.00	$0.00
2018	FAST Act 405b OP High	405b High Child Restraint (FAST)	$151,915.00	$0.00	
2018	FAST Act NHTSA 402	Child Restraint (FAST)	$137,469.00	$0.00	$0.00
2016	MAP 21 405f Motorcycle Programs	405f Motorcycle Programs (MAP-21)	$22,330.00	$22,330.00	
2018	FAST Act NHTSA 402	Motorcycle Safety (FAST)	$5,000.00	$0.00	$5,000.00
2016	NHTSA 402	Motorcycle Safety	$217,152.00	$85,170.00	$25,000.00
2018	FAST Act NHTSA 402	Driver Education (FAST)	$51,384.00	$0.00	$0.00
2018	FAST Act NHTSA 402	Safe Communities (FAST)	$204,246.00	$0.00	$134,840.00
2018	FAST Act NHTSA 402	Safe Communities (FAST)	$213,023.00	$0.00	$0.00
2018	FAST Act NHTSA 402	Pupil Transportation Safety (FAST)	$40,500.00	$0.00	$0.00
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	$130,000.00	$0.00	
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	$9,300.00	$0.00	
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	$25,000.00	$0.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost

No records found.

5.5 Program Area: Communications (Media)

Program area type Communications (Media)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

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. Campaigns such as *Click It or Ticket* and *Booze It & Lose It* are designed to identify and cite drivers who are impaired or not wearing seat belts. However, the larger benefit from such campaigns is they deter 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 will be 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.

The GHSP Communications and Media plan targets two areas of primary concern: occupant protection and alcohol-impaired driving. Young males ages 21-34 are disproportionally affected by crashes involving impairment, not wearing seat belts (or both). Therefore, GHSP has focused many of our media efforts on this demographic and we plan to continue that focus next year. GHSP is also focusing on the 25 counties with the highest impaired driving crash rates and the 25 counties with the lowest seat belt use rates. All campaigns in these areas will include both paid and earned media. To a lesser extent, GHSP also uses paid media to support pedestrian/bicycle safety and motorcycle safety activities.

In occupant protection, North Carolina will participate in the national *Click It or Ticket* mobilization in FY2019. Media will concentrate on counties and demographic groups which demonstrate low seat belt usage as described under the Occupant Protection program area. Paid media spots will convey an enforcement or social norming message to compliment the national media placement. Media will include outlets such as television, radio, digital media, internet radio, social media and out-of-home elements. Planned campaign kickoffs will precede the mobilizations.

North Carolina will also participate in all national impaired driving mobilizations. A North Carolina specific public service announcement will be placed across the State during the holiday campaign (December 2018 – January 2019). Again, media will include outlets such as television, radio, digital media, internet radio, social media and out-of-home elements. Earned media will be gained from kickoff events as well as high visibility checkpoints throughout the campaigns.

GHSP has used sports marketing to reach our target demographics. Previously, GHSP had commitments from the all major league teams in North Carolina, all major universities, NASCAR, eight of the nine minor league baseball clubs and Live Nation outdoor concert venues. This year, GHSP has focused on intensive marketing at several local venues frequented by this young male demographic. That includes local music festivals, local automobile race tracks, state and local events such as bull riding contests and other local and state sporting events. For instance, GHSP is working closely with the Hopscotch Music Festival, the Internal Bluegrass Festival and the Carolina Rebellion Music Festival to reach young males vulnerable to impaired driving and not using seat belts. For FY2019, we will continue this focus on marketing to this population by continuing our alliances with these groups. Sports and events marketing efforts will continue to focus on occupant protection and impaired driving.

In FY2019, GHSP will also be working with rideshare companies to create marketing opportunities to reduce instances of impaired driving. Both Uber and Lyft have recently hired marketing contacts in North Carolina and we expect to use those new contacts to form innovative alliances marketed towards young people. GHSP also plans to work with rideshare companies to encourage their customers to use seatbelts while using these services.

GHSP plans in FY2019 to continue strong use of targeted social media that began in FY2018. For instance, GHSP will have targeted paid media on music sharing apps such as Pandora, social media platforms such as Instagram and others, and targeted ads on media tablets/channels such as ESPN, Men's Health magazine and others.

Pedestrian and bicycle media efforts will focus on awareness of the *Watch for Me* campaign. Paid media will include sidewalk stenciling, transit signage and other out-of-home elements. Motorcycle safety awareness media efforts will most likely include bill board advertising promoting the training classes offered through the BikeSafe NC program.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	15.0
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5 Year	2019	10.0
2019	C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	0.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Not Applicable-No Countermeasure
2019	9.4.2 Share the Road Awareness Programs (Chapter 9: Bicycles)
2019	2.3.1 Communications and Outreach Supporting Law Enforcement (Chapter 2: Seat Belts and Child Restraints)
2019	1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)

5.5.1 Countermeasure Strategy: Not Applicable-No Countermeasure

Program area	Planning & Administration
Countermeasure strategy	Not Applicable-No Countermeasure

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5),

demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

N/A

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

N/A

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

N/A

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 9	Program Management	Not Applicable-No Countermeasure

5.5.1.1 Planned Activity: Program Management

Planned activity name	Program Management
Planned activity number	NC GHSP 9
Primary countermeasure strategy	Not Applicable-No Countermeasure

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Coordinate efforts to effectively manage projects designed to address highway safety concerns throughout the state.

Enter intended subrecipients.

NC Governor's Highway Safety Program and other state and local agencies.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Not Applicable-No Countermeasure
2019	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405f Motorcycle Programs	405f Motorcyclist Training (FAST)	$138,640.00	$0.00	
2018	FAST Act NHTSA 402	Motorcycle Safety (FAST)	$84,732.00	$0.00	$0.00
2016	NHTSA 402	Motorcycle Safety	$53,034.00	$0.00	$0.00
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	$20,971.00	$0.00	$0.00
2016	NHTSA 402	Occupant Protection	$175,738.00	$0.00	$0.00
2016	NHTSA 402	Planning and Administration	$291,095.00	$291,095.00	$0.00
2018	FAST Act NHTSA 402	Safe Communities (FAST)	$1,170,468.00	$0.00	$0.00
2016	NHTSA 402	Safe Communities	$917,003.00	$0.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost

No records found.

5.5.2 Countermeasure Strategy: 9.4.2 Share the Road Awareness Programs (Chapter 9: Bicycles)

Program area	Communications (Media)
Countermeasure strategy	9.4.2 Share the Road Awareness Programs (Chapter 9: Bicycles)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

The purpose of Share the Road programs is to increase driver's awareness of bicyclists, as well as improve both bicyclist and driver compliance with relevant traffic laws. The use of media to conduct outreach and further the Share the Road message add immense value. Effective campaigns such as Watch4Me serve to develop messages and delivery methods that are appropriate and effective.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

North Carolina experienced increases in bicyclists and pedestrian fatalities in 2017. Pedestrian deaths have increased gradually since 2009. Bicyclist fatalities have fluctuated from year to year since 2007. However, as more municipalities make changes to roadways and related infrastructure through the use of designated bicycle lanes, communications and outreach strategies providing Share the Road messages will be instrumental in keeping the cycling and motoring public safe.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Share the Road Awareness Campaigns earn one star in NHTSA's *Countermeasures that Work.* Share the Road awareness materials can be effective in increasing knowledge and appropriate attitudes.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 7	Media	1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)

5.5.3 Countermeasure Strategy: 2.3.1 Communications and Outreach Supporting Law Enforcement (Chapter 2: Seat Belts and Child Restraints)

Program area	Police Traffic Services
Countermeasure strategy	2.3.1 Communications and Outreach Supporting Law Enforcement (Chapter 2: Seat Belts and Child Restraints)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Communications and outreach are an essential part of successful high visibility seat belt enforcement programs. North Carolina has developed a comprehensive program that combines law enforcement and media to enforce the State's seat belt law. The nationwide "Click It or Ticket" program was first developed in North Carolina 25 years ago and is one of North Carolina's best tools for increasing belt use. GHSP remains committed to encouraging every North Carolinian to buckle up during every trip—day and night.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The GHSP Communications and Media intends to focus intense efforts on occupant protection. While 2017 resulted in minimal declines in the number of unrestrained fatalities, GHSP must remain intently focused on reducing fatalities in these areas. The use of mass media campaigns will afford the opportunity to address recognized specific target populations (young males aged 21-34) who are disproportionately affected by crashes involving not wearing a seat belt. Proposed targets in FY19 include decreasing unrestrained passenger vehicle occupant fatalities. Effective media campaigns not only deter the general driving public from violating traffic safety laws, effective media campaigns can create the perception that more law enforcement are actively patrolling.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Communication and outreach supporting enforcement earns the highest rating of 5 stars in NHTSA's *Countermeasures that Work*. Research shows that belt use increases by 9% in states that use paid advertising extensively in their campaigns. By contrast, belt use increases by only 3% in states with limited paid advertising and 0.5% in states that use no paid advertising.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 7	Media	1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)

5.5.4 Countermeasure Strategy: 1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)

Program area	Communications (Media)
Countermeasure strategy	1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Mass media campaigns involve intensive communications and outreach activities to discourage the general population from drinking and driving. They typically use radio, television, print, social media, and other communication channels. Mass media can include both paid media as well as earned media (e.g., news stories or editorials). Effective campaigns identify a specific target audience and develop messages and delivery methods that are appropriate and effective for that audience.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The GHSP Communications and Media intends to focus primary efforts on alcohol-impaired driving and occupant protection. While 2017 resulted in minimal declines in the number of alcohol related, GHSP must remain intently focused on reducing fatalities in this area. The use of mass media campaigns will afford the opportunity to address recognized specific target populations (young males aged 21-34) who are disproportionately affected by crashes involving impairment. Proposed targets in FY19 include decreasing alcohol-impaired driving fatalities. Effective media campaigns not only deter the general driving public from violating traffic safety laws, effective media campaigns can create the perception that more law enforcement are actively patrolling.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Mass media campaigns earn 3 stars in NHTSA's *Countermeasures that Work*. Research shows that mass media campaigns can reduce alcohol-related crashes by 13% when the campaigns are carefully planned, well-funded, achieve a high level of audience exposure, have high-quality messages that were pre-tested for effectiveness, and are conducted in conjunction with other impaired-driving activities (e.g., Booze It and Lose It).

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 4	Education	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)
NC GHSP 7	Media	1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)

5.5.4.1 Planned Activity: Media

Planned activity name	Media
Planned activity number	NC GHSP 7
Primary countermeasure strategy	1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will

implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Coordinate with communications partners to ensure effective public service announcements designed to focus on highway safety.

Enter intended subrecipients.

NC Governor's Highway Safety Program

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	9.4.2 Share the Road Awareness Programs (Chapter 9: Bicycles)
2019	2.3.1 Communications and Outreach Supporting Law Enforcement (Chapter 2: Seat Belts and Child Restraints)
2019	1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP High	405b High Paid Advertising (FAST)	$50,000.00	$0.00	
2016	MAP 21 405b Occupant Protection Low Belt Use	405b Low HVE (MAP-21)	$30,791.00	$0.00	
2016	MAP 21 405d Impaired Driving Mid	405d Mid BAC Paid/Earned Media (MAP-21)	$500,000.00	$0.00	
2018	FAST Act 405d Impaired Driving Mid	405d Mid Paid/Earned Media (FAST)	$40,000.00	$0.00	
2016	MAP 21 405d Impaired Driving Mid	405d Mid BAC Paid/Earned Media (MAP-21)	$360,000.00	$0.00	
2016	NHTSA 402	Paid Advertising	$319,209.00	$0.00	$0.00
2018	FAST Act 405b OP High	405b High Paid Advertising (FAST)	$370,890.00	$0.00	
2017	FAST Act 405b OP Low	405b Low HVE (FAST)	$79,110.00	$0.00	
2016	NHTSA 402	Paid Advertising	$50,000.00	$0.00	$0.00
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	$150,000.00	$0.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost

No records found.

5.6 Program Area: Traffic Records

Program area type Traffic Records

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

GHSP recognizes the importance of traffic safety records being accessible, accurate, complete, integrated, timely, and uniform, and has a data-driven process to determine funding allocations to meet this goal. North Carolina also has access to a number of high quality data sources to assist with highway safety planning including

- NCDOT Traffic Crash 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
- Seat belt use observational survey data.

High-quality data are critical to identifying problem areas, selecting appropriate countermeasures, and tracking progress in meeting targets. North Carolina constantly strives to improve the quality of its traffic records.

North Carolina Traffic Records Coordinating Committee (TRCC)

The TRCC provides accurate and complete traffic records data in a timely manner that protects the privacy of citizens; fosters collaboration, data and resource sharing; and measures results, ultimately leading to a reduction in traffic fatalities, injuries, and crashes. The TRCC has a diverse membership including data stewards for each primary data or information system in North Carolina.

The TRCC has met regularly since 2002, has created a TRCC website, provided access to the Traffic Records Assessment and North Carolina traffic records strategic plan reports, and has provided the public the names of the key agency contacts within North Carolina. The TRCC is currently co-chaired by Brian Mayhew of the NCDOT Traffic Safety Unit and UNC Highway Safety Research Center Data Specialist Eric Rodgman.

North Carolina Traffic Records Assessment

The 2017 North Carolina Traffic Records Assessment provides valuable information to inform the 2017 North Carolina Traffic Records Strategic Plan. The assessment included several recommendations (detailed below) that The TRCC used r for ongoing planning and system improvement.

North Carolina has already begun addressing the recommendations below by implementing changes to improve the ratings for the questions in those section modules with lower than average scores. North Carolina recently used an NHTSA Traffic Records GO Team for targeted technical assistance on the crash and medical linkage project headed up by Dr. Anna Waller.

Crash Recommendations

- Improve the procedures/process flows for the crash data system to reflect best practices identified in the Traffic Records Program Assessment.
- Improve the interfaces with the crash data system to reflect best practices identified in the Traffic Records Program Assessment.
- Improve the data quality control program for the crash data system to reflect best practices identified in the Traffic Records Program Assessment.

Vehicle Recommendations

- Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment.

Driver Recommendations

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

Roadway Recommendations

- Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment.

Citation / Adjudication Recommendations

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

EMS / Injury Surveillance Recommendations

- Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment.
- Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment.

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. The Strategic Plan records the progress of the NC TRCC's efforts and serves as a guide for planning and implementing change.

In 2018, the NC TRCC began updating the 2017 Strategic Plan. The UNC Highway Safety Research Center (HSRC) worked with NC GHSP and NCDOT to review relevant materials, gather input from key agencies, and develop a plan to guide improvements to be made in traffic safety information systems over the next five years. The TRCC approved the updated plan in June of this year.

The Strategic Plan will be reviewed annually for improvements in data and/or data systems. The plan will be modified as necessary to ensure that progress is being made in each area, and new objectives will be added to address changes in the state and to take advantage of improvements that may lead to better systems.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	Number of core traffic records databases improved (timeliness)	Annual	2019	1.0
2019	Number of core traffic records databases improved (accessibility)	Annual	2019	1.0
2019	Number of core traffic records databases improved (integration)	Annual	2019	1.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Improves timeliness of a core highway safety database
2019	Improves integration between one or more core highway safety databases
2019	Improves accessibility of a core highway safety database
2019	Highway Safety Office Program Management

5.6.1 Countermeasure Strategy: Improves timeliness of a core highway safety database

Program area	Traffic Records
Countermeasure strategy	Improves timeliness of a core highway safety database

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5),

demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

GHSP is data driven in determining funding allocations and recognizes the importance of traffic safety records being accessible, accurate, complete, integrated, timely, and uniform. GHSP will continue its partnership with the North Carolina Judicial Department's Administrative Office of the Courts to facilitate the use of the e-Citation and e-Crash system by law enforcement. GHSP will also partner with local law enforcement agencies to ensure the timely reporting of data.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

In an effort to continue its goal of providing direction and facilitate coordination among safety data stewards and stakeholders to improve the transportation safety information systems in North Carolina through ongoing Traffic Records Committee activities, GHSP will support projects and programs designed to improve timeliness of core highway safety databases.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

GHSP will endeavor to make quantifiable, measurable progress improvements in the accuracy, completeness, timeliness, uniformity, accessibility or integration of data in core highway safety databases.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 5	Data Improvement	Improves accessibility of a core highway safety database

5.6.2 Countermeasure Strategy: Improves integration between one or more core highway safety databases

Program area	Traffic Records
Countermeasure strategy	Improves integration between one or more core highway safety databases

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

GHSP is data driven in determining funding allocations and recognizes the importance of traffic safety records being accessible, accurate, complete, integrated, timely, and uniform. GHSP will partner with the Injury Prevention Research Center at the University of North Carolina at Chapel Hill to develop a means of data documentation in a standardized format for each key data source identified for potential data linkage to address health outcomes of motor vehicle crash injury in N. C. It will directly address issues identified in the 2018 TRCC Strategic Plan, as well as deficits identified in the 2017 N.C. Traffic Records Assessment. GHSP will partner further with the Injury Prevention Research Center at the University of North Carolina at Chapel Hill to build on the previously determined foundations by identifying and overcoming barriers to linking biomedical data to DMV crash report data.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

In an effort to continue its goal of providing direction and facilitate coordination among safety data stewards and stakeholders to improve the transportation safety information systems in North Carolina through ongoing Traffic Records Committee activities, GHSP will support projects and programs designed to improve the integration between one or more core highway safety databases.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

GHSP will endeavor to make quantifiable, measurable progress improvements in the accuracy, completeness, timeliness, uniformity, accessibility or integration of data in core highway safety databases.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 5	Data Improvement	Improves accessibility of a core highway safety database

5.6.3 Countermeasure Strategy: Improves accessibility of a core highway safety database

Program area	Traffic Records
Countermeasure strategy	Improves accessibility of a core highway safety database

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

GHSP is data driven in determining funding allocations and recognizes the importance of traffic safety records being accessible, accurate, complete, integrated, timely, and uniform. As such, GHSP will partner with the Institute for Transportation, Research, and Education at North Carolina State University to provide updated information and analytical capabilities to all stakeholders and eventually the public on crash statistics. GHSP will also partner with the North Carolina Division of Motor Vehicles to enhance North Carolina's crash database.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

In an effort to continue its goal of providing direction and facilitate coordination among safety data stewards and stakeholders to improve the transportation safety information systems in North Carolina through ongoing Traffic Records Committee activities, GHSP will support projects and programs designed to improve accessibility of core highway safety databases.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

GHSP will endeavor to make quantifiable, measurable progress improvements in the accuracy, completeness, timeliness, uniformity, accessibility or integration of data in core highway safety databases.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 5	Data Improvement	Improves accessibility of a core highway safety database

5.6.3.1 Planned Activity: Data Improvement

Planned activity name	Data Improvement
Planned activity number	NC GHSP 5
Primary countermeasure strategy	Improves accessibility of a core highway safety database

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

No

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

No

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Efforts designed to ensure core traffic record database improvements related to accuracy, completeness, timeliness, uniformity, accessibility and integration.

Enter intended subrecipients.

Subrecipients will primarily include universities and state agencies associated with traffic records.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Improves timeliness of a core highway safety database
2019	Improves integration between one or more core highway safety databases
2019	Improves accessibility of a core highway safety database
2019	Highway Safety Office Program Management

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Safe Communities (FAST)	$150,175.00	$0.00	$0.00
2016	NHTSA 402	Traffic Records	$57,828.00	$0.00	$0.00
2018	FAST Act 405c Data Program	405c Data Program (FAST)	$1,035,273.00	$0.00	
2016	MAP 21 405c Data Program	405c Data Program (MAP-21)	$340,716.00	$0.00	
2018	FAST Act 405c Data Program	405c Data Program (FAST)	$63,531.00	$0.00	
2016	MAP 21 405c Data Program	405c Data Program (MAP-21)	$313,127.00	$0.00	
2018	FAST Act 405c Data Program	405c Data Program (FAST)	$65,000.00	$15,000.00	
2016	MAP 21 405c Data Program	405c Data Program (MAP-21)	$250,000.00	$0.00	

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost

No records found.

5.6.4 Countermeasure Strategy: Highway Safety Office Program Management

Program area	Traffic Records
Countermeasure strategy	Highway Safety Office Program Management

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

GHSP is data driven in determining funding allocations and recognizes the importance of traffic safety records being accessible, accurate, complete, integrated, timely, and uniform. As such, GHSP will partner with the Highway Safety Research Center at the University of North Carolina in Chapel Hill to provide technical and logistical support to the Traffic Records Coordinating Committee (TRCC) to enable coordination, communication and cooperation among the TRCC membership and other stakeholders and to update the NC Strategic Plan for Traffic Safety Information System.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

In an effort to continue its goal of providing direction and facilitate coordination among safety data stewards and stakeholders to improve the transportation safety information systems in North Carolina through ongoing Traffic Records Committee activities, GHSP will continually support the committee's efforts.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

GHSP will endeavor to make quantifiable, measurable progress improvements in the accuracy, completeness, timeliness, uniformity, accessibility or integration of data in core highway safety databases.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 5	Data Improvement	Improves accessibility of a core highway safety database

5.7 Program Area: Older Drivers

Program area type Older Drivers

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

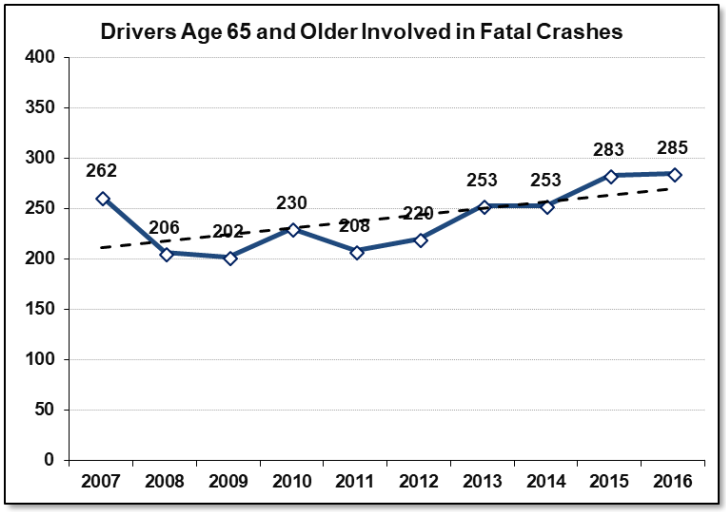
No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

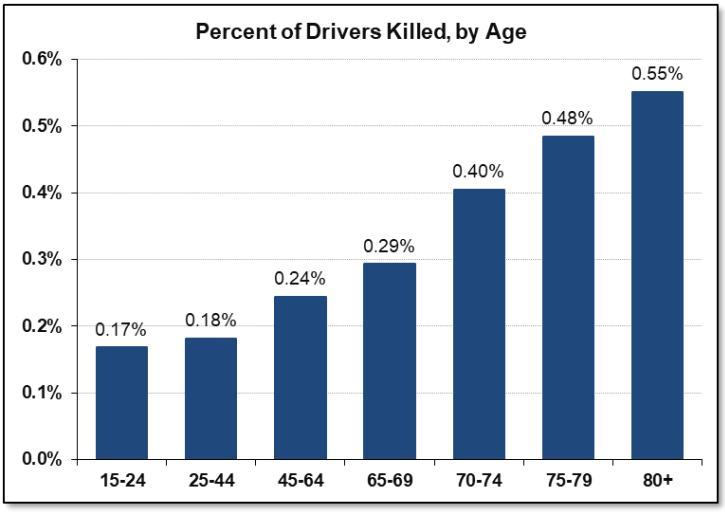
Evidence Considered

In 2016, there were 285 drivers age 65 and older involved in fatal crashes in North Carolina, an increase of two fatal crashes from 2015. The figure below shows fatal crashes involving older drivers for the years 2007 to 2016. Fatal crashes have gradually increased since 2011.



Source: FARS, 2007–2016

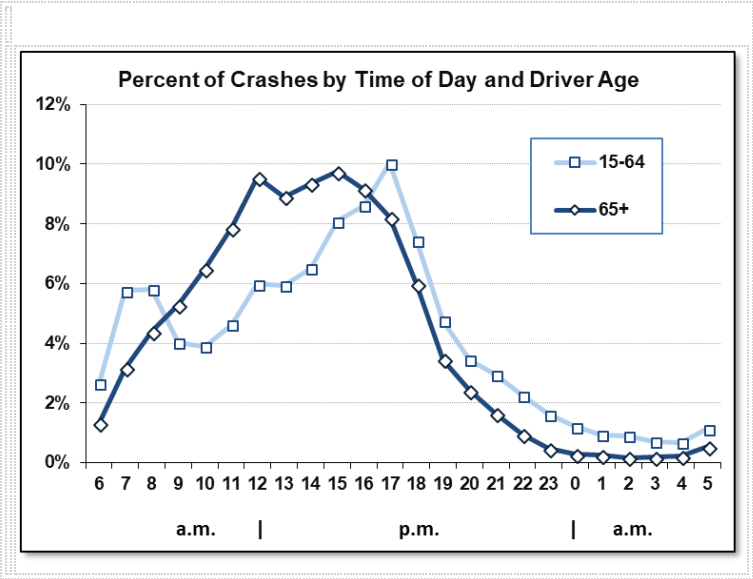
When older drivers are involved in a crash, they are more likely than their younger counterparts to be killed. The next figure shows the percent of crash-involved drivers in North Carolina who were killed, based on the age of the driver. The risk of being killed in a crash increases with each successive age group. Drivers 80 and older were three times more likely to be killed if involved in a crash than were the youngest drivers (15-24 years old). To a large degree, this reflects the increasing fragility of older persons.



Source: North Carolina Motor Vehicle Crash Data, 2016

In 2016, there were 44,840 drivers age 65 and older involved in a crash in North Carolina. Drivers age 65 and older represented 19 percent of the driving age population in 2016, but accounted for only ten percent of drivers in crashes and 18 percent of the drivers killed.

The crashes of older and younger drivers differ by time of day, as shown in the next figure. For drivers age 15 to 64, crashes peak at 7 a.m. and 5 p.m., corresponding to the morning and evening “rush hours.” For drivers age 65 and older, crashes are highest between noon and 4 p.m. It is also noteworthy that older drivers have fewer crashes than their younger counterparts during the nighttime hours.



Source: NCDOT Motor Vehicle Crash Data, 2016

The table below lists the 38 counties with the highest number of older drivers involved in fatal crashes from 2012 to 2016. The counties with the highest numbers of fatal crashes during this period are Guilford (56), Wake (51) and Mecklenburg (48). These counties also have large populations. The table also shows the fatal crash rate per 10,000 population for drivers 65 and older. Madison County stands out with a particularly high per capita crash rate for older drivers (8.15 fatal crashes per 10,000 population). Other counties with high per capita rates include Columbus (4.81), Surry (4.20), Nash (3.76), Lee (3.65), Pender (3.47) and Johnston (3.02) counties. In total, the 38 counties listed in the table account for 69 percent of all older drivers in North Carolina involved in fatal crashes during the five-year period.

Older drivers (65+) involved in fatal crashes, 2012–2016			
County	Older drivers involved In fatal crashes	Rate per 10,000 population	% of all 65+ drivers involved in fatal crashes
Guilford	56	1.49	4.33%
Wake	51	0.93	3.94%
Mecklenburg	48	0.86	3.71%
Johnston	36	3.02	2.78%
Davidson	31	2.20	2.40%
Nash	31	3.76	2.40%
Buncombe	29	1.19	2.24%

Older drivers (65+) involved in fatal crashes, 2012–2016			
County	Older drivers involved In fatal crashes	Rate per 10,000 population	% of all 65+ drivers involved in fatal crashes
Forsyth	29	1.05	2.24%
Iredell	29	2.22	2.24%
Surry	29	4.20	2.24%
Gaston	28	1.68	2.16%
Randolph	28	2.33	2.16%
Catawba	25	1.91	1.93%
Columbus	25	4.81	1.93%
Robeson	25	2.66	1.93%
Cumberland	24	1.23	1.85%
Pitt	21	1.97	1.62%
Union	21	1.56	1.62%
Cabarrus	20	1.56	1.55%
Durham	20	1.13	1.55%
Onslow	20	2.30	1.55%
Alamance	19	1.45	1.47%
Madison	19	8.15	1.47%
Henderson	18	1.23	1.39%
Pender	18	3.47	1.39%
Rowan	18	1.55	1.39%
Lee	17	3.65	1.31%
Chatham	16	1.82	1.24%

Older drivers (65+) involved in fatal crashes, 2012–2016			
County	Older drivers involved In fatal crashes	Rate per 10,000 population	% of all 65+ drivers involved in fatal crashes
Haywood	16	2.12	1.24%
Lincoln	16	2.35	1.24%
Wayne	16	1.67	1.24%
Craven	15	1.72	1.16%
Moore	15	1.22	1.16%
Burke	14	1.62	1.08%
New Hanover	14	0.76	1.08%
Wilkes	14	1.97	1.08%
Beaufort	13	2.37	1.00%
Halifax	13	2.59	1.00%

Source: FARS, 2012–2016

Older Driver Summary

Fatal crashes involving drivers age 65 and older have gradually increased since 2011. Moreover, when older drivers are involved in a crash, they are much more likely than their younger counterparts to be killed. The counties in North Carolina that account for the most older driver fatal crashes are Guilford, Wake and Mecklenburg. Madison County is notable for having a very high rate of older driver fatal crashes per capita.

Drivers age 65 and older represent a growing proportion of the population in North Carolina, as a large number of baby boomers reach age 65. Because of this population shift alone, older driver crashes could potentially double during the next 25 years. For this reason, it is important that North Carolina adopt a comprehensive approach to reduce crashes involving older drivers.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	Number of older drives involved in fatal crashes	5 Year	2019	5.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	7.1.2 General Communications and Education (Chapter 7: Older Drivers)

5.7.1 Countermeasure Strategy: 7.1.2 General Communications and Education (Chapter 7: Older Drivers)

Program area	Older Drivers
Countermeasure strategy	7.1.2 General Communications and Education (Chapter 7: Older Drivers)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Older drivers have physical limitations, slowed cognitive abilities, and may take medications or have health conditions that influence their driving skill. Communications and education for older drivers is designed to inform them of driving risks, help them assess their driving capabilities, and advise them in compensating for limitations or possibly restricting their driving. GHSP will partner institutions of higher education to develop and institute countermeasures to reduce crash risks for older drivers.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

North Carolina has seen an increase in fatal crashes involving older divers (age 65 and older) in recent years. Educating older drivers and their families about methods to allow them to drive safer for a longer period of time, services and resources that may be available, and how to access these services may me key in reversing this trend. GHSP endeavors to decrease the number of older drivers involved in fatal crashes.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

General communications and education for older drivers earns 2 stars in NHTSA's *Countermeasures that Work*. The available research suggests that education can increase knowledge among older drivers, but it is not known whether this influences their subsequent driving behavior or crashes.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 4	Education	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)

5.8 Program Area: Non-motorized (Pedestrians and Bicyclist)

Program area type Non-motorized (Pedestrians and Bicyclist)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

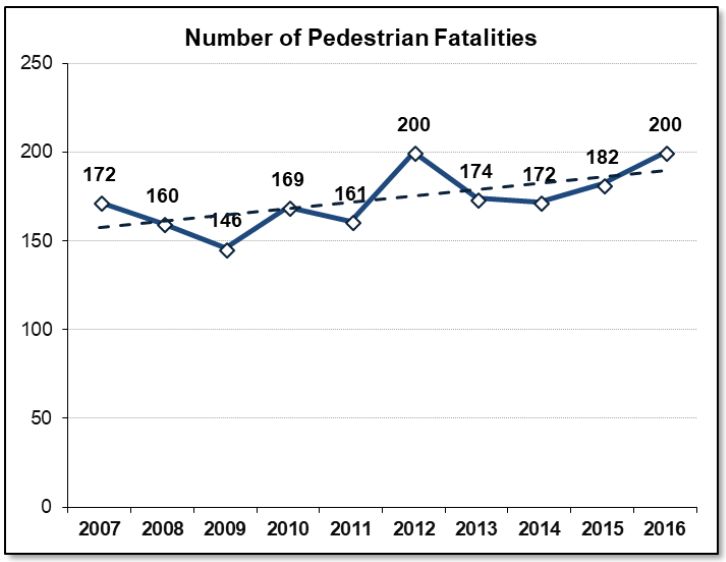
Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Non-motorized (Pedestrians & Bicyclists)

Pedestrians

Evidence Considered

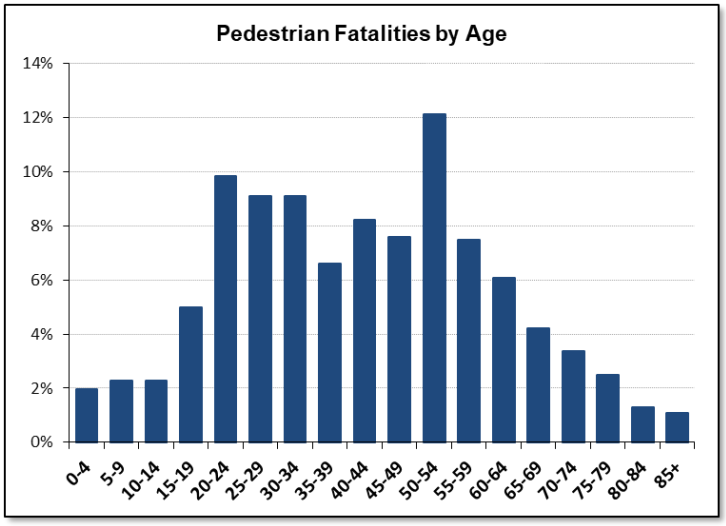
In 2016, 200 pedestrians were killed in crashes involving a motor vehicle in North Carolina, an increase of 18 fatalities from 2015. As shown in the figure below, the number of pedestrian deaths in North Carolina has gradually increased since 2009. This is similar to national trends.



Source: FARS, 2007–2016

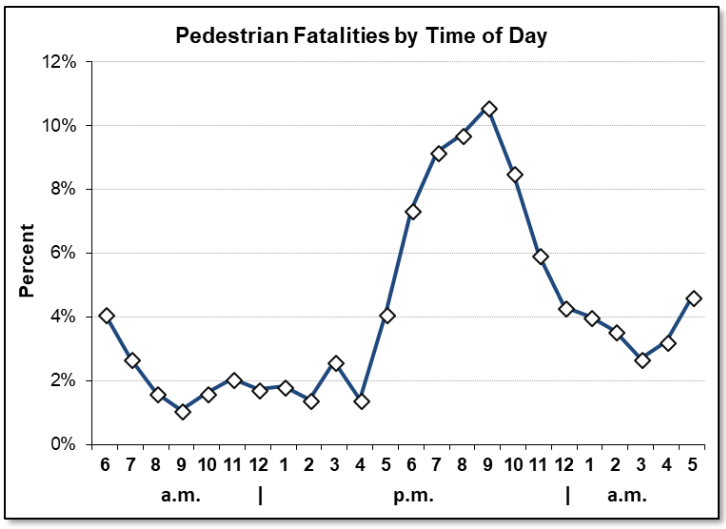
Although crashes involving pedestrians represent only 1 percent of the total reported crashes in North Carolina, pedestrians are highly over-represented in fatal crashes. During 2016, pedestrians accounted for 13.8 percent of all traffic fatalities in the state. Because they don't have the same protection 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.

In 2016, males accounted for more than twice as many pedestrian fatalities as females (138 vs. 62), a trend that has been consistent for the past several years. The next figure shows the age of pedestrians killed in crashes in North Carolina. Pedestrian fatalities are most common among adults ages 20 to 54. Children (<15) and older adults (65+) account for a relatively small percentage of pedestrian fatalities.



Source: FARS, 2012–2016

It is not uncommon for alcohol to be involved in pedestrian fatalities. Between 2012 and 2016, 46 percent of pedestrians who were killed in crashes in North Carolina had a positive BAC (among those with a known BAC), and 40 percent had a BAC of .08 or above. Pedestrian fatalities also vary by time of day. As shown in the figure below, pedestrian fatalities are much more common during the evening hours. Half (51 percent) of pedestrian fatalities occur between 6 p.m. and midnight. This is not surprising, since pedestrians can be much more difficult to see at nighttime and alcohol-involvement is higher in nighttime crashes.



Source: FARS, 2012–2016

Only 14 percent of all pedestrian fatalities in North Carolina occur at intersections. In fact, the most common type of fatal crash involves a pedestrian standing, walking or running along a roadway.

Overall, pedestrian fatalities are somewhat more common in urban (55 percent) than rural (45 percent) 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. Moreover, vehicles on rural roads are likely to be traveling at high speeds, so crashes are substantially more likely to result in fatalities.

The table below shows the 31 counties in North Carolina with the most pedestrian fatalities from 2012 through 2016. Mecklenburg County had the highest number of pedestrian fatalities during this period (84), followed by Wake (65), Guilford (53), and Cumberland (50) counties. In total, the 31 counties listed in the table account for 76 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 located in the eastern (coastal) part of the state (e.g., Cumberland, Halifax, Nash, New Hanover, Pender, Pitt, Robeson and Sampson counties).

Pedestrian Fatalities, 2012–2016			
County	**Pedestrian fatalities**	**Fatalities per 100,000 population**	**% of all pedestrian fatalities**
Mecklenburg	84	1.66	9.09%
Wake	65	1.31	7.03%
Guilford	53	2.07	5.74%
Cumberland	50	3.03	5.41%
New Hanover	32	2.95	3.46%
Forsyth	31	1.70	3.35%
Buncombe	30	2.39	3.25%
Pitt	25	2.86	2.71%
Gaston	23	2.17	2.49%
Johnston	23	2.53	2.49%
Durham	22	1.50	2.38%
Onslow	21	2.19	2.27%
Robeson	19	2.84	2.06%
Harnett	16	2.55	1.73%
Nash	16	3.38	1.73%
Wayne	16	2.56	1.73%
Iredell	15	1.79	1.62%
Catawba	14	1.80	1.52%
Union	14	1.29	1.52%

Pedestrian Fatalities, 2012–2016			
County	**Pedestrian fatalities**	**Fatalities per 100,000 population**	**% of all pedestrian fatalities**
Cleveland	13	2.66	1.41%
Davidson	13	1.58	1.41%
Cabarrus	12	1.25	1.30%
Burke	11	2.46	1.19%
Craven	11	2.11	1.19%
Pender	11	3.88	1.19%
Randolph	11	1.54	1.19%
Sampson	11	3.44	1.19%
Wilson	11	2.70	1.19%
Halifax	10	3.77	1.08%
Moore	10	2.15	1.08%
Orange	10	1.43	1.08%

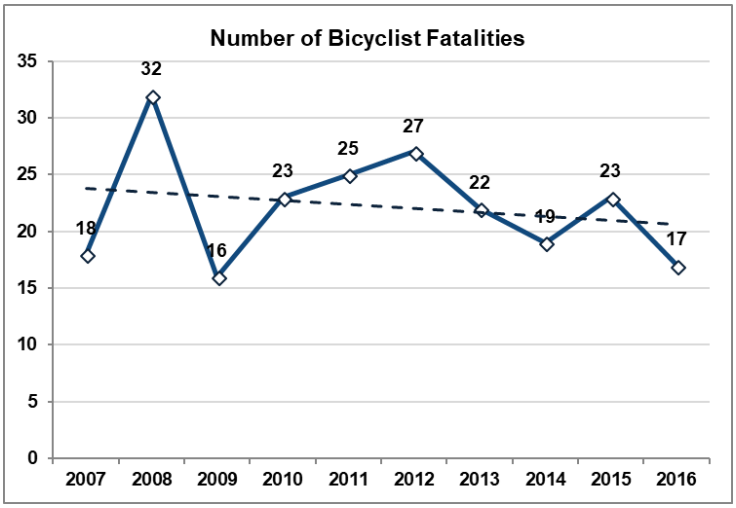
Pedestrian Safety Summary

The number of pedestrian fatalities in North Carolina has increased since 2009. Pedestrian fatalities are most common among males, persons age 20 to 54, and during the evening hours. Nearly half of pedestrians killed in crashes had a positive BAC. The counties that account for the most pedestrian fatalities are Mecklenburg, Wake, Guilford and Cumberland; however, a number of counties in the eastern part of the state are noteworthy for having high per capita fatality rates.

Bicyclists

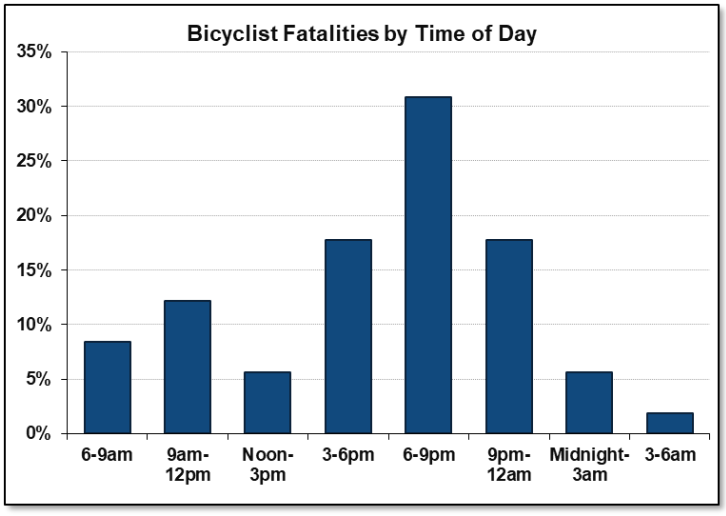
Evidence Considered

In 2016, there were 17 bicyclists killed in fatal crashes in North Carolina, a decrease of six from 2015. As shown in the figure below, bicyclist fatalities in North Carolina have fluctuated from year to year, although the long-term trend suggests a decrease in fatalities.



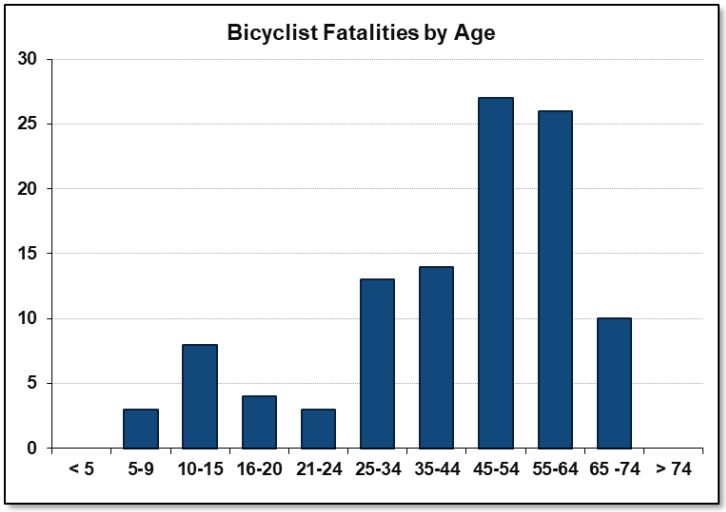
Source: FARS, 2007–2016

Almost three fourths (73 percent) of bicyclist fatalities occur on weekdays; one fourth (27 percent) occur on Saturday or Sunday. As shown in the figure below, bicyclist fatalities peak between the hours of 6:00 p.m. and 9:00 p.m. This reflects commuting cyclists sharing the road with motorists, with declining visibility as it gets darker.



Source: FARS, 2012–2016

Between 2012 and 2016, only 17 percent of bicyclist fatalities in North Carolina occurred at intersections. Instead, half (53%) of fatalities occurred in crashes where a motorist was attempting to overtake the bicyclist. As shown in the figure below, bicyclist fatalities are most common among riders ages 45 to 64. Bicyclist fatalities involving children are relatively rare in North Carolina.



Source: FARS, 2012–2016

The table below lists the 25 counties in North Carolina with more than one bicyclist fatality between 2012 and 2016. The counties with the most fatalities include Robeson, Wake, Mecklenburg, Durham and Guilford. No other county had more than five bicyclist fatalities during the five-year period. Several of the counties near the top of the table also have large populations. In total, the 25 counties listed in the table account for 84 percent of the bicyclist fatalities in North Carolina during this period.

Bicyclist fatalities, 2012 - 2016

County	Bicyclist fatalities	Fatalities per 10,000 population	% of all bicyclist fatalities
Robeson	9	0.68	8.33%
Wake	8	0.08	7.41%
Mecklenburg	7	0.07	6.48%
Durham	6	0.20	5.56%
Guilford	6	0.12	5.56%
Dare	4	1.11	3.70%
Harnett	4	0.31	3.70%
New Hanover	4	0.18	3.70%
Onslow	4	0.21	3.70%
Orange	4	0.28	3.70%

Bicyclist fatalities, 2012 - 2016			
County	Bicyclist fatalities	Fatalities per 10,000 population	% of all bicyclist fatalities
Brunswick	3	0.24	2.78%
Craven	3	0.29	2.78%
Hoke	3	0.56	2.78%
Rockingham	3	0.33	2.78%
Scotland	3	0.85	2.78%
Cumberland	2	0.06	1.85%
Currituck	2	0.77	1.85%
Duplin	2	0.34	1.85%
Gaston	2	0.09	1.85%
Halifax	2	0.39	1.85%
Henderson	2	0.18	1.85%
Iredell	2	0.12	1.85%
Lee	2	0.34	1.85%
Nash	2	0.21	1.85%
Pender	2	0.34	1.85%

Bicyclist Safety Summary

The number of bicyclist fatalities in North Carolina is less than the number of fatalities involving pedestrians, motorcyclists and other types of road users. However, bicyclist fatalities still present a serious problem. Bicyclist fatalities most commonly occur on weekdays at non-intersections. The victims are typically adults between the ages of 45 and 64. Half of bicyclist fatalities occur in crashes where a motorist was attempting to overtake the bicyclist.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	0.0
2019	C-11) Number of bicyclists fatalities (FARS)	5 Year	2019	15.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	9.4.2 Share the Road Awareness Programs (Chapter 9: Bicycles)
2019	9.3.2 Promote Bicycle Helmet Use with Education (Chapter 9 Bicycles)
2019	9.1.3 Bicycle Safety Education for Children (Chapter 9: Bicycles)
2019	8.4.4 Targeted Enforcement (Chapter 8: Pedestrians)

5.8.1 Countermeasure Strategy: 9.4.2 Share the Road Awareness Programs (Chapter 9: Bicycles)

Program area	Communications (Media)
Countermeasure strategy	9.4.2 Share the Road Awareness Programs (Chapter 9: Bicycles)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

The purpose of Share the Road programs is to increase driver's awareness of bicyclists, as well as improve both bicyclist and driver compliance with relevant traffic laws. The use of media to conduct outreach and further the Share the Road message add immense value. Effective campaigns such as Watch4Me serve to develop messages and delivery methods that are appropriate and effective.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

North Carolina experienced increases in bicyclists and pedestrian fatalities in 2017. Pedestrian deaths have increased gradually since 2009. Bicyclist fatalities have fluctuated from year to year since 2007. However, as more municipalities make changes to roadways and related infrastructure through the use of designated bicycle lanes, communications and outreach strategies providing Share the Road messages will be instrumental in keeping the cycling and motoring public safe.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Share the Road Awareness Campaigns earn one star in NHTSA's *Countermeasures that Work*. Share the Road awareness materials can be effective in increasing knowledge and appropriate attitudes.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 7	Media	1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)

5.8.2 Countermeasure Strategy: 9.3.2 Promote Bicycle Helmet Use with Education (Chapter 9 Bicycles)

Program area	Non-motorized (Pedestrians and Bicyclist)
Countermeasure strategy	9.3.2 Promote Bicycle Helmet Use with Education (Chapter 9 Bicycles)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Bicycle helmets can reduce the likelihood and severity of brain injuries for bicyclists involved in crashes. However, a U.S. survey found that only one-third of people who had ridden a bicycle in the last year used a helmet for all, or nearly all, of their rides. Bicycle helmet promotions are designed to increase the use of helmets among bicyclists through education and (sometimes) free or discounted helmets. Education and promotions usually include instruction on how to properly fit the helmet and the importance of wearing a helmet on every trip. GHSP will partner with nonprofits and state agencies to promote bicycle safety for children through educational functions focusing on helmet use in cycling.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The number of bicyclists killed in crashes involving a motor vehicle has declined in recent years. While bicyclist fatalities involving children are relatively rare, all can presumably agree such incidents are extremely tragic. Education for children can lead to safe riding habits, especially those habits related to helmet use. GHSP desires to decrease the number of bicyclist fatalities in the upcoming fiscal year.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Promoting bicycle helmet use with education earns 2 stars in NHTSA's *Countermeasures that Work*. A Cochrane systematic review found that educational programs significantly increase helmet use among children under age 18. The most effective programs were community-based and provided free helmets.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 4	Education	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)

5.8.3 Countermeasure Strategy: 9.1.3 Bicycle Safety Education for Children (Chapter 9: Bicycles)

Program area	Non-motorized (Pedestrians and Bicyclist)
Countermeasure strategy	9.1.3 Bicycle Safety Education for Children (Chapter 9: Bicycles)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Bicycle education for children is designed to teach basic bicycle handling skills, traffic laws, how to ride on streets, and proper helmet use. Since young children are not yet drivers, they do not have the experience to recognize potential traffic hazards. Consequently, a common focus of bicycle safety education is on identifying locations that are safe places for children to ride. Bicycle education may be provided by many different types of organizations including schools, parks and recreation departments, community centers, and faith-based organizations. GHSP will partner with nonprofits and state agencies to promote bicycle safety for children through educational functions and bike rodeo events.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The number of bicyclists killed in crashes involving a motor vehicle has declined in recent years. While bicyclist fatalities involving children are relatively rare, all can presumably agree such incidents are extremely tragic. Education for children can lead to safe riding habits. GHSP desires to decrease the number of bicyclist fatalities in the upcoming fiscal year.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Bicycle safety education for children earns 2 stars in NHTSA's *Countermeasures that Work*. Research shows bicycle education can increase children's knowledge of laws and safe behaviors. However, it is not clear whether this translates into the adoption of safe riding behaviors on actual roads. Educational programs appear most effective at increasing observed helmet use.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 4	Education	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)

5.8.4 Countermeasure Strategy: 8.4.4 Targeted Enforcement (Chapter 8: Pedestrians)

Program area	Non-motorized (Pedestrians and Bicyclist)
Countermeasure strategy	8.4.4 Targeted Enforcement (Chapter 8: Pedestrians)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Targeted enforcement aims to increase compliance with traffic laws by both pedestrians and motorists. Some programs educate pedestrians about proper crossing behavior and issue tickets or warnings to violators. Other programs are tailored primarily to motorists, such as North Carolina's "Watch for Me" campaign that encourages drivers to be vigilant for pedestrians. As mentioned previously, targeted enforcement programs are most effective when publicized and highly visible.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The number of pedestrians killed in crashes involving a motor vehicle is trending in an upward manner in recent years. Education and training for law enforcement can be an effective response. GHSP strives to limit the number of pedestrian fatalities in the upcoming fiscal year.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Targeted enforcement earns 3 stars in NHTSA's *Countermeasures that Work*. Because targeted enforcement can be employed for a variety of purposes in many different settings, its effectiveness is context-dependent. Nevertheless, several evaluations suggest that targeted enforcement can reduce pedestrian violations (e.g., walking outside the crosswalk) and increase driver yielding to pedestrians.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 4	Education	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)

5.9 Program Area: School Bus Safety

Program area type School Bus Safety

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

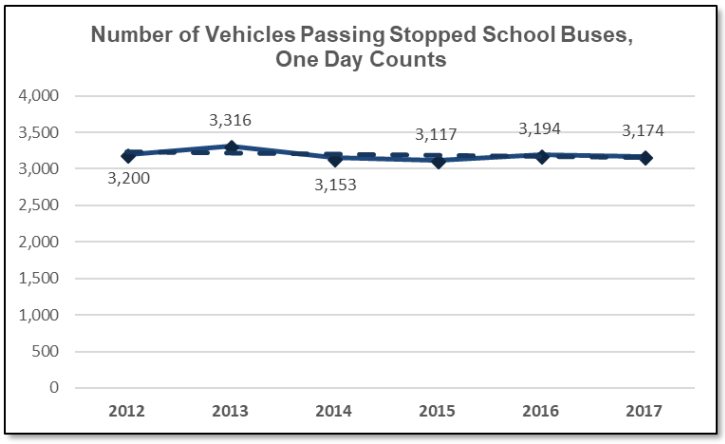
Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Evidence Considered

Federal standards do not require seat belts, except for the driver, on large buses with Gross Vehicle Weight Ratings (GVWR) of more than 10,000 pounds. School buses rely on strong, closely spaced, well-padded, energy absorbing seats and higher seat backs to "compartmentalize" and protect passengers during a crash. This compartmentalization, along with the size and construction of school buses, make them very safe vehicles.

The major problem area related to school buses is children in the "danger zone" around the school bus. This is where most school bus-related fatalities take place. In the spring of 2018, one student was killed and another injured in Mecklenburg County when a motorist failed to stop for a school bus. Fourteen years of data compiled by the North Carolina Department of Public Instruction (DPI) show that more than 3,000 vehicles per day pass a stopped school bus in North Carolina, endangering the lives of children.

The DPI School Transportation Section coordinates an annual count of school bus stop arm violations during a single day in March each year. As shown in the figure below, there were 3,174 incidents recorded statewide during the single day count in 2017. In each case, a moving vehicle passed a stopped school bus when the lights were flashing and the stop arm was extended. A similar number of stop arm violations have been observed and recorded each year since 2012. Every such incident runs the risk of injuring or killing a child getting on or off a school bus.



Source: North Carolina School Bus Safety Web Stop Arm Violation Statistics

http://www.ncbussafety.org/Stoparm/index.html

Compartmentalization has been shown to work very well in frontal and rear-end crashes, but additional protection is needed to keep school bus riders in their seats during side impacts and rollovers. DPI has conducted two pilot projects, one in 2003 and another in 2007, looking at the feasibility and acceptance of lap/shoulder belts on school buses. In 2016, DPI began implementing a coordinated rollout of nearly 200 buses fully equipped with lap shoulder belts in 13 counties. DPI is also coordinating an evaluation of the lap/shoulder belt rollout with the objectives of identifying national seat belt implementation best practices, developing technical assistance resources for local education agency implementation, and studying seatbelt implementation impacts for students and drivers.

Camera systems have been developed that can combat school bus stop arm violations by capturing these illegal passing events. Installed on buses, the cameras record critical information such as the vehicle make, model and license number, as well as an image of the offending driver. These are all required elements for successfully prosecuting stop arm violations in North Carolina. Through previous years' GHSP funding, DPI conducted a stop-arm camera pilot program. Subsequently, the North Carolina General Assembly provided $690,000 in funding to deploy stop arm cameras throughout the state beginning with the 2013–2014 school year. This funding has continued annually and provides cameras based on need to local education agencies (LEA's) in North Carolina. The use of stop arm cameras continues to expand across North Carolina. LEA's report 1,612 out of 13,172 school buses are equipped with a stop arm violation camera system with an anticipated 273 added this year.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-10) Number of pedestrian fatalities (FARS)	5 Year	2019	0.0

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	8.2.3 Child School Bus Training (Chapter 8: Pedestrians)

5.9.1 Countermeasure Strategy: 8.2.3 Child School Bus Training (Chapter 8: Pedestrians)

Program area	School Bus Safety
Countermeasure strategy	8.2.3 Child School Bus Training (Chapter 8: Pedestrians)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail

required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Each year, school-aged children are killed when they are struck by school buses or by other vehicles that are passing a stopped school bus. The purpose of school bus training is to teach children how to safely approach, board, disembark, and walk away from school buses. Targeted behaviors include boarding and exiting from the bus and crossing the street to and from the bus. GHSP will partner with a state agency to continue to promote safe ridership by evaluating enhanced loading procedures and outreach activities.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

On average, more than 3000 vehicles per day pass a stopped school bus. Affecting driver behavior regarding stopped school buses will remain a challenge but educating bus riders about procedures for safely loading and unloading a bus could help in avoiding a tragedy. In partnering with the N.C. Department of Public Instruction, GHSP seeks to reduce traffic related fatalities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Child school bus training earns 2 stars in NHTSA's *Countermeasures that Work*. Such training programs are difficult to evaluate, since injuries and deaths in school-bus-related crashes are rare.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 4	Education	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)

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

Program area type Occupant Protection (Adult and Child Passenger Safety)

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

Yes

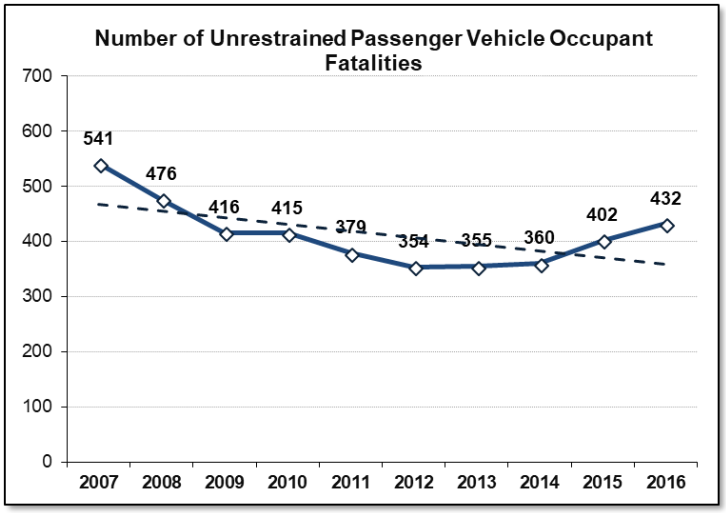
Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

Occupant Protection (Adult & CPS)

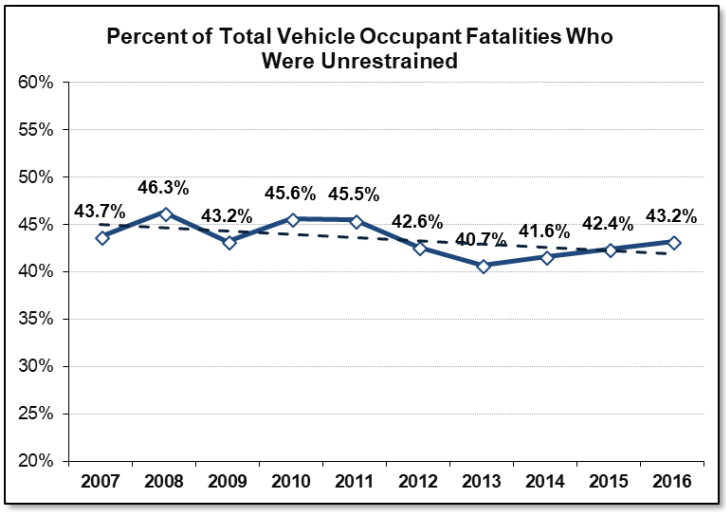
Passenger Vehicle Driver and Occupant Deaths and Injuries

The primary goal of the North Carolina occupant protection program is to have NC drivers and passengers comply with seat belt usage laws and to ensure all young children are secured in age and size appropriate car and booster seats. As restraint use numbers and percentages increase, the number of unrestrained occupant fatalities should decline. Prior to 2012, North Carolina experienced a steady decline in unrestrained fatalities, as shown in the figure below. The past two years have seen a reversal of this trend. In 2016, there were 432 fatalities in North Carolina involving an unrestrained passenger vehicle driver or occupant—an increase of 30 fatalities from the previous year. The increase in unrestrained fatalities likely reflects improving economic conditions and increased travel in North Carolina. A similar increase in unrestrained fatalities has occurred on a national level, as well.



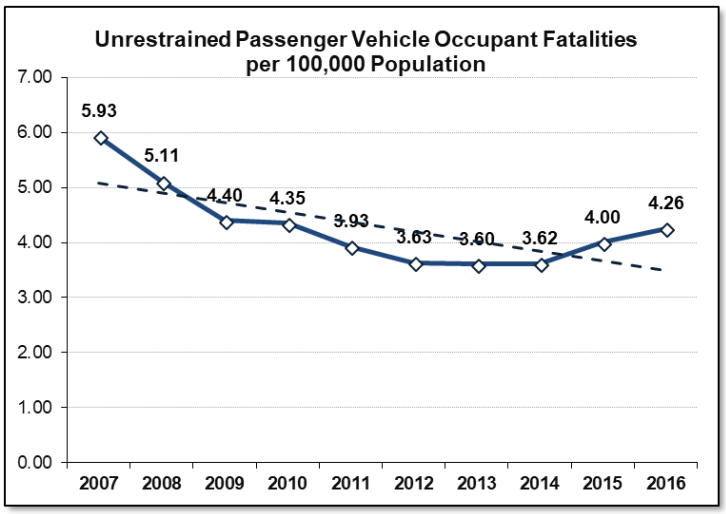
Source: FARS, 2007–2016

The percentage of passenger fatalities in North Carolina who were unrestrained at the time of crash is shown in the next figure. In 2016, 43.2 percent of fatally injured vehicle drivers and occupants were unrestrained, a small increase from 2015. Overall, the long-term trend suggests little change in this statistic. The percent of total occupant fatalities who were unrestrained has remained within ±3 percentage points of 43 percent for the past 10 years.



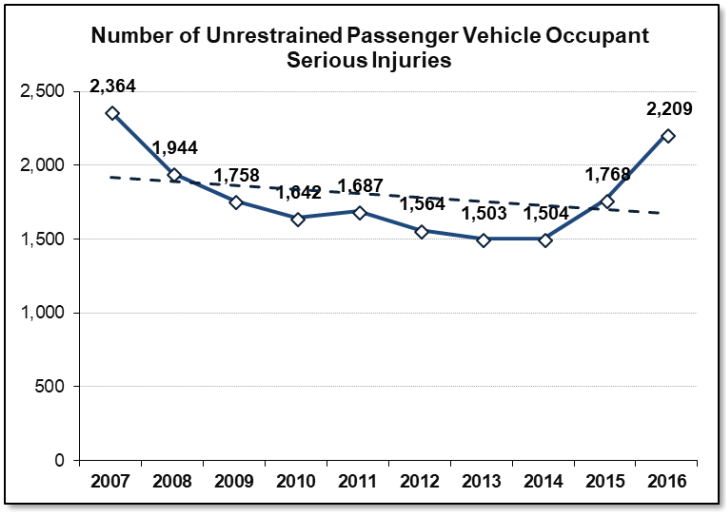
Source: FARS, 2007–2016

As mentioned earlier, North Carolina's population has grown considerably during the last decade. Consequently, it is important to consider fatality rates per capita. The figure below shows unrestrained fatalities per 100,000 population in North Carolina from 2007 through 2016. Unrestrained fatalities per capita declined between 2007 and 2012, but have risen the past two years. This is similar to the trend for total unrestrained fatalities.



Source: FARS, 2007–2016 and U.S. Census

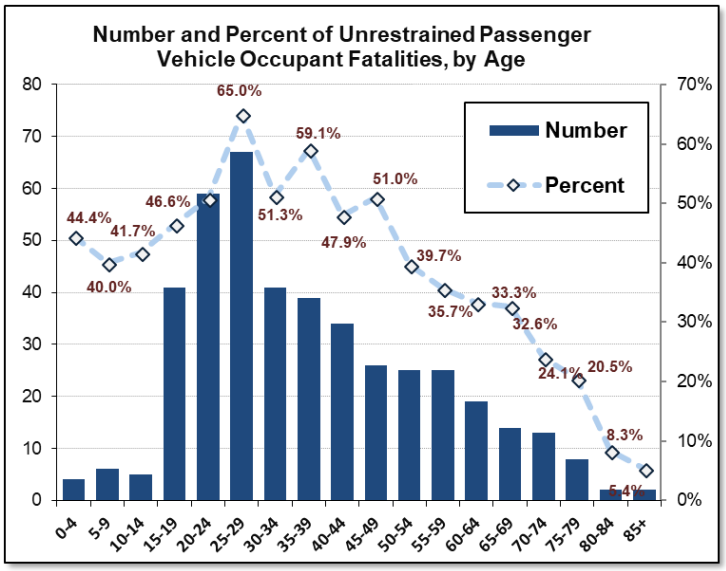
In addition to the 432 unrestrained fatalities in 2016, there were 2,209 serious ("A") injuries among unrestrained vehicle occupants. This is a substantial increase from the 1,768 serious injuries in 2015. However, North Carolina changed the definition of "serious injury" during the last 3 months of 2016 and this change substantially impacted this number in 2016.



Source: NCDOT Motor Vehicle Crash Data, 2007–2016

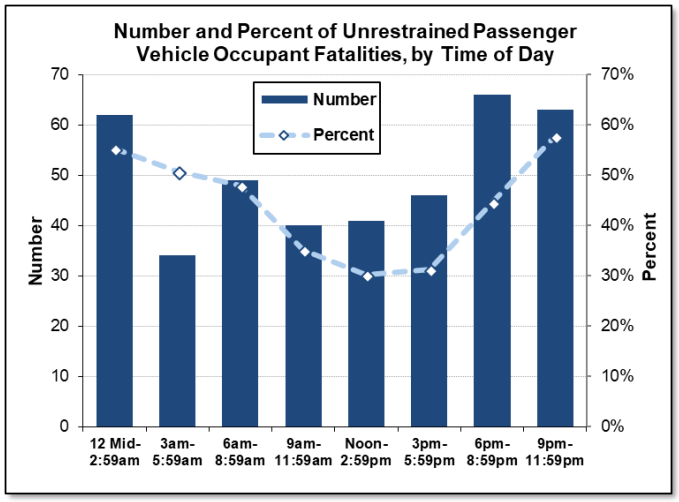
NOTE: The definition of "serious injury" was changed during the last 3 months of 2016, likely contributing to the rise in reported injuries.

During 2016, there were more than twice as many unrestrained fatalities among males as females (305 vs. 126). This indicates that "buckle up" programs and messages need to focus chiefly on males. Unrestrained fatalities also vary by age, as shown in the figure below. Unrestrained fatalities peak for drivers and occupants ages 20 to 29. In fact, those age 25 to 29 have both the highest number (67) and percent (65 percent) of unrestrained fatalities of any age group. Unrestrained fatalities are relatively rare among those younger than 15 and those 65 and older.



Source: FARS, 2016

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 is highest at night, especially between the hours of 6 p.m. and 2:59 a.m. The percent of fatalities that were unrestrained is also high at night, peaking between 9 p.m. and 2:59 a.m.



Source: FARS, 2016

Seat belt observational data is not available at the county level; hence, county-specific analyses focus on unrestrained fatally injured passenger vehicle occupants. The table below shows the 38 counties with the most unrestrained fatalities from 2012 to 2016. Mecklenburg county had the most unrestrained fatalities during this period, followed by Robeson, Guilford, Wake and Cumberland counties. Altogether, the 38 counties listed in the table account for 71 percent of all unrestrained fatalities in North Carolina from 2012 to 2016. The table also shows the proportion of fatalities in each county who were unrestrained. Many of the counties with the highest proportion of unrestrained fatalities are in the southeastern part of the state (e.g., Bladen, Chatham, Columbus, Duplin, and Robeson counties).

Unrestrained Passenger Vehicle Occupant Fatalities, 2012–2016

County	Total Unrestrained Fatalities	Percent of Total County Fatalities Who Were Unrestrained	Percent of Total NC Unrestrained Fatalities
Mecklenburg	111	39.6%	5.9%
Robeson	80	47.9%	4.2%
Guilford	72	40.4%	3.8%
Wake	71	29.3%	3.8%
Cumberland	50	35.0%	2.6%
Davidson	50	41.3%	2.6%
Gaston	43	38.4%	2.3%
Johnston	43	38.1%	2.3%
Columbus	41	48.8%	2.2%

Unrestrained Passenger Vehicle Occupant Fatalities, 2012–2016			
County	Total Unrestrained Fatalities	Percent of Total County Fatalities Who Were Unrestrained	Percent of Total NC Unrestrained Fatalities
Forsyth	41	31.5%	2.2%
Rowan	39	43.3%	2.1%
Buncombe	35	33.7%	1.9%
Nash	34	36.2%	1.8%
Wayne	34	40.5%	1.8%
Randolph	33	43.4%	1.7%
Durham	32	41.0%	1.7%
Union	31	35.6%	1.6%
Alamance	30	46.9%	1.6%
Sampson	30	41.7%	1.6%
Harnett	29	32.2%	1.5%
Duplin	27	45.0%	1.4%
Moore	27	43.5%	1.4%
Pitt	27	32.5%	1.4%
Cleveland	26	36.1%	1.4%
Pender	26	42.6%	1.4%
Brunswick	24	38.7%	1.3%
Iredell	24	31.6%	1.3%
Onslow	24	32.0%	1.3%
Surry	23	36.5%	1.2%
Bladen	22	50.0%	1.2%

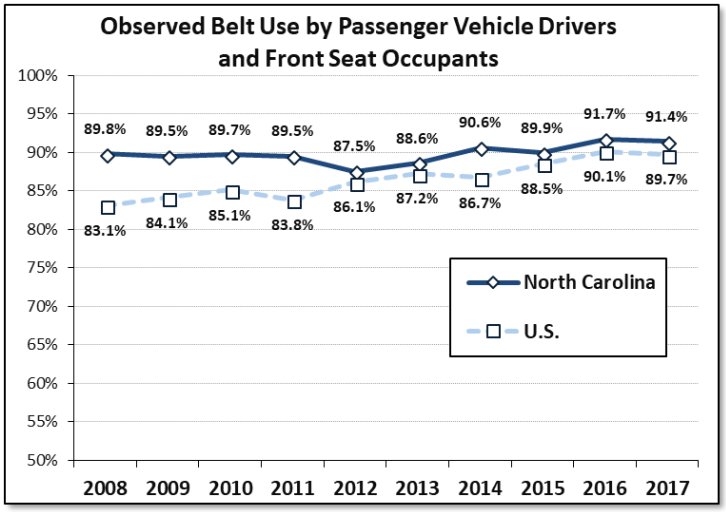
Unrestrained Passenger Vehicle Occupant Fatalities, 2012–2016			
County	Total Unrestrained Fatalities	Percent of Total County Fatalities Who Were Unrestrained	Percent of Total NC Unrestrained Fatalities
Rockingham	22	35.5%	1.2%
Wilson	22	44.0%	1.2%
Cabarrus	21	29.2%	1.1%
Catawba	21	29.2%	1.1%
Franklin	20	46.5%	1.1%
New Hanover	20	39.2%	1.1%
Chatham	19	45.2%	1.0%
Halifax	19	41.3%	1.0%

Source: FARS, 2012–2016

Behaviors

North Carolina's most recent annual seat belt use survey, conducted in accordance with North Carolina's NHTSA-certified plan, was conducted in June 2017 at 120 sites in 15 counties. For all sites, trained observers recorded information for stopped or nearly stopped vehicles. Data were collected during rush hours (weekdays between 7 a.m. and 9 a.m. or 3:30 p.m. and 6 p.m.), non-rush hours (weekdays between 9 a.m. and 3:30 p.m.), and on weekends (Saturday or Sunday between 7 a.m. and 6 p.m.). In total, field observers collected seat belt use data on 25,659 drivers and 6,494 front right seat passengers for a total of 32,153 observations.

The 2017 observed belt use rate for drivers was 91.6 percent. This is somewhat lower than the rate of 92.1 percent recorded in the 2016 survey. The observed belt use rate for right front-seat passengers was 91.0 percent, up slightly from the 2016 rate of 90.4 percent. The 2017 seat belt usage rate for drivers and front-seat passengers combined was 91.4 percent, slightly down from the 2016 rate of 91.7 percent. As shown in the figure below, North Carolina's observed belt use rate has changed relatively little over the past ten years. North Carolina's observed belt use rate is higher than the national average, although the gap has shrunk in recent years.



Source: North Carolina's annual seat belt use survey reports and NHTSA

In 2017, observed belt use was 0.6 percentage points higher among drivers (91.6 percent) than front seat passengers (91.0 percent). As shown in the table below, groups with relatively low observed seat belt use in North Carolina include males, young drivers, those driving in rural areas, and drivers of pickup trucks and vans. Belt use was also somewhat lower among those in the coastal region of the state.

Observed Seat Belt Use Rates, June 2017	
Category	**Weighted Use (%)**
Overall	
Driver	91.6
Passenger	91.0
Combined	91.4
Sex of Driver	
Male	88.8
Female	94.1
Age of Driver	
16–24	89.9
25–44	90.0
45–64	92.7
65+	90.7

Observed Seat Belt Use Rates, June 2017	
Category	**Weighted Use (%)**
Urban/Rural	
Urban	91.9
Rural	90.5
Vehicle Type	
Car	92.9
Van	86.4
Minivan	96.4
Pickup Truck	86.6
Sport-Utility Vehicle	93.5
Region	
Mountain	92.4
Piedmont	91.9
Coast	89.5

Source: The 2017 North Carolina Observational Survey of Seat Belt Use

Seatbelt observations were conducted in 15 counties. As shown in the next table, observed belt use differed across counties, from a low of 85.2 percent in Columbus County, to a high of 95.5 percent in Forsyth County.

Observed Seat Belt Use Rates by County, June 2017	
County	**Observed Belt Use %**
Alamance	93.9
Buncombe	92.2
Catawba	92.6
Cleveland	91.0

Observed Seat Belt Use Rates by County, June 2017	
County	**Observed Belt Use %**
Columbus	85.2
Durham	88.7
Forsyth	95.5
Guilford	92.4
Mecklenburg	93.0
Nash	90.0
Pender	89.5
Robeson	87.3
Sampson	91.8
Wake	91.4
Wilkes	91.8

Source: The 2017 North Carolina Observational Survey of Seat Belt Use

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 law (G.S. 20-137.1) requires occupants age 15 and younger to be appropriately restrained in all vehicles required to have seat belts and requires an age and size appropriate child restraint or booster seat for children who are younger than age 8 and who weigh less than 80 pounds. Additionally, children who are younger than age 5 and who weigh less than 40 pounds must be in the rear seat in vehicles with active front passenger airbags.

During 2017, law enforcement agencies in North Carolina conducted three waves of enforcement of occupant protection laws:

- Spring *Click it or Ticket* (May 22 - June 4, 2017)
- Child Passenger Safety Week (September 17-24, 2017)
- Thanksgiving *Click it or Ticket* (November 20-26, 2017)

Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies. Across all three enforcement waves, 15,002 citations were issued for violations of the seat belt law and 1,734 for violations of the child passenger safety law, for a total of 16,736 occupant restraint citations.

Law enforcement officers are encouraged to issue citations for occupant restraint law violations during all enforcement campaigns and throughout the year between enforcement campaigns. As shown in the table below, an additional 19,797 seat belt violations and 3,319 child passenger safety law violations were issued in 2017 during other enhanced enforcement periods (e.g., *Booze It & Lose It*). An additional 97,584 seat belt and CPS citations were issued in 2017 during non-campaign periods throughout the year.

North Carolina Seat Belt and Child Passenger Safety Law Citations		
Campaign / Violations	**2016**	**2017**
Spring Click It or Ticket Campaign		
Seat belt violations	8,483	8,101
Child passenger safety law violations	873	899
Total	9,356	9,000
Child Passenger Safety Week Campaign		
Seat belt violations	393	3,839
Child passenger safety law violations	124	437
Total	517	4,276
Thanksgiving Click It or Ticket Campaign		
Seat belt violations	1,961	3,062
Child passenger safety law violations	340	398
Total	2,301	3,460
Click It or Ticket/CPS Week Overall Totals		
Seat belt violations	10,837	15,002
Child passenger safety law violations	1,337	1,734
Total	12,174	16,736
Other Campaign Totals (e.g., Booze It & Lose It)		
Seat belt violations	21,847	19,797
Child passenger safety law violations	3,625	3,319

North Carolina Seat Belt and Child Passenger Safety Law Citations		
Campaign / Violations	**2016**	**2017**
Total	25,472	23,116
Totals - All Enforcement Campaigns		
Seat belt violations	32,684	34,799
Child passenger safety law violations	4,962	5,053
Total	37,646	39,852
Totals Citations for Year (AOC*)		
Seat belt violations	116,716	117,837
Child passenger safety law violations	19,077	19,599
Total	135,793	137,436
Totals - Non-Enforcement Campaign Citation #		
Seat belt violations	84,032	83,038
Child passenger safety law violations	14,115	14,546
Total	98,147	97,584
Totals - Non-Enforcement Campaign Citation % (AOC*)		
Seat belt violations	71.9%	70.4%
Child passenger safety law violations	73.9%	74.2%
Total	72.2%	71.0%

Sources: GHSP Online Reporting system and *North Carolina Administrative Office of the Courts (AOC) - Calendar year data from Administrative Office of the Courts 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)).

Summary

Unrestrained fatalities have risen the past two years in North Carolina. This is largely a result of increases in North Carolina's population and vehicle miles traveled. The *percent* of total occupant vehicle fatalities who were unrestrained has changed little over the past decade.

Observed restraint use for drivers and front seat occupants in North Carolina currently stands at 91.4 percent. This is close to the highest seat belt use rate ever measured in North Carolina (91.7 percent). North Carolina's observed belt use rate has been and continues to be higher than the national average.

Both unrestrained fatalities and observed belt use paint a similar picture of the problem. Belt use is lower among males, young adults, and occupants of vans and pickup trucks. In addition, belt use is lower at nighttime—the percent of fatalities that were unrestrained peaks between the hours of 9 p.m. and 2:59 a.m. Five counties in North Carolina account for 20 percent of the state's unrestrained fatalities (Mecklenburg, Robeson, Guilford, Wake and Cumberland). Several smaller counties in the southeast part of the state also disproportionately account for a larger share of unrestrained fatalities.

Child Passenger Safety Programs

North Carolina is very active in the field of child passenger safety (CPS) and has numerous programs that support child passenger safety efforts in the state. The current focus for the NC CPS program is to develop local permanent car seat checking stations (PCSs) that provide education and "hands-on" technical assistance to parents and other caregivers. Permanent checking stations are locations where parents/caregivers can receive information about child passenger safety, have their children's car seats and seat belts checked to ensure they are installed and used correctly, and receive education and training from the Technicians on how to install and use their children's car seats.

The permanent checking stations are provide car seats, along with education on their correct use, free of charge to qualifying families when available. Using permanent seat checking stations as car seat distribution sites helps to ensure that trained, qualified personnel provide education and harnessing/installation assistance to parents and caregivers receiving seats purchased with GHSP funding.

The NC criteria for being recognized as a permanent checking station can be found on the buckleupnc.org website and clearly meets and exceeds NHTSA's Inspection Station criteria. Criteria for recognition as a PCS in North Carolina includes:

- *The sponsoring agency must provide a station(s) or site(s) as a permanent location(s) for parents/caregivers to receive education on child restraints.*
- *The primary contact for the PCS must be a current Nationally Certified Child Passenger Safety Technician or Technician Instructor (CPST). Secondary program contacts and persons designated as the contact for the general public are not required to be CPSTs.*
- *A current Nationally Certified CPST must be available, on site, during checking station hours of operation. Checking station hours of operation should be determined based on the number and availability of CPSTs..*
- *All persons inspecting and/or installing child restraints and/or educating parents/caregivers on their proper use must be current Nationally Certified CPS Technicians.*
- *It is recommended, but not required, to have at least two CPSTs involved in providing checking and educational services. This allows for a "second pair of eyes" available for reviewing the installation and use of the child restraints before the parent/caregiver leaves the checking station and assure that the CPS checklist form is correctly completed.*

There were 189 permanent car seat checking station programs in 81 counties as of June 2018. Some programs have more than one location for providing services and some programs provide services to surrounding counties, resulting in a total of 246 locations providing services to 86 counties.

As shown in the table below, the 81 counties with established permanent checking station programs represent 95.1% of North Carolina's total 2016 population. This coverage includes 96.6% of the state's Hispanic population, 95.3% of the state's Black/African American population, and 96.5% of the state's American Indian population. Many of these programs extend their reach by also serving neighboring counties. Parents and other caregivers can search the buckleupnc.org website by county for programs and agencies in North Carolina that offer child passenger safety and seat belt information and technical assistance in their communities, including Permanent Checking Stations. During FY2017, NC's permanent checking stations checked 8,240 car seats for 10,216 children. Half (50%) of these checks were for children less than age one. Another 39 percent were for children 1-5 years old.

NC Permanent Car Seat Checking Station Locations by County and Populations Covered, June 2018

County & Presence of PCS	No. Locations	Total Population	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop

NC Permanent Car Seat Checking Station Locations by County and Populations Covered, June 2018

County & Presence of PCS	No. Locations	Total Population	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
Yes, PCS Present in County						
Alamance	2	159,688	1.6%	2.1%	1.4%	1.4%
Alexander	2	37,428	0.4%	0.2%	0.1%	0.1%
Alleghany	1	10,848	0.1%	0.1%	0.0%	0.0%
Anson	1	25,448	0.3%	0.1%	0.6%	0.1%
Ashe	1	26,924	0.3%	0.2%	0.0%	0.1%
Avery	1	17,516	0.2%	0.1%	0.0%	0.1%
Beaufort	1	47,526	0.5%	0.4%	0.5%	0.3%
Bertie	1	19,854	0.2%	0.0%	0.6%	0.1%
Brunswick	10	126,953	1.3%	0.6%	0.6%	0.7%
Buncombe	10	256,088	2.5%	1.8%	0.7%	0.8%
Burke	3	88,851	0.9%	0.6%	0.3%	0.5%
Cabarrus	1	201,590	2.0%	2.2%	1.6%	0.9%
Caldwell	2	81,449	0.8%	0.4%	0.2%	0.3%
Carteret	3	68,890	0.7%	0.3%	0.2%	0.3%
Caswell	1	22,910	0.2%	0.1%	0.3%	0.1%
Catawba	4	156,459	1.5%	1.6%	0.6%	0.6%
Chatham	2	72,243	0.7%	1.0%	0.4%	0.6%
Chowan	1	14,383	0.1%	0.1%	0.2%	0.0%
Clay	1	10,915	0.1%	0.0%	0.0%	0.0%
Cleveland	3	97,144	1.0%	0.3%	0.9%	0.2%

NC Permanent Car Seat Checking Station Locations by County and Populations Covered, June 2018

County & Presence of PCS	No. Locations	Total Population	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
Columbus	1	56,505	0.6%	0.3%	0.8%	1.3%
Craven	1	103,445	1.0%	0.8%	1.0%	0.4%
Cumberland	15	327,127	3.2%	4.0%	5.5%	3.7%
Currituck	1	25,809	0.3%	0.1%	0.1%	0.1%
Dare	6	35,964	0.4%	0.3%	0.0%	0.1%
Davidson	1	164,926	1.6%	1.2%	0.7%	0.8%
Davie	2	42,013	0.4%	0.3%	0.1%	0.2%
Duplin	1	58,969	0.6%	1.4%	0.7%	0.5%
Durham	3	306,212	3.0%	4.4%	5.2%	1.8%
Edgecombe	3	53,318	0.5%	0.3%	1.4%	0.3%
Forsyth	6	371,511	3.7%	5.1%	4.5%	2.0%
Franklin	1	64,705	0.6%	0.6%	0.8%	0.4%
Gaston	1	216,965	2.1%	1.5%	1.6%	0.8%
Gates	1	11,478	0.1%	0.0%	0.2%	0.0%
Granville	1	59,031	0.6%	0.5%	0.8%	0.3%
Greene	1	21,168	0.2%	0.3%	0.3%	0.3%
Guilford	4	521,330	5.1%	4.4%	8.0%	2.5%
Halifax	5	51,766	0.5%	0.2%	1.3%	1.4%
Harnett	6	130,881	1.3%	1.7%	1.3%	1.4%
Haywood	1	60,682	0.6%	0.2%	0.0%	0.2%
Henderson	2	114,209	1.1%	1.2%	0.2%	0.5%

NC Permanent Car Seat Checking Station Locations by County and Populations Covered, June 2018

County & Presence of PCS	No. Locations	Total Population	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
Hertford	1	24,136	0.2%	0.1%	0.7%	0.2%
Hoke	2	53,262	0.5%	0.7%	0.8%	3.1%
Jackson	1	42,241	0.4%	0.2%	0.0%	2.5%
Johnston	3	191,450	1.9%	2.7%	1.3%	1.0%
Lee	1	59,616	0.6%	1.3%	0.5%	0.5%
Lenoir	3	57,307	0.6%	0.5%	1.1%	0.2%
Lincoln	3	81,168	0.8%	0.6%	0.2%	0.2%
Macon	3	45,075	0.4%	0.3%	0.0%	0.2%
Madison	1	34,376	0.3%	0.1%	0.0%	0.1%
Martin	1	21,340	0.2%	0.1%	0.5%	0.1%
Mecklenburg	3	1,054,835	10.4%	14.4%	15.0%	5.1%
Moore	4	95,776	0.9%	0.7%	0.5%	0.6%
Nash	10	94,005	0.9%	0.7%	1.7%	0.6%
New Hanover	21	223,483	2.2%	1.3%	1.4%	0.8%
Onslow	11	187,136	1.8%	2.5%	1.3%	1.1%
Orange	5	141,796	1.4%	1.3%	0.8%	0.6%
Pender	3	59,090	0.6%	0.4%	0.4%	0.3%
Person	2	39,284	0.4%	0.2%	0.5%	0.2%
Pitt	2	177,220	1.7%	1.2%	2.8%	0.6%
Randolph	4	143,416	1.4%	1.8%	0.4%	1.0%
Richmond	2	44,939	0.4%	0.3%	0.6%	0.9%

NC Permanent Car Seat Checking Station Locations by County and Populations Covered, June 2018

County & Presence of PCS	No. Locations	Total Population	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
Robeson	3	133,235	1.3%	1.2%	1.5%	34.3%
Rockingham	1	91,393	0.9%	0.6%	0.8%	0.3%
Rowan	2	139,933	1.4%	1.3%	1.0%	0.5%
Rutherford	3	66,421	0.7%	0.3%	0.3%	0.2%
Sampson	1	63,124	0.6%	1.3%	0.8%	1.3%
Scotland	2	35,244	0.3%	0.1%	0.6%	2.6%
Stanly	1	60,791	0.6%	0.3%	0.3%	0.2%
Stokes	1	46,097	0.5%	0.2%	0.1%	0.1%
Surry	2	72,113	0.7%	0.8%	0.1%	0.3%
Swain	1	14,346	0.1%	0.1%	0.0%	2.6%
Transylvania	1	33,482	0.3%	0.1%	0.1%	0.1%
Union	7	226,606	2.2%	2.7%	1.2%	0.9%
Vance	1	44,244	0.4%	0.4%	1.0%	0.2%
Wake	11	1,046,791	10.3%	11.3%	9.8%	5.4%
Watauga	3	53,922	0.5%	0.2%	0.0%	0.1%
Wayne	2	124,150	1.2%	1.5%	1.8%	0.6%
Wilkes	1	68,740	0.7%	0.5%	0.1%	0.2%
Wilson	2	81,661	0.8%	0.9%	1.5%	0.3%
Yadkin	1	37,532	0.4%	0.4%	0.1%	0.2%
YES PCS TOTAL	**246**	**9,651,897**	**95.1%**	**96.6%**	**95.3%**	**96.5%**

NC Permanent Car Seat Checking Station Locations by County and Populations Covered, June 2018

County & Presence of PCS	No. Locations	Total Population	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
No PCS Present in County						
Bladen	0	33,741	0.3%	0.3%	0.5%	0.7%
Camden	0	10,418	0.1%	0.0%	0.1%	0.0%
Cherokee	0	27,905	0.3%	0.1%	0.0%	0.3%
Graham	0	8,558	0.1%	0.0%	0.0%	0.4%
Hyde	0	5,517	0.1%	0.0%	0.1%	0.0%
Iredell	0	172,916	1.7%	1.4%	0.9%	0.6%
Jones	0	9,845	0.1%	0.0%	0.1%	0.0%
McDowell	0	23,172	0.2%	0.3%	0.1%	0.2%
Mitchell	0	15,126	0.1%	0.1%	0.0%	0.1%
Montgomery	0	27,418	0.3%	0.5%	0.2%	0.2%
Northampton	0	20,000	0.2%	0.0%	0.5%	0.1%
Pamlico	0	12,821	0.1%	0.1%	0.1%	0.1%
Pasquotank	0	39,864	0.4%	0.2%	0.7%	0.1%
Perquimans	0	13,335	0.1%	0.0%	0.1%	0.0%
Polk	0	20,334	0.2%	0.1%	0.0%	0.1%
Tyrrell	0	4,141	0.0%	0.0%	0.1%	0.0%
Warren	0	19,907	0.2%	0.1%	0.5%	0.7%
Washington	0	12,195	0.1%	0.1%	0.3%	0.1%
Yancey	0	17,678	0.2%	0.1%	0.0%	0.1%
NO PCS TOTAL	**0**	**494,891**	**4.9%**	**3.4%**	**4.3%**	**3.8%**

NC Permanent Car Seat Checking Station Locations by County and Populations Covered, June 2018

County & Presence of PCS	No. Locations	Total Population	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
NC TOTAL	**228**	**10,146,788**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

As of June 12, 2018, North Carolina had 3,017 CPS certified Technicians and Instructors. Of these, 2,971 were Technicians (including 82 Technician Proxies), 45 were Technician Instructors, and one was a Technician Instructor Candidate. North Carolina had at least one CPS Technician in all 100 counties. More than half (59%) of these Technicians are in the fire services (e.g., fire fighters). Law enforcement is the second largest profession represented (14%).

Not all Technicians choose to maintain their certification. Even so, 68.8% of North Carolina Technicians eligible for recertification did so during the 2017 calendar year. (The national average for all States for recertification was 58.4%). In comparison with other States, NC ranked 1st of in the number of Technicians eligible for recertification (1,384) and 3rd in percentage of Technicians who recertified during this period.

North Carolina's child passenger safety program is split into 3 regions—Eastern, Central and Western. These are regions defined by the NC Department of Insurance's Office of State Fire Marshal (OSFM) for the delivery of injury prevention programs by OSFM's three regional Injury Prevention Specialists. The majority of NC CPS Certification classes are coordinated by the Injury Prevention Specialists and are held in each of the three regions 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.

In FY2017, 27 Certification Courses were held throughout North Carolina resulting in the certification of 519 new Technicians. Additionally, four Certification Renewal courses were held for those people whose certifications had expired but who wanted to remain active in the field. In total, 555 individuals were certified or recertified, as shown in the table below.

Summary of NC CPS Certification and Renewal Classes by Type and Region, FY2017

Class Type & Region	No. Classes	# Certified/ Recertified	Average No. Students
Certification Classes			
Eastern	8	168	21
Central	9	175	19.4
Western	10	176	17.6
Certification Total	27	519	19.2

Renewal Classes			
Eastern	1	7	7
Central	0	0	NA
Western	3	29	9.7
Renewal Total	4	36	9
FY2017 Total	31	555	NA

Certification class locations are based on the distribution of certified technicians and permanent car seat checking station program throughout the State. Although some classes may have as many as 30 - 35 technician candidates, most have 20 – 25 students. Because the distribution of certified technicians and permanent car seat checking stations is constantly changing, it is difficult to predict exact class locations. However, we anticipate the distribution and location of classes in FY2019 will be similar to the distributions in FY2017 and FY2018. In total, we anticipate 26 classes with a total of 520 – 650 students in FY2019.

Performance measures

Select at least one performance measure that is data-driven, that enables the State to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which States are using HSP funds, the State shall develop its own performance measures and performance targets that are data-driven.

Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5 Year	2019	15.0
2019	B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	5 Year	2019	93.4

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	3.2.2 High Visibility Enforcement (Chapter 3: Speeding and Speed Enforcement)
2019	2.7.2 Inspection Stations (Chapter 2: Seat Belts and Child Restraints)
2019	2.6.2 Communities and Outreach Strategies for Child Restraint and Booster Seat Use (Chapter 2: Seat Belts and Child Restraints)
2019	2.3.2 Communications and Outreach Strategies for Low Belt Use Groups (Chapter 2: Seat Belts and Child Restraints)
2019	2.3.1 Communications and Outreach Supporting Law Enforcement (Chapter 2: Seat Belts and Child Restraints)

2019	2.2.3 Sustained Enforcement (Chapter 2: Seat Belts and Child Restraints)
2019	2.2.1 Short-Term, High Visibility Seat Belt Law Enforcement (Chapter 2: Seat Belts and Child Restraints)

5.10.1 Countermeasure Strategy: 3.2.2 High Visibility Enforcement (Chapter 3: Speeding and Speed Enforcement)

Program area	Police Traffic Services
Countermeasure strategy	3.2.2 High Visibility Enforcement (Chapter 3: Speeding and Speed Enforcement)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

As discussed previously, high visibility enforcement (HVE) involves checkpoints, saturation patrols, and other proactive law enforcement activities targeting a specific traffic safety issue. HVE is one of the most effective approaches for reducing impaired driving and seat belt nonuse. However, HVE campaigns have also been used to deter other unlawful behaviors such as speeding, aggressive driving and cell phone use. Again, the goal is to convince the general driving public that such behaviors are likely to be detected and that offenders will be punished. Because speeding and aggressive driving are moving violations, officers must use saturation patrols and other techniques to apprehend these drivers, rather than checkpoints. GHSP will partner with numerous law enforcement agencies throughout the state to fund full time traffic safety officer positions and overtime opportunities focused on high visibility enforcement efforts.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

High visibility enforcement is one of the most effective approaches for reducing impaired driving and seat belt nonuse. High visibility enforcement can and most often does serve as a deterrent to aggressive driving behaviors, to include speeding and cell phone usage. Though North Carolina experienced a decrease in the number of speeding related fatalities in 2017, fatalities attributed to distracted driving appear to be increasing thus far in 2018. GHSP will fund several state, county, and municipal traffic officer positions throughout the state in counties ranked in the Top 25 in fatalities. GHSP will seek to decrease overall traffic related fatalities and speeding related fatalities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

High visibility enforcement earns 2 stars in NHTSA's *Countermeasures that Work*. Several studies have found reductions in crashes or the frequency of violations following HVE campaigns that target speeding, cell phone use, or other traffic violations.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 1	Enforcement	1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)
NC GHSP 3	Training	1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)

5.10.2 Countermeasure Strategy: 2.7.2 Inspection Stations (Chapter 2: Seat Belts and Child Restraints)

Program area	Occupant Protection (Adult and Child Passenger Safety)
Countermeasure strategy	2.7.2 Inspection Stations (Chapter 2: Seat Belts and Child Restraints)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Studies show that misuse of child restraints is common. Child passenger safety (CPS) inspection stations are places or events where parents can receive "hands on" assistance from certified CPS technicians about appropriate use of child restraints. Child restraint inspections may be held at car dealerships, hospitals, fire stations, state fairs, and other community events. GHSP will partner with key state agencies and nonprofit organizations to provide training and support to CPS technicians to enable them to effectively promote child passenger safety and provide instruction from CPS technicians.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

North Carolina realized an increase in the number of unrestrained fatalities in 2016. Though there was a decrease in 2017 in the number of unrestrained fatalities, 2018 trends indicate increases. It is extremely important for GHSP to continue to focus efforts on increased seatbelt usage. According to crash data evaluated by North Carolina State University's Institute for Traffic Research and Education, 87.6% of restrained children (aged 0-7) survived crashes while only 66.7% of those unrestrained survived crashes between 2011-2015. Through effective training and support of CPS technicians and the promotion of CPS inspection stations, GHSP hopes to impact the rate of restraint and booster seat use and decrease unrestrained passenger vehicle occupant fatalities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Inspection stations earn 2 stars in NHTSA's *Countermeasures that Work*. Few such programs have been evaluated. However, several studies have found that children whose parents received "hands on" assistance with child restraints were significantly more likely to be properly restrained than children whose parents did not receive such assistance.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 3	Training	1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)

5.10.3 Countermeasure Strategy: 2.6.2 Communities and Outreach Strategies for Child Restraint and Booster Seat Use (Chapter 2: Seat Belts and Child Restraints)

Program area	Occupant Protection (Adult and Child Passenger Safety)
Countermeasure strategy	2.6.2 Communities and Outreach Strategies for Child Restraint and Booster Seat Use (Chapter 2: Seat Belts and Child Restraints)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

Yes

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Observational data show that 7% of children under age 1 are in forward-facing child restraints. Similarly, 17% of children 1 to 3 are in booster seats, using seat belts alone, or are unrestrained. These children are at heightened risk of injury in a crash. Communications and outreach strategies aim to ensure that all children use restraints that are appropriate for the child's age and weight.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

North Carolina realized an increase in the number of unrestrained fatalities in 2016. Though there was a decrease in 2017 in the number of unrestrained fatalities, 2018 trends indicate increases. It is extremely important for GHSP to continue to focus efforts on increased seatbelt usage. According to crash data evaluated by North Carolina State University's Institute for Traffic Research and Education, 87.6% of restrained children (aged 0-7) survived crashes while only 66.7% of those unrestrained survived crashes between 2011-2015. Through effective outreach and specialized communication, GHSP hopes to impact the rate of restraint and booster seat use and decrease unrestrained passenger vehicle occupant fatalities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Communication and outreach for child restraint and booster seat use earns 2 stars in NHTSA's *Countermeasures that Work*. Few such programs have been evaluated. However, a handful of studies suggest that tailored communication and outreach can significantly increase correct restraint and booster seat use.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 4	Education	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)

5.10.4 Countermeasure Strategy: 2.3.2 Communications and Outreach Strategies for Low Belt Use Groups (Chapter 2: Seat Belts and Child Restraints)

Program area	Communications (Media)
Countermeasure strategy	2.3.2 Communications and Outreach Strategies for Low Belt Use Groups (Chapter 2: Seat Belts and Child Restraints)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d),

demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Most drivers and passengers wear seat belts. The challenge is to reach the minority of drivers who still do not buckle up regularly. Research shows that seat belt nonuse is typically higher among males, young adults, those living in rural areas, and those driving in pickup trucks. Additionally, belt use is lower among passengers than drivers, especially in the back seats of vehicles. Communication programs aim to reach this high-risk group of nonusers to encourage them to buckle up. GHSP will provide this type of outreach and support during *Click It or Ticket* campaigns throughout the year.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

North Carolina realized an increase in the number of unrestrained fatalities in 2016. Though there was a decrease in 2017 in the number of unrestrained fatalities, 2018 trends indicate increases. It is extremely important for GHSP to continue to focus efforts on increased seatbelt usage. There are identifiable groups within the state that display a low observed seatbelt use, to include males, young drivers, those driving in rural areas, and drivers of pickup trucks and vans. GHSP's efforts in outreach will endeavor to reduce these trends and decrease unrestrained passenger vehicle occupant fatalities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Communication and outreach for low-belt-use groups earns 4 stars in NHTSA's *Countermeasures that Work*. This approach is considered proven when the communication is directly connected to enforcement activity (e.g., Click It or Ticket). However, "stand alone" communication programs can also be effective when they target the audience effectively, have carefully developed messages, and use extensive paid and earned media.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 4	Education	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)

5.10.5 Countermeasure Strategy: 2.3.1 Communications and Outreach Supporting Law Enforcement (Chapter 2: Seat Belts and Child Restraints)

Program area	Police Traffic Services
Countermeasure strategy	2.3.1 Communications and Outreach Supporting Law Enforcement (Chapter 2: Seat Belts and Child Restraints)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Communications and outreach are an essential part of successful high visibility seat belt enforcement programs. North Carolina has developed a comprehensive program that combines law enforcement and media to enforce the State's seat belt law. The nationwide "Click It or Ticket" program was first developed in North Carolina 25 years ago and is one of North Carolina's best tools for increasing belt use. GHSP remains committed to encouraging every North Carolinian to buckle up during every trip—day and night.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The GHSP Communications and Media intends to focus intense efforts on occupant protection. While 2017 resulted in minimal declines in the number of unrestrained fatalities, GHSP must remain intently focused on reducing fatalities in these areas. The use of mass media campaigns will afford the opportunity to address recognized specific target populations (young males aged 21-34) who are disproportionately affected by crashes involving not wearing a seat belt. Proposed targets in FY19 include decreasing unrestrained passenger vehicle occupant fatalities. Effective media campaigns not only deter the general driving public from violating traffic safety laws, effective media campaigns can create the perception that more law enforcement are actively patrolling.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Communication and outreach supporting enforcement earns the highest rating of 5 stars in NHTSA's *Countermeasures that Work*. Research shows that belt use increases by 9% in states that use paid advertising extensively in their campaigns. By contrast, belt use increases by only 3% in states with limited paid advertising and 0.5% in states that use no paid advertising.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 7	Media	1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)

5.10.6 Countermeasure Strategy: 2.2.3 Sustained Enforcement (Chapter 2: Seat Belts and Child Restraints)

Program area	Occupant Protection (Adult and Child Passenger Safety)
Countermeasure strategy	2.2.3 Sustained Enforcement (Chapter 2: Seat Belts and Child Restraints)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

As opposed to short, intense periods of enforcement (Countermeasure 2.3), another approach is to enforce seat belt laws vigorously as part of ongoing traffic enforcement activities. Seat belt nonusers often commit other traffic violations such as speeding or aggressive driving. Hence, an effective means of increasing belt use is to identify seat belt violations during regular enforcement activities. GHSP will partner with numerous law enforcement agencies throughout the state to fund full time traffic safety officer positions to conduct sustained high visibility enforcement efforts.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

North Carolina realized an increase in the number of unrestrained fatalities in 2016. Though there was a decrease in 2017 in the number of unrestrained fatalities, 2018 trends indicate increases. It is extremely important for GHSP to continue to focus efforts on increased seatbelt usage. Sustained high visibility seatbelt enforcement provides a proven means of doing so. In an effort to achieve a decrease in unrestrained passenger vehicle occupant fatalities, GHSP will fund full time traffic safety officer positions within counties and municipalities throughout the state that rank in the Top 25 in either overall fatalities or unrestrained fatalities. As a result, GHSP hopes to decrease unrestrained passenger vehicle occupant fatalities.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Sustained enforcement earns 3 stars in NHTSA's *Countermeasures that Work*. States that use sustained enforcement have statewide belt use rates well above the national average. An advantage of sustained enforcement is that this approach avoids the abrupt drop in belt use typically observed after short-term campaigns.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 1	Enforcement	1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)

5.10.7 Countermeasure Strategy: 2.2.1 Short-Term, High Visibility Seat Belt Law Enforcement (Chapter 2: Seat Belts and Child Restraints)

Program area	Occupant Protection (Adult and Child Passenger Safety)
Countermeasure strategy	2.2.1 Short-Term, High Visibility Seat Belt Law Enforcement (Chapter 2: Seat Belts and Child Restraints)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

Is this countermeasure strategy innovative?

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(d)(6)

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

No

Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Countermeasure strategy description

To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:

Enter assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

High-visibility belt law enforcement usually consists of short, intense periods of enforcement using checkpoints and saturation patrols. To be most effective, the law enforcement activity should be well-publicized through paid and earned media. This increases the perception among the general driving population that unbelted drivers will be stopped and cited. GHSP will partner with numerous law enforcement agencies throughout the state to fund full time traffic safety officer positions and overtime opportunities focused on short term high visibility enforcement efforts.

Enter description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

North Carolina realized an increase in the number of unrestrained fatalities in 2016. Though there was a decrease in 2017 in the number of unrestrained fatalities, 2018 trends indicate increases. It is extremely important for GHSP to continue to focus efforts on increased seatbelt usage. High visibility seatbelt enforcement provides a proven means of doing so. In an effort to achieve a decrease in unrestrained passenger vehicle occupant fatalities, GHSP will fund full time traffic safety officer positions and overtime opportunities focused on these short term efforts.

Evidence of effectiveness

Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Short-term, high-visibility belt law enforcement earns the highest rating of 5 stars in NHTSA's *Countermeasures that Work*. A Centers for Disease Control and Prevention systematic review of high-quality studies found that high-visibility enforcement programs increase belt use by approximately 16 percentage points, with greater gains in locations with lower pre-program belt use. Additionally, these increases in belt use are usually sustained even after the enforcement program ends.

For each program area, the allocated funding is based on the awarded 405 funds supplemented by 402 funds. Further considerations regarding allocated funding are based upon the effectiveness of the countermeasure strategy and applications received.

Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 1	Enforcement	1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)

5.11 Program Area: Planning & Administration

Program area type Planning & Administration

Will countermeasure strategies and planned activities be described in this plan to address the program area?

No

Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?

No

Problem identification

Enter description and analysis of the State's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

The North Carolina FY2019 Highway Safety Plan describes the countermeasures and planned activities that GHSP will fund during the upcoming year. Problem areas addressed in this HSP include:

- Impaired Driving (Drugs & Alcohol)
- Occupant Protection (Adult & CPS)
- Motorcycle Safety
- Non-motorized (Bike & Ped)
- OlderDrivers
- Police Traffic Services
- School Bus Safety
- Traffic Records
- Young Drivers
- Communications (Media)

The large number of program areas (and individual projects) require considerable planning and coordination in order to meet timelines and targets. Consequently, some projects are included as part of the original submission of the FY2019 North Carolina Highway Safety Plan 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 is currently staffed with eleven professionals and three support personnel. The Assistant Director of Internal Affairs directly oversees day to day operations of GHSP's Planning, Programming, and Evaluation Section and the Finance and Administration Section. The Assistant Director of External Affairs oversees the Public Information and Education Section.

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 and other empirical data. This program is the basis for the annual Highway Safety Plan. The Planning, Programs and Evaluation section is currently headed by the Planning, Programs and Evaluation Manager and is

staffed with four Highway Safety Specialists. One additional specialist coordinates and oversees the law enforcement liaison system. Every project is assigned to a specific Highway Safety Specialist. The Highway Safety Specialists serve as liaisons 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 an administrative assistant.

3. Public Information and Education

The function of the Public Information and Education section is to increase the level of awareness and visibility of highway safety issues and GHSP. This section is responsible for GHSP public events, the annual Traffic Safety Conference, and coordination with GHSP's many agency, nonprofit and academic partners. The Public Information and Education section includes the Communications and Events Coordinator, a program assistant and a part-time program assistant.

Planned Activities in the Planning & Administration

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 9	Program Management	Not Applicable-No Countermeasure

5.11.1 Planned Activity: Program Management

Planned activity name	Program Management
Planned activity number	NC GHSP 9
Primary countermeasure strategy	Not Applicable-No Countermeasure

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]

Yes

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification, at the level of detail required under § 1300.11(d)]

Yes

Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]

Yes

Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]

Yes

Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

Enter description of the planned activity.

Coordinate efforts to effectively manage projects designed to address highway safety concerns throughout the state.

Enter intended subrecipients.

NC Governor's Highway Safety Program and other state and local agencies.

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Not Applicable-No Countermeasure
2019	5.3.2 Motorcycle Rider Training (Chapter 5: Motorcycle Safety)

Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405f Motorcycle Programs	405f Motorcyclist Training (FAST)	$138,640.00	$0.00	
2018	FAST Act NHTSA 402	Motorcycle Safety (FAST)	$84,732.00	$0.00	$0.00
2016	NHTSA 402	Motorcycle Safety	$53,034.00	$0.00	$0.00
2018	FAST Act NHTSA 402	Occupant Protection (FAST)	$20,971.00	$0.00	$0.00
2016	NHTSA 402	Occupant Protection	$175,738.00	$0.00	$0.00
2016	NHTSA 402	Planning and Administration	$291,095.00	$291,095.00	$0.00
2018	FAST Act NHTSA 402	Safe Communities (FAST)	$1,170,468.00	$0.00	$0.00
2016	NHTSA 402	Safe Communities	$917,003.00	$0.00	$0.00

Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of $5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost

No records found.

6 Evidence-based Traffic Safety Enforcement Program (TSEP)

Evidence-based traffic safety enforcement program (TSEP) information

Identify the planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP).

Planned activities in the TSEP:

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 1	Enforcement	1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)
NC GHSP 2	Law Enforcement Liaison	3.2.3 Other Enforcement Methods (Chapter 3: Speeding and Speed Enforcement)
NC GHSP 6	Prosecution	1.3.1 DWI Courts (Chapter 1: Alcohol and Drug Impaired Driving)
NC GHSP 7	Media	1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)

Analysis

Enter analysis of crashes, crash fatalities, and injuries in areas of highest risk.

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. A number of 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, motor vehicle crash data, enforcement and adjudication data, and seat belt use observational surveys. The problem identification process helps to ensure that the initiatives implemented address the crash, fatality and injury problems within the state. This process also provides appropriate criteria for the designation of funding priorities as well as providing a benchmark for administration and evaluation of the overall highway safety plan.

The data analyses conducted in the problem identification process are designed to identify which drivers or other road users are under- or over-involved 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.

GHSP utilizes an in-house review team and input from partners to review project applications and prioritize the applications based on the applicants' problem identification, goals and objectives, use of evidence-based strategies and activities, budget and past performance.

Enter explanation of the deployment of resources based on the analysis performed.

Selection of Evidence-based Countermeasures

To address the problem areas described above and to meet North Carolina's goals for FY2018, 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 8th 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. Associated media plans ensure these enforcement efforts are well publicized to the driving public.

Enter description of how the State plans to monitor the effectiveness of enforcement activities, make ongoing adjustments as warranted by data, and update the countermeasure strategies and projects in the Highway Safety Plan (HSP).

Continuous Monitoring

To ensure law enforcement projects remain committed to their stated plans, various tracking mechanisms are utilized to enable GHSP Highway Safety Specialists to monitor the progress of each project. Quarterly progress reports are required from each agency receiving grant funding to ensure that the goals and outcomes of each project are met. Projects, including enforcement projects, are required to report on 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 citation totals online on a weekly basis. GHSP also solicits non-grant funded agencies to participate in these campaigns and report as well. These reports of checkpoint and saturation patrol activities include data on the locations and times worked, the number of officers present and the number of tickets issued. This monitoring allows GHSP to make adjustments to the enforcement plans for each agency in sufficient time to provide the greatest use of resources to address targeted traffic safety problems.

7 High Visibility Enforcement

High-visibility enforcement (HVE) strategies

Planned HVE strategies to support national mobilizations:

***Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Countermeasure Strategy Name
1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)
1.2.1 Publicized Sobriety Checkpoints (Chapter 1: Alcohol and Drug Impaired Driving)

HVE activities

Select specific HVE planned activities that demonstrate the State's support and participation in the National high-visibility law enforcement mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles.

HVE Campaigns Selected

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 1	Enforcement	1.2.2 High Visibility Saturation Patrols (Chapter 1: Alcohol and Drug Impaired Driving)

8 405(b) Occupant Protection Grant

Occupant protection information

405(b) qualification status: High seat belt use rate State

Occupant protection plan

Submit State occupant protection program area plan that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems.

Program Area
Occupant Protection (Adult and Child Passenger Safety)

Participation in Click-it-or-Ticket (CIOT) national mobilization

Select or click Add New to submit the planned participating agencies during the fiscal year of the grant, as required under § 1300.11(d)(6).

Agencies planning to participate in CIOT

Agency
Asheville ABC Law Enforcement
Cumberland County ABC Law Enfor.
Dare County ABC Law Enforcement
Durham County ABC Law Enforcement
Triad Municipal ABC Law Enforcement
Statesville ABC Law Enforcement
Mecklenburg County ABC Law Enf
Nash County ABC Law Enforcement
Pitt County ABC Law Enforcement
Wake County ABC Law Enforcement
Wayne County ABC
Elon University
Brunswick Community College Police Dept
Asheville-Buncombe Technical Community College
Montreat College
UNC-Asheville Police
Cherokee County Schools Company Police
Gardner-Webb Universtity
Southeastern Community College
Fayetteville State University Police
Methodist University
Davidson College
Duke University
Durham Technical Community College
NCCU Police Department
Forsyth Technical Community College
UNC School of the Arts Police
Wake Forest University
Louisburg College Campus Police
Gaston College
Graham County Schools
Guilford Tech Community College Campus Police Department
NC A & T University
UNC-Greensboro Police Dept
Blue Ridge Community College Police Department

Chowan University

Western Carolina University Police

Wayne Community College

Belmont Abbey College

Charlotte-Mecklenburg Schools

Johnson C. Smith University

Queens University of Charlotte

UNC-Charlotte Police Department

Sandhills Community College PD

Nash Community College

Cape Fear Community College Campus Police Dept

UNC-Wilmington Police Dept

UNC-Chapel Hill Police Department

Elizabeth City State University

East Carolina University Police Dept

Pitt Community College Police Dept.

Richmond County Schools

UNC-Pembroke Police Dept

Livingstone College

Surry Community College PD

Vance-Granville Community College

Meredith College

NC State University Public Safety

Saint Augustine's University

Shaw University

Wake Technical Community College Police Dept

Appalachian State University Police

Wilson Community College PD

Linville Land Harbor Security Force, Inc.

Diamond Creek Golf Club, LLC

Biltmore Company Police, Inc

Greater Asheville Regional Airport Public Safety

Delta Company Police, LLC

United Special Police

Field Force Inc. Company Police

North State Security Group, LLC

Lake Royale POA

Lankford Protective Services, Inc.

Williams Guard & Patrol, LLC

Eagle Eye Company Police

Never Quit Services, LLC.

OS-NQS Special Police

DEPS Company Police, INC

USSA Company Police

Mountain Security Patrol Inc.

Duke Energy

Elite Police, Inc.

Enforcement Company Police Department, LLC

Equestrian Special Police

Executive Company Police

F.T.C. Company Police, LLC.

Kodiak Company Police

Norfolk Southern Railroad Police Department

OPSEC International, LLC Special Police

Professional Police Services, Inc.

S3 Special Police and Security

Southeastern Company Police

Statewide Company Police, Inc.

STARS Special Police

Coastal Company Police and Polygraph, LLC

King Special Police, Ltd

Liberty Company Police, Inc

Capitol Special Police

COMPANY POLICE COMM - RALEIGH

Crabtree Valley Mall

G4S Secure Solutions (USA) Inc.

Global One Company Police and Public Safety, Inc

Nova Agency Company Police

ODS Company Police, Inc.

SAS Institute Inc.

U.S. Special Police, LLC

Washington Co.

Long-Leaf Neuro-Medical Treatment Center

Gaston County Police Dept

GUILFORD CO JUV DETENTION CENTER

Ashe Memorial Hospital, Inc

Broughton Hospital Police Department

Catawba Valley Medical Center

Carolinas HealthCare System

Carolina East Healthcare Systems

Harnett Health System

Lenoir Memorial Hospital Company Police

Nash Healthcare Systems, Inc

New Hanover Regional Medical Center

UNC Hospitals

Vidant Company Police

WAKE MEDICAL CENTER POLICE

Appalachian Regional Healthcare Systems, Inc

Cherry-O'Berry Hospital Police

Wayne Memorial Hospital Inc

Burlington Police Department

Elon Police Department

Graham Police Department

Haw River Police Department

Mebane Police Department

Taylorsville Police Department

Sparta Police Department

Lilesville Police Department

Morven Police Department

Polkton Police Department

Wadesboro Police Department

Jefferson Police Department

West Jefferson Police Department

Banner Elk Police Department

Beech Mountain Police Department

Elk Park Police Department

Newland Police Department

Seven Devils Police Department

Sugar Mountain Police Department

Aurora Police Department

Beaufort County ABC Law Enforcement

Beaufort County Community College Police Department

Belhaven Police Department

Chocowinity Police Department

Washington Police Department

Aulander Police Department

Lewiston Woodville Police Department

Windsor Police Department

Bladenboro Police Department

Clarkton Police Department

Elizabethtown Police Department

White Lake Police Department

Bald Head Island Public Safety

Boiling Spring Lakes Police Dept

Caswell Beach Police Department

Holden Beach Police Department

Leland Police Department

Navassa Police Department

Northwest Police Department

Oak Island Dept of Public Safety

Ocean Isle Police Department

Shallotte Police Department

Southport Police Department

Sunset Beach Police Department

Asheville Police Department

Biltmore Forest Police Department

Black Mountain Police Department

Montreat Police Department

Weaverville Police Department

Woodfin Police Department

Drexel Police Department

Glen Alpine Police Department

Morganton Public Safety

Valdese Police Department

Concord Police Department

Hudson Police Department

Kannapolis Police Department

Lenoir Police Department

Granite Falls Police Department

Rhodhiss Police Department

Atlantic Beach Police Department

Beaufort Police Department

Cape Carteret Police Department

Carteret County ABC Law Enforcement

Emerald Isle Police Department

Indian Beach Police Department

Morehead City Police Department

Newport Police Department

Pine Knoll Shores Public Safety

Brookford Police Department

Catawba Police Department

Claremont Police Department

Conover Police Department

Hickory Police Department

Longview Police Department

Maiden Police Department

Newton Police Department

Pittsboro Police Dept

Siler City Police Department

Andrews Police Department

Cherokee Police Department

Murphy Police Department

Edenton Police Department

Boiling Springs Police Department

Grover Police Department

Kings Mountain Police Department

Shelby Police Department

Chadbourn Police Department

Fair Bluff Police Department

Lake Waccamaw Police Department

Tabor City Police Department

Whiteville Police Department

Bridgeton Police Department

Havelock Police Department

New Bern Police Department

River Bend Police Department

Trent Woods Police Department

Vanceboro Police Department

Fayetteville Police Department

Hope Mills Police Department

Spring Lake Police Department

Stedman Police Department

Duck Police Department

Kill Devil Hills Police Department

Kitty Hawk Police Department

Manteo Police Department

Nags Head Police Department

Southern Shores Police Department

Denton Police Department

Lexington Police Department

Thomasville Police Department

Cooleemee Police Department

Mocksville Police Department

Beulaville Police Department

Kenansville Police Department

Magnolia Police Department

Rose Hill Police Department

Wallace Police Department

Warsaw Police Department

Durham Police Department

Pinetops Police Department

Princeville Police Department

Tarboro Police Department

Kernersville Police Department

Winston-Salem Police Department

Winston-Salem State University Police

Bunn Police Department

Franklinton Police Department

Louisburg Police Department

Youngsville Police Department

Belmont Police Department

Bessemer City Police Department

Cherryville Police Department

Cramerton Police Department

Dallas Police Department

Gastonia Police Department

Lowell Police Department

Mount Holly Police Department

Ranlo Police Department

Butner Public Safety

Creedmoor Police Department

Oxford Police Department

Stanley Police Department

Stem Police Department

Stovall Police Department

Snow Hill Police Department

Gibsonville Police Department

Greensboro Police Department

High Point Police Department

Enfield Police Department

Hobgood Police Department

Littleton Police Department

Roanoke Rapids Police Department

Scotland Neck Police Department

Weldon Police Department

Angier Police Department

Coats Police Department

Dunn Police Department

Erwin Police Department

Lillington Police Department

Canton Police Department

Clyde Police Department

Maggie Valley Police Department

Waynesville Police Department

Fletcher Police Department

Hendersonville Police Department

Laurel Park Police Department

Ahoskie Police Department

Murfreesboro Police Department

Winton Police Department

Raeford Police Department

Mooresville Police Department

Statesville Police Department

Troutman Police Department

Sylva Police Department.

Benson Police Department

Clayton Police Department

Four Oaks Police Department

Kenly Police Department

Micro Police Department

Pine Level Police Department

Princeton Police Department

Selma Police Department

Smithfield Police Department

Wilson's Mills Police Department

Maysville Police Department

Broadway Police Department

Sanford Police Department

Kinston Police Department

Pink Hill Police Department

Lincolnton Police Department

Franklin Police Department

Highlands Police Department

Hot Springs Police Department

Mars Hill Police Department

Marshall Police Department

Robersonville Police Department

Williamston Police Department

Marion Police Department

Old Fort Police Department

Charlotte-Mecklenburg Police Dept.

Cornelius Police Department

Davidson Police Department

Huntersville Police Department

Matthews Police Department

Mint Hill Police Department

Pineville Police Department

Bakersville Police Department

Spruce Pine Police Department

Biscoe Police Department

Candor Police Department

Mount Gilead Police Department

Star Police Department

Troy Police Department

Cameron Police Department

Carthage Police Department

Foxfire Village Police Department

Moore County Schools

Pinebluff Police Department

Pinehurst Police Department

Robbins Police Department

Southern Pines Police Department

Taylortown Police Department

Vass Police Department

Whispering Pines Police Department

Bailey Police Department

Middlesex Police Department

Nashville Police Dept

Rocky Mount Police Department

Sharpsburg Police Department

Spring Hope Police Department

Whitakers Police Department

Carolina Beach Police Department

Kure Beach Police Department

Wilmington Police Department

Wrightsville Beach Police Department

Conway Police Department

Garysburg Police Department

Gaston Police Department

Jackson Police Department

Rich Square Police Department

Woodland Police Department

Holly Ridge Police Department

Jacksonville Police Department

North Topsail Beach Police Dept.

Richlands Police Department

Swansboro Police Department

Carrboro Police Department

Chapel Hill Police Department

Hillsborough Police Department

Oriental Police Department

Elizabeth City Police Department

Burgaw Police Department

Surf City Police Department

Topsail Beach Police Department

Hertford Police Department

Winfall Police Department

Roxboro Police Department

Ayden Police Department

Bethel Police Department

Farmville Police Department

Greenville Police Department

Grifton Police Department

Simpson Police Department

Winterville Police Department

Columbus Police Department

Saluda Police Department

Tryon Police Department

Archdale Police Department

Asheboro Police Department

Liberty Police Department

Ramseur Police Department

Randleman Police Department

Seagrove Police Department

Hamlet Police Department

Rockingham Police Department

Fairmont Police Department

Lumberton Police Department

Maxton Police Department

Parkton Police Department

Pembroke Police Department

Red Springs Police Department

Rowland Police Department

St. Paul's Police Dept

Eden Police Department

Madison Police Department

Mayodan Police Department

Reidsville Police Department

Stoneville Police Department

China Grove Police Department

Cleveland Police Department

East Spencer Police Department

Granite Quarry Police Department

Landis Police Department

Rockwell Police Department

Salisbury Police Department

Spencer Police Department

Forest City Police Department

Lake Lure Police Department

Rutherfordton Police Department

Spindale Police Department

Clinton Police Department

Newton Grove Police Department

Salemburg Police Department

Laurinburg Police Department

Wagram Police Department

Albemarle Police Department

Badin Police Department

Locust Police Department

Misenheimer Police Department

Norwood Police Department

Oakboro Police Department

Stanfield Police Department

Elkin Police Department

King Police Department

Pilot Mountain Police Department

Dobson Police Department

Mount Airy Police Department

Bryson City Police Department

Brevard Police Department

Marshville Police Department

Monroe Police Department

Stallings Police Department

Waxhaw Police Department

Wingate Police Department

Henderson Police Department

Apex Police Department

Cary Police Department

Fuquay-Varina Police Department

Garner Police Department

Holly Springs Dept of Public Safety

Knightdale Police Department

Morrisville Police Department

Raleigh Police Department

Rolesville Police Department

Wake Forest Police Department

Wendell Police Department

Zebulon Police Department

Norlina Police Department

Warrenton Police Department

Plymouth Police Department

Roper Police Department

Blowing Rock Police Department

Boone Police Department

Fremont Police Department

Goldsboro Police Department

Mount Olive Police Department

Pikeville Police Department

Walnut Creek Police Department

North Wilkesboro Police Department

Wilkesboro Police Department

Black Creek Police Department

Stantonsburg Police Department

Wilson Police Department

Boonville Police Department

East Bend Police Department

Jonesville Police Department

Yadkinville Police Department

Burnsville Police Department

NC Arboretum Police

NC Dept of Health & Human Services PD - Black Mtn

Durham County Youth Center

CSX Transportation

High Point Parks And Recreation

Piedmont Triad International Airport

Piedmont Triad Regional Water Authority

Blue Ridge Public Safety

Fort Fisher Company Police

Wilmington Int'l Airport Public Safety

Albert J. Ellis Airport Police Department

Person-Caswell Lake Authority

CJ STANDARDS

RDU Police Department

Yancey County Board of Education

Marine Patrol of NC

State Ports Authority- Morehead City

NC Forest Service

State Ports Authority - Wilmington

GENERAL ASSEMBLY POLICE

NC Alcohol Law Enforcement

NC Department of Insurance

NC Dept of Agriculture Public Safety

NC Dept of Revenue-Criminal Investigations Div

NC Dept of Revenue-Motor Fuels Divison

NC Dept of Revenue-Unauth. Substance Tax Div.

NC Division of Parks & Recreation

NC DMV - License and Theft

NC Industrial Commission - Fraud Section

NC State Bureau of Investigation

NC State Capitol Police

NC State Highway Patrol

NC Supreme Court PD

NC Wildlife Resources Commission

Secretary of State

Alamance County Sheriff's Office

Alexander County Sheriff's Office

Alleghany County Sheriff's Office

Anson County Sheriff's Office

Ashe County Sheriff's Office

Avery County Sheriff's Office

Beaufort County Sheriff's Office

Bertie County Sheriff's Office

Bladen County Sheriff's Office

Brunswick County Sheriff's Office

Buncombe County Sheriff's Office

Burke County Sheriff's Office

Cabarrus County Sheriff's Office

Caldwell County Sheriff's Office

Camden County Sheriff's Office

Carteret County Sheriff's Office

Caswell County Sheriff's Office

Catawba County Sheriff's Office

Chatham County Sheriff's Office

Cherokee County Sheriff's Office

Chowan County Sheriff's Office

Clay County Sheriff's Office

Cleveland County Sheriff's Office

Columbus County Sheriff's Office

Craven County Sheriff's Office

Cumberland County Sheriff's Office

Currituck County Sheriff's Office

Dare County Sheriff's Office

Davidson County Sheriff's Office

Davie County Sheriff's Office

Duplin County Sheriff's Office

Durham County Sheriff's Office

Edgecombe County Sheriff's Office

Forsyth County Sheriff's Office

Franklin County Sheriff's Office

Gaston County Sheriff's Office

Gates County Sheriff's Office

Graham County Sheriff's Office

Granville County Sheriff's Office

Greene County Sheriff's Office

Guilford County Sheriff's Office

Halifax County Sheriff's Office

Harnett County Sheriff's Office

Haywood County Sheriff's Office

Henderson County Sheriff's Office

Hertford County Sheriff's Office

Hoke County Sheriff's Office

Hyde County Sheriff's Office

Iredell County Sheriff's Office

Jackson County Sheriff's Office

Johnston County Sheriff's Office

Jones County Sheriff's Office

Lee County Sheriff's Office

Lenoir County Sheriff's Office

Lincoln County Sheriff's Office

Macon County Sheriff's Office

Madison County Sheriff's Office

Martin County Sheriff's Office

McDowell County Sheriff's Office

Mecklenburg County Sheriff's Office

Mitchell County Sheriff's Office

Montgomery County Sheriff's Office

Aberdeen Police Department

Moore County Sheriff's Office

Nash County Sheriff's Office

New Hanover County Sheriff's Office

Northampton County Sheriff's Office

Onslow County Sheriff's Office

Orange County Sheriff's Office

Pamlico County Sheriff's Office

Pasquotank County Sheriff's Office

Pender County Sheriff's Office

Perquimans County Sheriff's Office

Person County Sheriff's Office

Pitt County Sheriff's Office

Polk County Sheriff's Office

Randolph County Sheriff's Office

Richmond County Sheriff's Office

Robeson County Sheriff's Office

Rockingham County Sheriff's Office

Rowan County Sheriff's Office

Rutherford County Sheriff's Office

Sampson County Sheriff's Office

Scotland County Sheriff's Office

Stanly County Sheriff's Office

Stokes County Sheriff's Office

Surry County Sheriff's Office

Swain County Sheriff's Office

Transylvania County Sheriff's Office

Tyrrell County Sheriff's Office

Union County Sheriff's Office

Vance County Sheriff's Office

City-County Bureau of Identification

SHERIFFS' STANDARDS

Test Sheriff Office By ITD for Testing SS Only 2013

Wake County Sheriff's Office

Warren County Sheriff's Office

Washington County Sheriff's Office

Watauga County Sheriff's Office

Wayne County Sheriff's Office

Wilkes County Sheriff's Office

Wilson County Sheriff's Office

Yadkin County Sheriff's Office

Yancey County Sheriff's Office

Enter description of the State's planned participation in the Click-it-or-Ticket national mobilization.

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 media to enforce the State's seat belt law. The nationwide "Click It or Ticket" program was first developed in North Carolina 25 years ago, and is one of North Carolina's best tools for increasing 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 child passenger safety, a clear outline of how to enforce the law.

In an effort to increase occupant protection enforcement and influence the fatality and seat belt usage rates in North Carolina, the GHSP partners 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 are conducted during the mobilizations.

Child restraint inspection stations

Submit countermeasure strategies, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification.

***Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Countermeasure Strategy Name
2.7.2 Inspection Stations (Chapter 2: Seat Belts and Child Restraints)
2.6.2 Communities and Outreach Strategies for Child Restraint and Booster Seat Use (Chapter 2: Seat Belts and Child Restraints)

Submit planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification.

***Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 3	Training	1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)
NC GHSP 7	Media	1.5.2 Mass Media Campaigns (Chapter 1: Alcohol and Drug Impaired Driving)
NC GHSP 9	Program Management	Not Applicable-No Countermeasure

Enter the total number of planned inspection stations and/or events in the State.

Planned inspection stations and/or events: 258

Enter the number of planned inspection stations and/or inspection events serving each of the following population categories: urban, rural, and at-risk.

Populations served - urban	79
Populations served - rural	179
Populations served - at risk	132

CERTIFICATION: The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.

Child passenger safety technicians

Submit countermeasure strategies, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification.

***Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Countermeasure Strategy Name
2.7.2 Inspection Stations (Chapter 2: Seat Belts and Child Restraints)
2.6.2 Communities and Outreach Strategies for Child Restraint and Booster Seat Use (Chapter 2: Seat Belts and Child Restraints)

Submit planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification.

***Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
NC GHSP 3	Training	1.2.5 Integrated Enforcement (Chapter 1: Alcohol and Drug Impaired Driving)
NC GHSP 9	Program Management	Not Applicable-No Countermeasure

Enter an estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.

Estimated total number of classes	26
Estimated total number of technicians	585

Maintenance of effort

ASSURANCE: The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in fiscal year 2014 and 2015.

9 405(c) - State Traffic Safety Information System Improvement Grant

Traffic records coordinating committee (TRCC)

Submit at least three meeting dates of the TRCC during the 12 months immediately preceding the application due date.

Meeting Date
10/4/2017
2/7/2018
5/2/2018

Enter the name and title of the State's Traffic Records Coordinator

Name of State's Traffic Records Coordinator:	Bob Stevens
Title of State's Traffic Records Coordinator:	State Traffic Safety Data Coordinator, NC GHSP

Enter a list of TRCC members by name, title, home organization and the core safety database represented, provided that at a minimum, at least one member represents each of the following core safety databases: (A) Crash; (B) Citation or adjudication; (C) Driver; (D) Emergency medical services or injury surveillance system; (E) Roadway; and (F) Vehicle.

Current Members of the North Carolina Traffic Records Coordinating Committee			
Name	**Title**	**Organization**	**Core Safety Database Represented**
Brian Mayhew (TRCC Co-chairperson)	State Safety Traffic Engineer	Traffic Safety Unit, NCDOT	Crash, Roadway

Current Members of the North Carolina Traffic Records Coordinating Committee

Name	Title	Organization	Core Safety Database Represented
Eric Rodgman (TRCC Co-chairperson)	Database Specialist	UNC Highway Safety Research Center	All
Greg Ferrara	Program Manager, GIS	NC State University, Institute for Transportation Research and Education	Crash, Roadway, Citation
Elizabeth Daniel	Research Associate	NC State University, Institute for Transportation Research and Education	Crash, Roadway, Citation
Cindy Blackwell	Business Relationship Manager	NC Administrative Office of the Courts	Citation, Adjudication
Jennifer Barbour	Data Analyst	NC Administrative Office of the Courts	Citation, Adjudication
Bob Stevens (new)	State Traffic Safety Data Coordinator	North Carolina Governor's Highway Safety Program	All
Mark Ezzell (new)	Director	North Carolina Governor's Highway Safety Program	All
Mark Scaringelli	Asst Director	North Carolina Governor's Highway Safety Program	All
David Williams	Highway Safety Specialist	North Carolina Governor's Highway Safety Program	All
Warren Smith	Highway Safety Specialist	North Carolina Governor's Highway Safety Program	All
Brian Murphy	Safety Planning Engineer	Safety Planning Group, NCDOT	Crash, Roadway
Shawn Troy (new)	Safety Engineer	Safety Planning Group, NCDOT	Crash, Roadway
Ashley Clowes	Airport Project Manager	Division of Aviation, NCDOT	
Roger Smock	Safety & Outreach Consultant	Engineering Coordination & Safety Branch, NCDOT	Crash, Roadway
Vish Tharuvesanchi	IT Manager	Traffic Records Systems, NCDOT	Crash, Roadway
Mike Thomas	IT Manager	Traffic Records Systems, NCDOT	Crash, Roadway
Eric Bellamy	TR Administrator / FARS Manager	Division of Motor Vehicles, NCDOT	Crash, FARS, Driver, Vehicle

Current Members of the North Carolina Traffic Records Coordinating Committee			
Name	**Title**	**Organization**	**Core Safety Database Represented**
John Puryear	Assistant Director, Traffic Records	DMV	Driver, Vehicle
Reba Calvert (new)	Administrative Officer Field Services	DMV	Vehicle Registration
Genia Newkirk (new)	Regional Chief Examiner Field Services Section	DMV	Driver License
Alan Dellapenna	Injury and Violence Prevention Branch Head	DHHS	EMS, ED, Trauma, Hospital, Vital
Eleanor Fleming	CDC Chronic Disease Epidemiology Assignee	DHHS	EMS, ED, Trauma, Hospital, Vital
Jeff Robertson	Database Administrator	UNC Department of Emergency Medicine, EMS Performance Improvement Center	EMS, ED, Trauma, Hospital, Vital
Brad Hibbs	FHWA	Operations Engineer	Crash, Roadway
Aaron Williams	FHWA	Transportation Engineer	Crash, Roadway
Todd Messer	Education & Credentialing Manager	Office of Emergency Medical Services	EMS
David Langley	Quality Officer	North Carolina State Highway Patrol	Crash, Citation
Eric Schaberg	Collision Investigation Training Coordinator	North Carolina State Highway Patrol	Crash, Citation
Anna Waller	Senior Research Scientist	UNC Department of Emergency Medicine, Carolina Center for Health Informatics	All

State traffic records strategic plan

Upload a Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements, as described in paragraph (b)(3) of this section, that are anticipated in the State's core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases; (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.

Documents Uploaded

405c Progress reports FY2018.pdf

Enter a direct copy of the section of the State traffic records strategic plan that lists all recommendations from the State's most recent highway safety data and traffic records system assessment.

Responses to the 2017 NC TR Assessment Overall Recommendations:

As taken from the 2017 NC TR Assessment published on May 5, 2017 on pages 4-5, North Carolina should address the recommendations below by implementing changes to improve the ratings for the assessment questions in those section modules with lower than average scores. North Carolina can also apply for a NHTSA Traffic Records GO Team, for targeted technical assistance. Here are the 2018 responses to the current overall TR Assessment recommendations:

Crash Recommendations

Recommendation	Addressed	Not Addressed
Improve the procedures/process flows for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory	NC DMV and DOT have process flow checks in place for the Crash data being submitted by NC LE. Errors and consistency are monitored as noted in the Advisory.	NC DOT and NC DMV are both working on additional improvements to comply better with this recommendation. See pages 27-32 of the 2018 Plan.
Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	NC DOT has met regularly with independent vendors helping submit NC Crash data with specific LE agencies to improve the interface procedure for NC Crash data as noted in the Advisory.	NC DOT and NC DMV are both working on additional improvements to comply better with this recommendation. See pages 27-32 of the 2018 Plan.
Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	Procedures are in place addressing the Crash data quality and error rates are monitored as noted in Advisory.	NC DOT and NC DMV are both working on additional improvements to comply better with this recommendation. See pages 27-32 of the 2018 Plan.

Vehicle Recommendations

Recommendation	Addressed	Not Addressed
Improve the data quality control	For now, this is a future effort.	Agency has data quality control

program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.		procedures for the vehicle registration data but has not yet provided documentation consistent with the Advisory best practices. The TRCC has only recently added vehicle registration agency representatives to assist with this recommendation. See pages 37-38 of the 2018 Plan.

Driver Recommendations

Recommendation	Addressed	Not Addressed
Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	For now, this is a future effort.	Agency has data quality control procedures for the Driver License data but has not yet provided documentation consistent with the Advisory best practices. The TRCC has only recently added driver license agency representatives to assist with this recommendation. See page 37 of the 2018 Plan.
Improve the data dictionary for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	For now, this is a future effort.	Agency has an informal data dictionary but has not yet provided a formal data dictionary consistent with the Advisory best practices. The TRCC has only recently added Driver License agency representatives to assist with this recommendation. See page 37 of the 2018 Plan.
Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	For now, this is a future effort.	Agency has data quality control system parts in place for the Driver License data but has not yet provided formal documentation consistent with the Advisory best practices. The TRCC has only recently added Driver License

		agency representatives to assist with this recommendation. See page 37 of the 2018 Plan.

Roadway Recommendations

Recommendation	Addressed	Not Addressed
Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	For now, this is an ongoing effort.	Agency has data quality control system parts in place for the Roadway System data but has not yet provided formal documentation consistent with the Advisory best practices. The agency has been working on improving the quality control procedures for their Roadway data. See pages 35-36 of the 2018 Plan.

Citation / Adjudication Recommendations

Recommendation	Addressed	Not Addressed
Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	For now, this is an ongoing effort.	Agency has interfaces for the Citation and Adjudication systems but has not yet provided formal documentation consistent with the Advisory best practices. The agency has been working on improving the interfaces for the Citation and Adjudication systems. See pages 33-34 of the 2018 Plan.
Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	For now, this is an ongoing effort.	Agency has data quality control system parts in place for the Citation and Adjudication systems but has not yet provided formal documentation consistent with the Advisory best practices. The agency has been working on improving the

		quality control procedures for their Citation and Adjudication systems. See pages 33-34 of the 2018 Plan.

EMS / Injury Surveillance Recommendations

Recommendation	Addressed	Not Addressed
Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	For now, this is an ongoing effort.	Agency has interfaces for all the Injury Surveillance systems but has not yet provided formal documentation consistent with the Advisory best practices. The agency has been working on improving the interfaces for all the Injury Surveillance data systems. See pages 34-35 of the 2018 Plan.
Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	For now, this is an ongoing effort.	Agency has data quality control system parts in place for all the Injury Surveillance data systems but has not yet provided formal documentation consistent with the Advisory best practices. The agency has been working on improving the quality control procedures for all their Injury Surveillance data systems. See pages 34-35 of the 2018 Plan.

The considerations for the NC agencies for the above areas not addressing the overall recommendations as noted in the most recent five-year 2017 NC TR Assessment Report can be summarized as being **not** addressed due to the following reasons:

1. The issue is currently not a priority to the NC agency at this time.
2. The NC agency presently does not have the necessary personnel and financial resources to address the issue. A NHTSA GoTeam or 405(c) grant has not yet been requested.

3. The NC agency has prioritized other issues which must be addressed and/or completed as directed by the senior administration of the NC agency and/ or as mandated by the NC legislature.
4. NC agency changes in personnel have affected addressing some issues. The changes include retirements, new administrators or directors have been appointed, and changes in personnel within the NC TRCC.

Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required under 23 C.F.R. 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress.

2018 Strategic Plan

Overview

In 2018, the NC TRCC began the process of updating the 2017 Strategic Plan. The UNC Highway Safety Research Center (HSRC) worked with NC GHSP and NCDOT to review relevant materials, gather input from key agencies, and develop a plan to guide improvements to be made in traffic safety information systems over the next five years. Agencies who participated in the development of this plan included:

- EMSPIC
- ITRE
- NC DHHS
- NC GHSP
- NCAOC
- NCDOT
- NCDMV
- NCSHP
- UNC HSRC

Gathering input for the plan began with the initial task of reviewing the following documents:

- *North Carolina Traffic Safety Information Systems Strategic Plan, 2017.* This plan became the benchmark for progress with respect to improvements made over the past year.
- *State of North Carolina Traffic Records Assessment, 2017*. The assessment was completed by a NHTSA Technical Assessment Team in May 2017 and included several recommendations related to traffic safety information systems.
- *North Carolina Governor's Highway Safety Program FY 2017 Highway Safety Plan*. This plan was reviewed for specific recommendations related to traffic safety information systems and for data-related recommendations related to targeted safety strategies.

The primary source of input to the plan was a strategic planning session with representatives from the agencies listed above. This session was used to review goals and objectives and monitor progress toward performance measures, which were set last year.

The plan in this current form, first developed in 2010, was intended to address improvements in traffic safety information systems over five years. However, the plan was and will continue to be reviewed on an annual cycle and modified as necessary to ensure that progress is being made in each of the areas and that new objectives are added to address changes in the state and take advantage of improvements that may lead to better systems. In other words, this is a dynamic plan.

Vision and Mission

Vision

To improve safety by significantly reducing the number of fatalities and injuries to the citizens and visitors of our state.

Mission

Provide the leadership to establish and maintain a level of coordination, communication and cooperation between agencies and stakeholders to maximize utilization and improve functionality, data accuracy, timeliness and linkages, and to advance electronic data collection, protect privacy, minimize redundancies in traffic records systems and better accomplish individual agencies' goals.

Goals and Objectives

Goals are established for the NC TRCC as an entity and for each of the six primary data systems that are required for addressing traffic safety in the state. For each of these seven goals, specific objectives, and performance measures were developed that represent the priorities for each group/system.

Traffic Records Coordinating Committee

Goal – Provide direction and facilitate coordination among the safety data stewards and stakeholders to improve the transportation safety information systems in North Carolina.

**Note: The official annual performance period for measuring performance is April to March each year. However, some of the activities described in this section include items undertaken or completed in May or June, as the final plan is delivered at the end of June each year.*

Objective	*Performance Measure/Target*	*4/1/16-3/31/17**	*4/1/17-3/31/18**
Ensure that the membership of the TRCC consists of all key stakeholders, including the owners, stewards and users of the data in NC.	An annual review of stakeholders and expansion of the TRCC membership as necessary.	Discuss DMV membership with current DMV representative to determine if additional expertise is needed on TRCC committee.	Ongoing. Annual review has been conducted. Seeking additional members as gaps identified.
In collaboration with the NC GHSP, review and improve upon the protocol used in the identification and prioritization of projects.	Annual review and improvement upon the project identification and prioritization process. *(Note: Schedule for the approved protocol will need to align with the GHSP proposal process.)*	Ongoing (related to measure below)	Ongoing. Formal project identification form has been created.

	A set of guidelines created for use in identifying and prioritizing projects.	Ongoing. Plans for the October 2017 TRCC include reviewing this item.	Ongoing. Process will be finalized at the next TRCC meeting
	A prioritized list of recommended projects provided to NC GHSP and other funding sources and agencies that align with the specific objectives of the Strategic Plan.	Ongoing (will be done following the guideline development noted above)	Ongoing
Monitor and measure progress on existing goals and objectives.	Annual update of TRCC Strategic Plan.	Completed	Completed
	Periodic review of ongoing projects, focusing on progress toward meeting performance measures outlined in the strategic plan.	Completed	Completed
	Feedback to NC ECHS to report on progress made and new strategies proposed by the TRCC.	As needed for specific purposes or when requested (will ask to be on agenda for fall 2017 meeting)	Updates provided at quarterly NC ECHS meetings.
	Review NHTSA recommendations for TRCC activities to align our goals with the assessment document focus questions.	2017 assessment (received mid-May 2017) being reviewed by all stakeholders to find future opportunities for information systems improvements.	Ongoing
Identify gaps in the current traffic records	Establishment and revision of goals and	Completed (May 2017)	Completed (June 2018)

systems and explore new solutions.	objectives as part of development of the next strategic plan. (*Note: Explore external funding opportunities. Examples include: 405C, NC ECHS, FHWA, NHTSA, CDC).*		
Explore the value and feasibility of capturing detailed lat/long location information for citations, crashes and asset management (results have implications for multiple data systems).	Feasibility study report.	Future effort, pending availability of resources.	Future effort, pending availability of resources. Collecting lat/long information for severe injury crashes from ITRE.
Share NC achievements and best practices in traffic safety information systems with other states.	Participation in regional and national conferences and peer-to-peer exchanges.	Held stakeholders meeting in April 2017. Project moving forward with the NHTSA GoTeam effort.	Ongoing. Presentations were made in 2017 and will be made in 2018 at the Traffic Records forum.
		TRCC members plan to attend the Traffic Records Forum in New Orleans in August 2017, present on activities in NC.	Several TRCC members attended the 2017 Traffic Records forum and plan to attend 2018.
			Division of Public Health collaborated with CDC Injury Center sharing traffic records with health data.
			Ongoing NHTSA GoTeam effort to improve injury surveillance data system.

			Peer exchange in Louisiana related to state safety data systems (specifically regarding roadway system).
Monitor and evaluate the achievements and best practices in traffic safety information systems in other states for potential implementation in NC.	Participation in peer-to-peer exchanges.	Continued involvement and attendance at Traffic Records Forum in Baltimore, MD (August 2016). NC is a HSIS state and has an annual peer exchange on traffic record topics	Ongoing NHTSA GoTeam effort to improve injury surveillance data system. Peer exchange in Louisiana related to state safety data systems (specifically regarding roadway system).
	Review of promising strategies from other states, or items shared w/ other states, and sharing back with group.	Ongoing	Evaluating other state's electronic crash reporting methodologies (Possible XML based pdf form).
	Monitor USDOT/other state's TRCCs for ideas for consideration.	Ongoing	Continued involvement and attendance at Traffic Records Forum in New Orleans (August 2017). NC is a HSIS state and has an annual peer exchange on traffic record topics.
Ensure that state highway safety plans include traffic safety information systems as a major component.	Review of NC State Highway Safety Plan (SHSP).	2016 plans were completed and submitted.	Next update will be in 2019.
	Review of Highway Safety Improvement Plan (HSIP).	Completed (2016)	HSIP 2017 plans were completed and submitted.

	Review of NC Highway Safety Plan (HSP).	Completed (2017)	Completed (HSP 2018).

Crash Information Systems

Goal – Maintain the crash data system and expand the capabilities of the system to allow the state to use this data to track crash injury/fatality experience for use in court cases, safety improvement studies, and evaluating State driving statutes.

Objective	*Performance Measure/Target*	*4/1/16-3/31/17**	*4/1/17-3/31/18**
Continue to enhance and expand electronic crash reporting by all enforcement agencies in the State.	Number or percentage of law enforcement agencies submitting to the electronic crash reporting system (minimum of 50% electronic submissions).	23.33%	25.81%
	Number or percentage of reported crashes submitted via the electronic crash reporting system.	72.67%	74.30%
	Integration and use of additional features or options for crash reporting. *(Example: geo-locating using an XML based pdf from.)*	Conduct an assessment of agency reporting practices to determine who is taking advantages of additional crash reporting features. *Note: City of Raleigh has been collecting x and y coordinates since 2012.	
Continue to communicate data collection and data submission protocols and business rules with third-	Periodic meetings with third-party vendors to share business rules and communicate changes.	Biweekly meeting conducted by NCDMV.	Continuing biweekly meetings.

party software vendors of electronic crash submission products to keep them apprised of changes in the North Carolina crash data systems that need to be accommodated in their software applications.			
	Periodic review and validation of third-party vendors' compliance capabilities.	Initial tests by NCDMV, but no period review yet.	
	Initial review and validation for new third-party vendors.	Currently 4 vendors in place (0 new vendors in progress).	Currently 4 vendors in place (1 new vendor in progress).
Explore the feasibility of LEA-level metrics for improving crash reporting.	Feasibility study on the potential range and use of LEA-specific metrics. *(Note: Report on types of errors made and time period for reporting, compared to peers)* *Next: Review and see if it can be enhanced or built upon in the future/broadened to include quality.*	Published crash data submission performance and LEA-specific assessments in LEA newsletter as a means of providing peer agency performance results.	Ongoing
Continue to enhance the integration of crash data systems.	Continuing to correct CRS records on the basis of analysis of TEAAS data.	When error is identified.	Ongoing
	Periodic review of the integration process between the traffic safety unit and DMV.	Monthly meetings to resolve any issues.	Ongoing

Ensure that crash data continue to be submitted accurately and in a timely manner to the CRS.	Average lapsed time between the time of the crash and the time of the submission.	27.56 days (print submissions) 4.01 days (electronic submissions)	29.89 days (print submissions) 4.26 days (electronic submissions)
	Percentage of crash reports submitted within 10 days. (GS 20-166.1 indicates that a law enforcement agency who receives an accident report must forward it to the NCDMV within 10 days after receiving the report.)	68.60%	71.98%
Ensure that crash data continue to be accurately recorded and reported to the CRS.	The percentage of rejected crash reports. (Note: no reports are accepted to the CRS until the errors in mandated data elements are corrected.)	3.66% (electronic submission only)	3.75% (electronic submission only)
	Periodic summary of crash report rejection reasons.		Periodic summary of rejections provided.
	Periodic review of business rules to target inaccurate fields.	Future effort to be revisited in conjunction with the development of the new crash system.	Identify new business rules with new form design.
Ensure that crash data continues to be recorded as completely as possible.	Percentage of reports that have no missing critical data elements. *(Note: Must define critical*	All critical data elements are required for electronically submitted reports by business rules.	Completed MMUCC 5 assessment of crash variables (February 2018).

	elements; see notes under prior objective.)		
	Periodic review of business rules to address completeness.	Ongoing	Ongoing
	Feedback to LEAs with respect to their data quality.	Ongoing and covered in monthly meetings.	Ongoing, bi-weekly calls.
	Year-to-year comparison of the number of reports received to review for possible missing data.	Ongoing	Ongoing
Ensure that crash data is recorded uniformly.	Percentage of data elements that are MMUCC compliant.	*Note: Personal injury variable definitions have been changed to NHTSA standards.	MMUCC Analysis was completed in 2018. MMUCC Mapping Score 67.7%
	Year-to-year comparison of reportable vs. non-reportable crashes by LEAs.	75.34% reportable 24.66% non-reportable	75.33% reportable 24.67% non-reportable
Ensure that the crash data are accessible to key stakeholders.	Annual survey of crash data accessibility by stakeholder groups, including internal users within the NCDOT and external users such as other state agencies and universities.	New Department of Information Technology rules and protocols requires review of this objective in the coming year, as IT within all state agencies is in a state of transition.	DMV is working with stakeholders as data needs arise. ITRE has received a snapshot of data back to 2000. UNC HSRC received a snapshot of data from 1991 – 1999 for a specific project they are working on.
	Potential workshop with stakeholders including IT	Future effort (same as above).	Still a future effort.

	to discuss accessibility issues.	*Note: Sanitized crash data set that can be supplied to outside users.	Sanitized crash data has been completed.
Enhance law enforcement training that will result in more complete and accurate crash reporting.	Review of alternative training methods, including distance learning and blended training options, and methods used in other fields. *(Note: EMS as an example.)*	Ongoing	Ongoing
	Number of law enforcement officers who receive training, including a breakdown of standard and more extensive training.	Trained 79 law enforcement train-the-trainer officers between April 1, 2016 and March 31, 2017.	Trained 109 law enforcement train-the-trainer officers between April 1, 2017 and March 31, 2018.
	Review of the current Basic Law Enforcement Training.	Currently being updated for North Carolina training and standards. Traffic Crash rollout approximately 2018.	Coming January 2019. Does not address electronic reporting.
Explore the feasibility of creating a statewide streamlined or “limited” data entry protocol for non-injury crashes within the electronic crash reporting system at the time the DMV349 is updated.	Review of the implications on the CRS database.	Future effort (when new forms are developed that include data element/attribute changes)	Future effort
	Review of the implications on safety analysis and decision making.	Future effort (same as above)	Future effort

	Note: The issues addressed should include data acquisition, compliance with NHTSA data guidance (e.g., MMUCC), legal considerations, and possible degradation in the information being captured in the crash report.		
Develop standards for reporting location information.	Publication of spatial location reporting standards available to third-party vendors for ECRS.	Ongoing	Ongoing
	Determine the best method of implementing electronic crash reporting by all LEAs statewide.	To be discussed further in fall 2017 TRCC meeting to determine how this will be addressed.	Meetings held in Fall 2017. Progress discussed. Do away with paper pads and move toward electronic crash collection.

Data Use & Integration

Goal - Provide direction and facilitate coordination among the safety data stewards to improve the integration of transportation safety information systems in North Carolina.

Objective	*Performance Measure/Target*	*4/1/16-3/31/17**	*4/1/17-3/31/18**
Conduct a feasibility assessment of the value of and most effective means of sharing data across multiple systems within the data collection	Feasibility study report. *(Note: This is a project that will be addressed in the future, when all stewards are ready and*	Future effort	Future effort

process, such as crash and citation, for consistency and accuracy of data.	*funding is available to support the study.)*		
Explore the value and the feasibility of developing a centralized database for warning tickets that would be available to law enforcement officers and other stakeholders, such as researchers, in the road safety community.	Feasibility study report. *(Note: This is a low priority issue based on recent discussions with NHTSA and will be discussed at a later time.)*	Recommendation to eliminate this objective since it is not part of the 2017 assessment. The TRCC membership has previously noted that 1) this is a low priority item – no funds to implement such a system, and 2) uncertainty of the value of such a system. Using the new 2017 assessment, we can now remove this objective.	Decided not to do it.
Conduct demonstration projects to illustrate the feasibility and value of data integration.	Data Linkage Project and Repeat Offenders Project.	Ongoing	In progress

Citation/Adjudication Systems

Goal – Maintain and update North Carolina AOC databases and oversee the proper movement of court information and data, while centralizing information and creating citation/sharing procedures for the citation and adjudication records.

Objective	*Performance Measure/Target*	*4/1/16-3/31/17**	*4/1/17-3/31/18**
Continue to improve electronic citation audit procedures and implement the most promising improvements to ensure citations are tracked from time of	Implementation of a tracking system for unused citations.	Software upgrade completed, improving the stability and tracking of citation issuance to include passed/failed citation transmissions.	Based on user feedback the previous software grade system stability has improved and fewer instances of “lost” citations reported. No relevant effort currently

issuance to disposition of citations.			underway for tracking unused citations.
Continue to improve the electronic citation submission statewide.	Length of time for citations to be received at AOC.	87.63% received within 3 days	88.33% received within 3 days
Increase data capture surrounding the case management of DWI charges and convictions to aide in the analysis and tracking of these cases.	Number of DWI data element fields added to the file.	Four reports were reviewed by NCAOC and judicial officials. Next steps have not been defined.	Next steps have not been defined.
Provide an interface between eCitation and NCAWARE for the most frequent arrestable offenses to reduce duplicate data entry.	Percent reduction in number of cases for which there is duplicate data entry.	In progress	eCitation and NCWARE Interface project is near completion. Target implementation date set for Summer 2018.
Capture and store large video as evidence in a secure location in data center.	Expand discovery automation system to handle remote blob storage.	Partially implemented (25% of the prosecutorial districts implemented; project on hold due to prioritization and resource allocation).	Future effort
Paperless process in court room with workflow between district attorney, judges and clerks.	Design and develop automated workflow process for citation in the courtroom.	Future effort	The NCAOC has begun the RFP process for an Integrated Case Management System. A vendor contract award is targeted for 1Q19.

Injury Surveillance Systems

Goal – Evaluate the need for and feasibility of a Statewide Surveillance Injury System.

Objective	*Performance Measure/Target*	*4/1/16-3/31/17**	*4/1/17-3/31/18**
Conduct a demonstration project that links injury surveillance data with crash data to identify issues associated with linkage.	Identification of a project with defined objectives that requires linking injury surveillance data and crash data.	Developed into a strategic planning project for statewide data linkage. Stakeholder planning meeting held 4-6-2017. Follow up meeting planned September 2017, smaller work group meetings planned in between.	Continuing the data linkage project to connect crash data and health data. Held second strategic planning meeting in December 2017
	Development of a work plan for the demonstration project.	Ongoing	Add demonstration projects to go deep within the health data to help identify costs.
	Demonstration project report.	Final report for the Wake County Demonstration project submitted in September 2016.	Determine what elements are needed to create a sustainable system. Utilizing NHTSA GoTeam as barriers are identified. Working with UNC Trauma Registry Data.
Meet with key stakeholders to improve interfaces across the health care databases (EMS, Emergency Department, Hospital Discharge, Trauma Registry, Vital Records) and examine	Develop process flow diagrams, data dictionaries, policies and procedures, data quality guidelines, annual reporting from the medical data systems to TRCC, and explore the	Initial stakeholders meeting conducted in 2017 as part of the Data Linkage project. Further efforts to be defined in the coming year.	Ongoing meetings to continue to refine the linkage.

transportation injury data.	collection of rehabilitation data.

Roadway Information Systems

Goal – Continue to maintain and expand an up-to-date statewide inventory of all North Carolina roadways that allows the State to track roadway changes and improvements and permits enhanced safety analysis.

Objective	*Performance Measure/Target*	*4/1/16-3/31/17**	*4/1/17-3/31/18**
Improve the interoperability and linkage between the linear referencing system, road characteristics data, and the crash data system (TEAAS).	Successful implementation of a distributed ownership model for capturing and maintaining roadway data elements.	ROME completed. Integration in progress.	Integration with various business units is ongoing.
	Ability of external customers to add or edit data to the primary roadway characteristics file.	Future effort	Future effort
	Ability to integrate crashes from non-system roadways into the statewide LRS.		Project underway to provide functionality to link crashes on non-system roads to LRS non-system roads for spatial display purposes.
Conduct a feasibility assessment of the development of supplemental roadway files that may be used in safety analysis. (*Examples include horizontal curves and grades.)*	Feasibility report that includes priorities for the development of supplemental files.	Currently collecting information for primary highways. Looking to expand to include additional state-maintained roads.	Collecting data for all state-maintained roadways.
Explore the feasibility of	Feasibility report.	Pilot project underway.	Pilot project complete

an intersection database (in support of FHWA Fundamental Data Elements (FDE)).		Estimated completion December 2017.	2017 for rural, stop controlled intersections. Currently exploring options for the development of an enterprise level intersection database.
Improve data quality control for roadway data elements.	Investigate what data quality control measures are in place currently.	Explore further with NCDOT during fall 2017 TRCC committee meeting.	Ongoing

Driver Information Systems

Goal – Continue to maintain and update the North Carolina driver license record data to be used in road safety studies and statistical analysis and to track all North Carolina drivers and their driving records according to North Carolina law.

Objective	*Performance Measure/Target*	*4/1/16-3/31/17**	*4/1/17-3/31/18**
Provide online a basic summary of the number of licensed North Carolina drivers, which includes their age, race, sex and county of residence. *(Note: the publication should include motorcycle endorsements, commercial licenses and learner's permits.)*	Annual online publication as part of NC Crash Facts.	Find out more information about access to this data during the mini-assessment meeting(s).	Ongoing
Hold mini-assessment meeting(s) with key individuals in driver license sections to address the issues of the data dictionary and improve data quality control.	Improve communication efforts and obtain a better understanding of what data documentation, data information flow charts, purging record procedures and data quality control routines are available. Develop	Future effort	In progress: data dictionary

	summary reports on each of these topics.		

Vehicle Information Systems

Goal – Continue to maintain and update all North Carolina vehicle registration record data for the state to be used in road safety studies and statistical analysis and to insure all vehicles are properly licensed according to the laws of NC.

Objective	*Performance Measure/Target*	*4/1/16-3/31/17**	*4/1/17-3/31/18**
Publish a summary of the number of NC registered vehicles – by type of vehicle and county.	Annual publication as part of NC Crash Facts.	Completed	Completed 2017
Hold a mini-assessment meeting(s) with key individuals in vehicle registration information systems to address the issue of data quality control.	Improve communication efforts and obtain a better understanding of the information available in the Vehicle Data System, data quality control procedures, validation of VINs, vehicle data information flow diagrams, and vehicle record purging procedures. Develop summary reports on each topic.	Future effort	Key individuals with vehicle registration systems are participating in the NC TRCC.

Submit the planned activities, at the level of detail required under § 1300.11(d), that implement recommendations.

***Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure Strategy
NC GHSP 5	Data Improvement	Improves accessibility of a core highway safety database
NC GHSP 9	Program Management	Not Applicable-No Countermeasure

Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.

Responses to the 2017 NC TR Assessment Overall Recommendations:

As taken from the 2017 NC TR Assessment published on May 5, 2017 on pages 4-5, North Carolina should address the recommendations below by implementing changes to improve the ratings for the assessment questions in those section modules with lower than average scores. North Carolina can also apply for a NHTSA Traffic Records GO Team, for targeted technical assistance. Here are the 2018 responses to the current overall TR Assessment recommendations:

Crash Recommendations

Recommendation	Addressed	Not Addressed
Improve the procedures/process flows for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory	NC DMV and DOT have process flow checks in place for the Crash data being submitted by NC LE. Errors and consistency are monitored as noted in the Advisory.	NC DOT and NC DMV are both working on additional improvements to comply better with this recommendation. See pages 27-32 of the 2018 Plan.
Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	NC DOT has met regularly with independent vendors helping submit NC Crash data with specific LE agencies to improve the interface procedure for NC Crash data as noted in the Advisory.	NC DOT and NC DMV are both working on additional improvements to comply better with this recommendation. See pages 27-32 of the 2018 Plan.
Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	Procedures are in place addressing the Crash data quality and error rates are monitored as noted in Advisory.	NC DOT and NC DMV are both working on additional improvements to comply better with this recommendation. See pages 27-32 of the 2018 Plan.

Vehicle Recommendations

Recommendation	Addressed	Not Addressed
Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	For now, this is a future effort.	Agency has data quality control procedures for the vehicle registration data but has not yet provided documentation consistent with the Advisory best practices. The TRCC has only

		recently added vehicle registration agency representatives to assist with this recommendation. See pages 37-38 of the 2018 Plan.

Driver Recommendations

Recommendation	Addressed	Not Addressed
Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	For now, this is a future effort.	Agency has data quality control procedures for the Driver License data but has not yet provided documentation consistent with the Advisory best practices. The TRCC has only recently added driver license agency representatives to assist with this recommendation. See page 37 of the 2018 Plan.
Improve the data dictionary for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	For now, this is a future effort.	Agency has an informal data dictionary but has not yet provided a formal data dictionary consistent with the Advisory best practices. The TRCC has only recently added Driver License agency representatives to assist with this recommendation. See page 37 of the 2018 Plan.
Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	For now, this is a future effort.	Agency has data quality control system parts in place for the Driver License data but has not yet provided formal documentation consistent with the Advisory best practices. The TRCC has only recently added Driver License agency representatives to assist with this recommendation. See page 37 of the 2018 Plan.

Roadway Recommendations

Recommendation	Addressed	Not Addressed
Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.	For now, this is an ongoing effort.	Agency has data quality control system parts in place for the Roadway System data but has not yet provided formal documentation consistent with the Advisory best practices. The agency has been working on improving the quality control procedures for their Roadway data. See pages 35-36 of the 2018 Plan.

Citation / Adjudication Recommendations

Recommendation	Addressed	Not Addressed
Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	For now, this is an ongoing effort.	Agency has interfaces for the Citation and Adjudication systems but has not yet provided formal documentation consistent with the Advisory best practices. The agency has been working on improving the interfaces for the Citation and Adjudication systems. See pages 33-34 of the 2018 Plan.
Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	For now, this is an ongoing effort.	Agency has data quality control system parts in place for the Citation and Adjudication systems but has not yet provided formal documentation consistent with the Advisory best practices. The agency has been working on improving the quality control procedures for their Citation and Adjudication systems. See pages 33-34 of the 2018 Plan.

EMS / Injury Surveillance Recommendations

Recommendation	Addressed	Not Addressed
Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	For now, this is an ongoing effort.	Agency has interfaces for all the Injury Surveillance systems but has not yet provided formal documentation consistent with the Advisory best practices. The agency has been working on improving the interfaces for all the Injury Surveillance data systems. See pages 34-35 of the 2018 Plan.
Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.	For now, this is an ongoing effort.	Agency has data quality control system parts in place for all the Injury Surveillance data systems but has not yet provided formal documentation consistent with the Advisory best practices. The agency has been working on improving the quality control procedures for all their Injury Surveillance data systems. See pages 34-35 of the 2018 Plan.

The considerations for the NC agencies for the above areas not addressing the overall recommendations as noted in the most recent five-year 2017 NC TR Assessment Report can be summarized as being **not** addressed due to the following reasons:

1. The issue is currently not a priority to the NC agency at this time.
2. The NC agency presently does not have the necessary personnel and financial resources to address the issue. A NHTSA GoTeam or 405(c) grant has not yet been requested.
3. The NC agency has prioritized other issues which must be addressed and/or completed as directed by the senior administration of the NC agency and/ or as mandated by the NC legislature.
4. NC agency changes in personnel have affected addressing some issues. The changes include retirements, new administrators or directors have been appointed, and changes in personnel within the NC TRCC.

Quantitative improvement

Enter a direct copy of the section of the State traffic records strategic plan that describes specific, quantifiable and measurable improvements, as described in 23 C.F.R. 1300.22(b)(3), that are anticipated in the State's core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases. Specifically, the State must demonstrate quantitative improvement in the data attribute of accuracy, completeness, timeliness, uniformity, accessibility or integration of a core database by providing a written description of the performance measures that clearly identifies which performance attribute for which core database the State is relying on to demonstrate progress using the methodology set forth in the "Model Performance Measures for State Traffic Records Systems" (DOT HS 811 441), as updated.

2018 Strategic Plan

Overview

In 2018, the NC TRCC began the process of updating the 2017 Strategic Plan. The UNC Highway Safety Research Center (HSRC) worked with NC GHSP and NCDOT to review relevant materials, gather input from key agencies, and develop a plan to guide improvements to be made in traffic safety information systems over the next five years. Agencies who participated in the development of this plan included:

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Gathering input for the plan began with the initial task of reviewing the following documents:

- *North Carolina Traffic Safety Information Systems Strategic Plan, 2017.* This plan became the benchmark for progress with respect to improvements made over the past year.
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- *North Carolina Governor's Highway Safety Program FY 2017 Highway Safety Plan*. This plan was reviewed for specific recommendations related to traffic safety information systems and for data-related recommendations related to targeted safety strategies.

The primary source of input to the plan was a strategic planning session with representatives from the agencies listed above. This session was used to review goals and objectives and monitor progress toward performance measures, which were set last year.

The plan in this current form, first developed in 2010, was intended to address improvements in traffic safety information systems over five years. However, the plan was and will continue to be reviewed on an annual cycle and modified as necessary to ensure that progress is being made in each of the areas and that new objectives are added to address changes in the state and take advantage of improvements that may lead to better systems. In other words, this is a dynamic plan.

Vision and Mission

Vision

To improve safety by significantly reducing the number of fatalities and injuries to the citizens and visitors of our state.

Mission

Provide the leadership to establish and maintain a level of coordination, communication and cooperation between agencies and stakeholders to maximize utilization and improve functionality, data accuracy, timeliness and linkages, and to advance electronic data collection, protect privacy, minimize redundancies in traffic records systems and better accomplish individual agencies' goals.

Goals and Objectives

Goals are established for the NC TRCC as an entity and for each of the six primary data systems that are required for addressing traffic safety in the state. For each of these seven goals, specific objectives, and performance measures were developed that represent the priorities for each group/system.

Traffic Records Coordinating Committee

Goal – Provide direction and facilitate coordination among the safety data stewards and stakeholders to improve the transportation safety information systems in North Carolina.

**Note: The official annual performance period for measuring performance is April to March each year. However, some of the activities described in this section include items undertaken or completed in May or June, as the final plan is delivered at the end of June each year.*

Objective	*Performance Measure/Target*	*4/1/16-3/31/17**	*4/1/17-3/31/18**
Ensure that the membership of the TRCC consists of all key stakeholders, including the owners, stewards and users of the data in NC.	An annual review of stakeholders and expansion of the TRCC membership as necessary.	Discuss DMV membership with current DMV representative to determine if additional expertise is needed on TRCC committee.	Ongoing. Annual review has been conducted. Seeking additional members as gaps identified.
In collaboration with the NC GHSP, review and improve upon the protocol used in the identification and prioritization of projects.	Annual review and improvement upon the project identification and prioritization process. *(Note: Schedule for the approved protocol will need to align with the GHSP proposal process.)*	Ongoing (related to measure below)	Ongoing. Formal project identification form has been created.
	A set of guidelines created for use in identifying and prioritizing projects.	Ongoing. Plans for the October 2017 TRCC include reviewing this item.	Ongoing. Process will be finalized at the next TRCC meeting

	A prioritized list of recommended projects provided to NC GHSP and other funding sources and agencies that align with the specific objectives of the Strategic Plan.	Ongoing (will be done following the guideline development noted above)	Ongoing
Monitor and measure progress on existing goals and objectives.	Annual update of TRCC Strategic Plan.	Completed	Completed
	Periodic review of ongoing projects, focusing on progress toward meeting performance measures outlined in the strategic plan.	Completed	Completed
	Feedback to NC ECHS to report on progress made and new strategies proposed by the TRCC.	As needed for specific purposes or when requested (will ask to be on agenda for fall 2017 meeting)	Updates provided at quarterly NC ECHS meetings.
	Review NHTSA recommendations for TRCC activities to align our goals with the assessment document focus questions.	2017 assessment (received mid-May 2017) being reviewed by all stakeholders to find future opportunities for information systems improvements.	Ongoing
Identify gaps in the current traffic records systems and explore new solutions.	Establishment and revision of goals and objectives as part of development of the next strategic plan. (*Note: Explore external funding opportunities. Examples*	Completed (May 2017)	Completed (June 2018)

	include: 405C, NC ECHS, FHWA, NHTSA, CDC).		
Explore the value and feasibility of capturing detailed lat/long location information for citations, crashes and asset management (results have implications for multiple data systems).	Feasibility study report.	Future effort, pending availability of resources.	Future effort, pending availability of resources. Collecting lat/long information for severe injury crashes from ITRE.
Share NC achievements and best practices in traffic safety information systems with other states.	Participation in regional and national conferences and peer-to-peer exchanges.	Held stakeholders meeting in April 2017. Project moving forward with the NHTSA GoTeam effort.	Ongoing. Presentations were made in 2017 and will be made in 2018 at the Traffic Records forum.
		TRCC members plan to attend the Traffic Records Forum in New Orleans in August 2017, present on activities in NC.	Several TRCC members attended the 2017 Traffic Records forum and plan to attend 2018.
			Division of Public Health collaborated with CDC Injury Center sharing traffic records with health data.
			Ongoing NHTSA GoTeam effort to improve injury surveillance data system.
			Peer exchange in Louisiana related to state safety data systems

			(specifically regarding roadway system).
Monitor and evaluate the achievements and best practices in traffic safety information systems in other states for potential implementation in NC.	Participation in peer-to-peer exchanges.	Continued involvement and attendance at Traffic Records Forum in Baltimore, MD (August 2016). NC is a HSIS state and has an annual peer exchange on traffic record topics	Ongoing NHTSA GoTeam effort to improve injury surveillance data system. Peer exchange in Louisiana related to state safety data systems (specifically regarding roadway system).
	Review of promising strategies from other states, or items shared w/ other states, and sharing back with group.	Ongoing	Evaluating other state's electronic crash reporting methodologies (Possible XML based pdf form).
	Monitor USDOT/other state's TRCCs for ideas for consideration.	Ongoing	Continued involvement and attendance at Traffic Records Forum in New Orleans (August 2017). NC is a HSIS state and has an annual peer exchange on traffic record topics.
Ensure that state highway safety plans include traffic safety information systems as a major component.	Review of NC State Highway Safety Plan (SHSP).	2016 plans were completed and submitted.	Next update will be in 2019.
	Review of Highway Safety Improvement Plan (HSIP).	Completed (2016)	HSIP 2017 plans were completed and submitted.

	Review of NC Highway Safety Plan (HSP).	Completed (2017)	Completed (HSP 2018).

Crash Information Systems

Goal – Maintain the crash data system and expand the capabilities of the system to allow the state to use this data to track crash injury/fatality experience for use in court cases, safety improvement studies, and evaluating State driving statutes.

Objective	*Performance Measure/Target*	*4/1/16-3/31/17**	*4/1/17-3/31/18**
Continue to enhance and expand electronic crash reporting by all enforcement agencies in the State.	Number or percentage of law enforcement agencies submitting to the electronic crash reporting system (minimum of 50% electronic submissions).	23.33%	25.81%
	Number or percentage of reported crashes submitted via the electronic crash reporting system.	72.67%	74.30%
	Integration and use of additional features or options for crash reporting. *(Example: geo-locating using an XML based pdf from.)*	Conduct an assessment of agency reporting practices to determine who is taking advantages of additional crash reporting features. *Note: City of Raleigh has been collecting x and y coordinates since 2012.	
Continue to communicate data collection and data submission protocols and business rules with third-party software vendors of electronic crash submission products to	Periodic meetings with third-party vendors to share business rules and communicate changes.	Biweekly meeting conducted by NCDMV.	Continuing biweekly meetings.

keep them apprised of changes in the North Carolina crash data systems that need to be accommodated in their software applications.			
	Periodic review and validation of third-party vendors' compliance capabilities.	Initial tests by NCDMV, but no period review yet.	
	Initial review and validation for new third-party vendors.	Currently 4 vendors in place (0 new vendors in progress).	Currently 4 vendors in place (1 new vendor in progress).
Explore the feasibility of LEA-level metrics for improving crash reporting.	Feasibility study on the potential range and use of LEA-specific metrics. *(Note: Report on types of errors made and time period for reporting, compared to peers)* *Next: Review and see if it can be enhanced or built upon in the future/broadened to include quality.*	Published crash data submission performance and LEA-specific assessments in LEA newsletter as a means of providing peer agency performance results.	Ongoing
Continue to enhance the integration of crash data systems.	Continuing to correct CRS records on the basis of analysis of TEAAS data.	When error is identified.	Ongoing
	Periodic review of the integration process between the traffic safety unit and DMV.	Monthly meetings to resolve any issues.	Ongoing

Ensure that crash data continue to be submitted accurately and in a timely manner to the CRS.	Average lapsed time between the time of the crash and the time of the submission.	27.56 days (print submissions) 4.01 days (electronic submissions)	29.89 days (print submissions) 4.26 days (electronic submissions)
	Percentage of crash reports submitted within 10 days. (GS 20-166.1 indicates that a law enforcement agency who receives an accident report must forward it to the NCDMV within 10 days after receiving the report.)	68.60%	71.98%
Ensure that crash data continue to be accurately recorded and reported to the CRS.	The percentage of rejected crash reports. (Note: no reports are accepted to the CRS until the errors in mandated data elements are corrected.)	3.66% (electronic submission only)	3.75% (electronic submission only)
	Periodic summary of crash report rejection reasons.		Periodic summary of rejections provided.
	Periodic review of business rules to target inaccurate fields.	Future effort to be revisited in conjunction with the development of the new crash system.	Identify new business rules with new form design.
Ensure that crash data continues to be recorded as completely as possible.	Percentage of reports that have no missing critical data elements. *(Note: Must define critical elements; see notes under prior objective.)*	All critical data elements are required for electronically submitted reports by business rules.	Completed MMUCC 5 assessment of crash variables (February 2018).

	Periodic review of business rules to address completeness.	Ongoing	Ongoing
	Feedback to LEAs with respect to their data quality.	Ongoing and covered in monthly meetings.	Ongoing, bi-weekly calls.
	Year-to-year comparison of the number of reports received to review for possible missing data.	Ongoing	Ongoing
Ensure that crash data is recorded uniformly.	Percentage of data elements that are MMUCC compliant.	*Note: Personal injury variable definitions have been changed to NHTSA standards.	MMUCC Analysis was completed in 2018. MMUCC Mapping Score 67.7%
	Year-to-year comparison of reportable vs. non-reportable crashes by LEAs.	75.34% reportable 24.66% non-reportable	75.33% reportable 24.67% non-reportable
Ensure that the crash data are accessible to key stakeholders.	Annual survey of crash data accessibility by stakeholder groups, including internal users within the NCDOT and external users such as other state agencies and universities.	New Department of Information Technology rules and protocols requires review of this objective in the coming year, as IT within all state agencies is in a state of transition.	DMV is working with stakeholders as data needs arise. ITRE has received a snapshot of data back to 2000. UNC HSRC received a snapshot of data from 1991 – 1999 for a specific project they are working on.
	Potential workshop with stakeholders including IT to discuss accessibility issues.	Future effort (same as above).	Still a future effort.

		*Note: Sanitized crash data set that can be supplied to outside users.	Sanitized crash data has been completed.
Enhance law enforcement training that will result in more complete and accurate crash reporting.	Review of alternative training methods, including distance learning and blended training options, and methods used in other fields. *(Note: EMS as an example.)*	Ongoing	Ongoing
	Number of law enforcement officers who receive training, including a breakdown of standard and more extensive training.	Trained 79 law enforcement train-the-trainer officers between April 1, 2016 and March 31, 2017.	Trained 109 law enforcement train-the-trainer officers between April 1, 2017 and March 31, 2018.
	Review of the current Basic Law Enforcement Training.	Currently being updated for North Carolina training and standards. Traffic Crash rollout approximately 2018.	Coming January 2019. Does not address electronic reporting.
Explore the feasibility of creating a statewide streamlined or “limited” data entry protocol for non-injury crashes within the electronic crash reporting system at the time the DMV349 is updated.	Review of the implications on the CRS database.	Future effort (when new forms are developed that include data element/attribute changes)	Future effort
	Review of the implications on safety analysis and decision making.	Future effort (same as above)	Future effort

	Note: The issues addressed should include data acquisition, compliance with NHTSA data guidance (e.g., MMUCC), legal considerations, and possible degradation in the information being captured in the crash report.		
Develop standards for reporting location information.	Publication of spatial location reporting standards available to third-party vendors for ECRS.	Ongoing	Ongoing
	Determine the best method of implementing electronic crash reporting by all LEAs statewide.	To be discussed further in fall 2017 TRCC meeting to determine how this will be addressed.	Meetings held in Fall 2017. Progress discussed. Do away with paper pads and move toward electronic crash collection.

Data Use & Integration

Goal - Provide direction and facilitate coordination among the safety data stewards to improve the integration of transportation safety information systems in North Carolina.

Objective	*Performance Measure/Target*	*4/1/16-3/31/17**	*4/1/17-3/31/18**
Conduct a feasibility assessment of the value of and most effective means of sharing data across multiple systems within the data collection	Feasibility study report. *(Note: This is a project that will be addressed in the future, when all stewards are ready and*	Future effort	Future effort

process, such as crash and citation, for consistency and accuracy of data.	*funding is available to support the study.)*		
Explore the value and the feasibility of developing a centralized database for warning tickets that would be available to law enforcement officers and other stakeholders, such as researchers, in the road safety community.	Feasibility study report. *(Note: This is a low priority issue based on recent discussions with NHTSA and will be discussed at a later time.)*	Recommendation to eliminate this objective since it is not part of the 2017 assessment. The TRCC membership has previously noted that 1) this is a low priority item – no funds to implement such a system, and 2) uncertainty of the value of such a system. Using the new 2017 assessment, we can now remove this objective.	Decided not to do it.
Conduct demonstration projects to illustrate the feasibility and value of data integration.	Data Linkage Project and Repeat Offenders Project.	Ongoing	In progress

Citation/Adjudication Systems

Goal – Maintain and update North Carolina AOC databases and oversee the proper movement of court information and data, while centralizing information and creating citation/sharing procedures for the citation and adjudication records.

Objective	*Performance Measure/Target*	*4/1/16-3/31/17**	*4/1/17-3/31/18**
Continue to improve electronic citation audit procedures and implement the most promising improvements to ensure citations are tracked from time of	Implementation of a tracking system for unused citations.	Software upgrade completed, improving the stability and tracking of citation issuance to include passed/failed citation transmissions.	Based on user feedback the previous software grade system stability has improved and fewer instances of “lost” citations reported. No relevant effort currently

issuance to disposition of citations.			underway for tracking unused citations.
Continue to improve the electronic citation submission statewide.	Length of time for citations to be received at AOC.	87.63% received within 3 days	88.33% received within 3 days
Increase data capture surrounding the case management of DWI charges and convictions to aide in the analysis and tracking of these cases.	Number of DWI data element fields added to the file.	Four reports were reviewed by NCAOC and judicial officials. Next steps have not been defined.	Next steps have not been defined.
Provide an interface between eCitation and NCAWARE for the most frequent arrestable offenses to reduce duplicate data entry.	Percent reduction in number of cases for which there is duplicate data entry.	In progress	eCitation and NCWARE Interface project is near completion. Target implementation date set for Summer 2018.
Capture and store large video as evidence in a secure location in data center.	Expand discovery automation system to handle remote blob storage.	Partially implemented (25% of the prosecutorial districts implemented; project on hold due to prioritization and resource allocation).	Future effort
Paperless process in court room with workflow between district attorney, judges and clerks.	Design and develop automated workflow process for citation in the courtroom.	Future effort	The NCAOC has begun the RFP process for an Integrated Case Management System. A vendor contract award is targeted for 1Q19.

Injury Surveillance Systems

Goal – Evaluate the need for and feasibility of a Statewide Surveillance Injury System.

Objective	*Performance Measure/Target*	*4/1/16-3/31/17**	*4/1/17-3/31/18**
Conduct a demonstration project that links injury surveillance data with crash data to identify issues associated with linkage.	Identification of a project with defined objectives that requires linking injury surveillance data and crash data.	Developed into a strategic planning project for statewide data linkage. Stakeholder planning meeting held 4-6-2017. Follow up meeting planned September 2017, smaller work group meetings planned in between.	Continuing the data linkage project to connect crash data and health data. Held second strategic planning meeting in December 2017
	Development of a work plan for the demonstration project.	Ongoing	Add demonstration projects to go deep within the health data to help identify costs.
	Demonstration project report.	Final report for the Wake County Demonstration project submitted in September 2016.	Determine what elements are needed to create a sustainable system. Utilizing NHTSA GoTeam as barriers are identified. Working with UNC Trauma Registry Data.
Meet with key stakeholders to improve interfaces across the health care databases (EMS, Emergency Department, Hospital Discharge, Trauma Registry, Vital Records) and examine	Develop process flow diagrams, data dictionaries, policies and procedures, data quality guidelines, annual reporting from the medical data systems to TRCC, and explore the	Initial stakeholders meeting conducted in 2017 as part of the Data Linkage project. Further efforts to be defined in the coming year.	Ongoing meetings to continue to refine the linkage.

transportation injury data.	collection of rehabilitation data.		

Roadway Information Systems

Goal – Continue to maintain and expand an up-to-date statewide inventory of all North Carolina roadways that allows the State to track roadway changes and improvements and permits enhanced safety analysis.

Objective	*Performance Measure/Target*	*4/1/16-3/31/17**	*4/1/17-3/31/18**
Improve the interoperability and linkage between the linear referencing system, road characteristics data, and the crash data system (TEAAS).	Successful implementation of a distributed ownership model for capturing and maintaining roadway data elements.	ROME completed. Integration in progress.	Integration with various business units is ongoing.
	Ability of external customers to add or edit data to the primary roadway characteristics file.	Future effort	Future effort
	Ability to integrate crashes from non-system roadways into the statewide LRS.		Project underway to provide functionality to link crashes on non-system roads to LRS non-system roads for spatial display purposes.
Conduct a feasibility assessment of the development of supplemental roadway files that may be used in safety analysis. (*Examples include horizontal curves and grades.)*	Feasibility report that includes priorities for the development of supplemental files.	Currently collecting information for primary highways. Looking to expand to include additional state-maintained roads.	Collecting data for all state-maintained roadways.
Explore the feasibility of	Feasibility report.	Pilot project underway.	Pilot project complete

an intersection database (in support of FHWA Fundamental Data Elements (FDE)).		Estimated completion December 2017.	2017 for rural, stop controlled intersections. Currently exploring options for the development of an enterprise level intersection database.
Improve data quality control for roadway data elements.	Investigate what data quality control measures are in place currently.	Explore further with NCDOT during fall 2017 TRCC committee meeting.	Ongoing

Driver Information Systems

Goal – Continue to maintain and update the North Carolina driver license record data to be used in road safety studies and statistical analysis and to track all North Carolina drivers and their driving records according to North Carolina law.

Objective	*Performance Measure/Target*	*4/1/16-3/31/17**	*4/1/17-3/31/18**
Provide online a basic summary of the number of licensed North Carolina drivers, which includes their age, race, sex and county of residence. *(Note: the publication should include motorcycle endorsements, commercial licenses and learner's permits.)*	Annual online publication as part of NC Crash Facts.	Find out more information about access to this data during the mini-assessment meeting(s).	Ongoing
Hold mini-assessment meeting(s) with key individuals in driver license sections to address the issues of the data dictionary and improve data quality control.	Improve communication efforts and obtain a better understanding of what data documentation, data information flow charts, purging record procedures and data quality control routines are available. Develop	Future effort	In progress: data dictionary

	summary reports on each of these topics.		

Vehicle Information Systems

Goal – Continue to maintain and update all North Carolina vehicle registration record data for the state to be used in road safety studies and statistical analysis and to insure all vehicles are properly licensed according to the laws of NC.

Objective	*Performance Measure/Target*	*4/1/16-3/31/17**	*4/1/17-3/31/18**
Publish a summary of the number of NC registered vehicles – by type of vehicle and county.	Annual publication as part of NC Crash Facts.	Completed	Completed 2017
Hold a mini-assessment meeting(s) with key individuals in vehicle registration information systems to address the issue of data quality control.	Improve communication efforts and obtain a better understanding of the information available in the Vehicle Data System, data quality control procedures, validation of VINs, vehicle data information flow diagrams, and vehicle record purging procedures. Develop summary reports on each topic.	Future effort	Key individuals with vehicle registration systems are participating in the NC TRCC.

Upload supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.

Documents Uploaded

405c Progress reports FY2018.pdf

State highway safety data and traffic records system assessment

Enter the date of the assessment of the State's highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date and that complies with the procedures and methodologies outlined in

NHTSA's "Traffic Records Highway Safety Program Advisory" (DOT HS 811 644), as updated.

Date of Assessment: 5/5/2017

Requirement for maintenance of effort

ASSURANCE: The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

10 405(d) Impaired Driving Countermeasure Grant

Impaired driving assurances

Impaired driving qualification - Mid-Range State

ASSURANCE: The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

ASSURANCE: The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

Authority to operate

Enter a direct copy of the section of the statewide impaired driving plan that describes the authority and basis for the operation of the Statewide impaired driving task force, including the process used to develop and approve the plan and date of approval.

INTRODUCTION

This FY2018 Impaired Driving Plan was developed by the North Carolina Statewide Impaired Driving Task Force. The purpose of the Plan is to provide a comprehensive strategy for preventing and reducing alcohol-impaired driving. The Plan provides data on the impaired driving problem in North Carolina, documents ongoing initiatives to address various aspects of the problem, and discusses potential new strategies. This Plan is provided to the National Highway Traffic Safety Administration (NHTSA) in response to the grant requirements of Title 23, Section 405(d).

About the Statewide Impaired Driving Task Force

The Statewide Impaired Driving Task Force was established pursuant to an executive order. The North Carolina Governor's Highway Safety Program (GHSP) initially worked with the Office of the Governor to develop the Statewide Impaired Driving Task Force. The Task Force was initially convened in August 2013 to discuss the impaired driving issues in the State, the challenges that need to be addressed, ongoing and planned initiatives, and potential new strategies for further consideration. The Task Force was expanded during 2014 to include additional expertise from many of the agencies already represented, increased representation for all geographic areas of the State, and advocacy and non-profit groups whose missions include addressing impaired driving.

Due to a change in executive leadership, the makeup and operation of the Task Force was modified. The Task Force membership currently includes a few core members from the original Task Force as well as several key new members. The current members were selected under the authority of the Governor's Representative, who serves as the chair. The plan is to once again expand the membership to include individuals from a variety of backgrounds and disciplines in order that many different perspectives and experiences are represented. The Task Force exists to review North Carolina data, laws, regulations, and programs and develop a statewide impaired driving plan to provide a comprehensive strategy for preventing and reducing impaired driving behavior. The current membership and their affiliations are included in the Appendix.

The five original subcommittees of the DWI Task Force and their assigned duties were as follows:

 Prevention & Education – Review current programs aimed at education of population about dangers of impaired driving and programs aimed at prevention of impaired driving. Suggest ways to improve these programs or new approaches and how to implement them.

 Deterrence/Enforcement – Review current methods for discouraging impaired driving, identifying the impaired and revoked driver, and processing drivers arrested for impaired driving. Suggest methods for making the process more effective and efficient (from stop to initial appearance).

 Adjudication – Review the current process from the initial appearance through sentencing of an impaired driver. Suggest methods for making the process more efficient including changes in the law and process.

 Post-conviction & Treatment – Review current treatment and monitoring programs for convicted offenders, including treatment courts. Suggest methods to ensure that offenders complete treatment and/or sanctions and treatment resource needs to reduce recidivism.

 System Overview – Review current driver licensing and control, alcoholic beverage control, and impaired substance controls and how the effectiveness of the current approach to DWI can be evaluated, including resource needs. Suggest changes to licensing of drivers, registration of vehicles, sale of alcohol and other impairing substances, changes to funding to increase resources, and how the effectiveness of the system can be better evaluated.

North Carolina previously submitted an Impaired Driving Plan on August 29, 2013. *The FY2018 Impaired Driving Plan represents an updated and most current version of the Impaired Driving Plan.* The reorganized Impaired Driving Task Force held a webinar on May 31, 2017. The Task Force discussed and approved the revised DWI Plan for FY2018.

This Impaired Driving Plan begins with an overview of the alcohol-impaired driving problem in North Carolina. The subsequent sections of the Plan then correspond to the format prescribed in NHTSA Highway Safety Program Guideline No. 8.

Input the date that the Statewide impaired driving plan was approved by the State's task force.

Date impaired driving plan approved by task force: 5/31/2017

Task force member information

Enter a direct copy of the list in the statewide impaired driving plan that contains names, titles and organizations of all task force members, provided that the task force includes key stakeholders from the State highway safety agency, law enforcement and the criminal justice system (e.g., prosecution, adjudication, probation) and, as determined appropriate by the State, representatives from areas such as 24–7 sobriety programs, driver licensing, treatment and rehabilitation, ignition interlock programs, data and traffic records, public health and communication.

ATTACHMENT 1: STATEWIDE IMPAIRED DRIVING TASK MEMBERSHIP

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Name Sarah Garner

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Title Highway Safety Specialist

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Strategic plan details

Select whether the State will use a previously submitted Statewide impaired driving plan that was developed and approved within three years prior to the application due date.

Click link to view Highway Safety Guidelines No. 8

http://icsw.nhtsa.gov/nhtsa/whatsup/tea21/tea21programs/pages/ImpairedDriving.htm

Continue to use previously submitted plan

Yes

ASSURANCE: The State continues to use the previously submitted Statewide impaired driving plan.

11 405(f) Motorcyclist Safety Grant

Motorcycle safety information

To qualify for a Motorcyclist Safety Grant in a fiscal year, a State shall submit as part of its HSP documentation demonstrating compliance with at least two of the following criteria. Select application criteria from the list below to display the associated requirements.

Motorcycle rider training course	Yes
Motorcyclist awareness program	No
Reduction of fatalities and crashes	Yes
Impaired driving program	No
Reduction of impaired fatalities and accidents	No
Use of fees collected from motorcyclists	Yes

Motorcycle rider training course

Enter the name and organization of the head of the designated State authority over motorcyclist safety issues.

State authority agency:	North Carolina Department of Transportation, Division of Motor Vehicles
State authority name/title:	Torre Jessup, NCDMV Commissioner

Select the introductory rider curricula that has been approved by the designated State authority and adopted by the State.

Approved curricula:	(i) Motorcycle Safety Foundation Basic Rider Course

CERTIFICATION: The head of the designated State authority over motorcyclist safety issues has approved and the State has adopted the selected introductory rider curricula.

Enter a list of the counties or political subdivisions in the State where motorcycle rider training courses will be conducted during the fiscal year of the grant and the number of registered motorcycles in each such county or political subdivision according to official State motor vehicle records, provided the State must offer at least one motorcycle rider training course in counties or political subdivisions that collectively account for a majority of the State's registered motorcycles.

County or Political Subdivision	Number of registered motorcycles
Alamance	3087

Brunswick	3059
Buncombe	5710
Cabarrus	4177
Caldwell	2199
Carteret	1645
Catawba	4234
Craven	2381
Cumberland	6533
Davidson	4197
Durham	2869
Edgecombe	718
Forsyth	5846
Gaston	5079
Guilford	6607
Henderson	3025
Hertford	306
Iredell	4545
Johnston	4194
Lee	1153
Lenoir	810
Macon	951
McDowell	1279
Mecklenburg	10035
Moore	2309
Nash	1652
New Hanover	3083
Onslow	5085
Pasquotank	753
Pitt	2042
Randolph	3589
Robeson	2920
Rockingham	1924
Rowan	3464
Surry	1913
Union	4764
Vance	603
Wake	12591
Wayne	2224

Enter the total number of registered motorcycles in State.

195618

Reduction of fatalities and crashes involving motorcycles

Submit State data showing the total number of motor vehicle crashes involving motorcycles in the State for the most recent calendar year for which final State crash data are available, but data no older than three calendar years prior to the application due date.

Year reported	2016
Total # of motorcycle crashes	3668

Enter the total number of motorcycle registrations per Federal Highway Administration (FHWA) in the State for the year reported.

Number of motorcycle registrations per FHWA
195618

Submit State data showing the total number of motor vehicle crashes involving motorcycles in the State for the calendar year immediately prior to that calendar year of the most recent data submitted.

Immediately prior year	2015
Total number of motorcycle crashes previous year	3672

Enter the total number of motorcycle registrations per FHWA in the State for the year reported above.

Number of motorcycle registrations per FHWA previous year:	188922

Based on State crash data expressed as a function of 10,000 motorcycle registrations (using FHWA motorcycle registration data), experience at least a whole number reduction in the rate of crashes involving motorcycles. Positive number shows reduction.

Crash rate change	6.86

Enter the motorcyclist fatalities for the most recent calendar year for which final Fatality Analysis and Reporting System (FARS) data are available.

FARS year reported	2016
Total number of motorcycle fatalities	185

Enter the motorcyclist fatalities for the calendar year immediately prior to that calendar year of the most recent data submitted.

Immediately prior FARS year	2015
Total number of motorcycle fatalities previous year	192

Experience a reduction of at least one in the number of motorcyclist fatalities for the most recent calendar year for which final FARS data are available as compared to the final FARS data for the calendar year immediately prior to that year.

Fatality change	7

Enter a description of the State's methods for collecting and analyzing data.

The data reported in this section are for motorcycle crashes and fatalities in North Carolina during the years 2015-2016 (the most recent year for which FARS data are available). The data sources for this analysis:

- NCDOT Motor Vehicle Crash Data, 2015-2016
- FARS, 2015-2016
- FHWA registration data (https://www.fhwa.dot.gov/policyinformation/statistics.cfm)

Use of fees collected from motorcyclists for motorcycle programs

A State shall have a process under which all fees collected by the State from motorcyclists for the purposes of funding motorcycle training and safety programs are used for motorcycle training and safety programs. A State may qualify under this criterion as either a Law State or a Data State.

Use of fees criterion

Data State

To demonstrate compliance as a Data State, upload the following items in the in application documents section: data or documentation from official state records from the previous State fiscal year showing that all fees collected by the State from motorcyclists for the purposes of funding motorcycle training and safety programs were, in fact, used for motorcycle training and safety programs. Such data or documentation shall show that revenues collected for the purposes of funding motorcycle training and safety programs were placed into a distinct account and expended only for motorcycle training and safety programs.

Documents Uploaded

405(f) Motorcyclist Safety Grant GS_20-87_PassengerVehicleRegistrationFees.pdf

405(f) Motorcyclist Safety Grant Budget - NCCCS 2-34 2017-2018.pdf

Funds Transfered for Motorcycle Training FY2016 through FY2018.pdf

12 Certifications, Assurances, and Highway Safety Plan PDFs

Documents Uploaded

NC GHSP FY19 Certifications and Assurances.pdf