



# North Carolina Governor's Highway Safety Program FY2015 Annual Report

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STATE OF NORTH CAROLINA

**SECRETARY NICK TENNYSON**  
NORTH CAROLINA DEPARTMENT OF TRANSPORTATION

**DIRECTOR DON NAIL**  
GOVERNOR'S HIGHWAY SAFETY PROGRAM



Cover photo: Sun setting over Charlotte, North Carolina



PAT McCRORY  
*Governor*

NICHOLAS J. TENNYSON  
*Secretary*

December 18, 2015

Dr. Elizabeth A. Baker  
Regional Administrator  
National Highway Traffic Safety Administration  
10 S. Howard Street  
Suite 6700  
Baltimore, Maryland 21201

Dear Dr. Baker:

North Carolina is pleased to submit the following Annual Report for federal fiscal year 2015. The Annual Report describes the education, enforcement and other safety efforts that have been implemented in North Carolina to reduce motor vehicle crashes and the resulting injuries and fatalities. Specifically, the Annual Report includes an assessment of progress in working toward highway safety performance targets, descriptions of projects and funded activities, and a report on paid media.

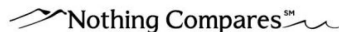
We greatly appreciate your review of the report. If you have questions or require additional information, please contact me at (919) 733-3083 or [dmail@ncdot.gov](mailto:dmail@ncdot.gov).

As Director of GHSP, I am proud of the Governor's Highway Safety Program and their partners for the work they accomplished during FY2015, and I look forward to another productive year ahead.

Sincerely,

A handwritten signature in black ink that reads 'Don Nail'. The signature is written in a cursive, flowing style.

Don Nail  
Director







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## Executive Summary

This Annual Report describes the accomplishments and challenges experienced by the North Carolina Governor's Highway Safety Program (GHSP) during FY15 (October 1, 2014 – September 30, 2015). GHSP funded a total of 154 projects for State and local agencies with the goal of reducing motor vehicle crashes and the resulting injuries and fatalities. These projects addressed a number of problem areas including, but not limited to, alcohol-impaired driving, occupant protection, speeding, young drivers, motorcycle safety, traffic records, older drivers, and school bus safety.

The federal grant funds administered during this fiscal year included Section 402 (State and Community Highway Safety Grant Program), Sections 405 and 405(b) (Occupant Protection Incentive Grants), Sections 408 and 405(c) (State Traffic Safety Information System Improvement Grants), Sections 410 and 405(d) (Alcohol-Impaired Driving Countermeasure Incentive Grants), Sections 2010 and 405(f) (Motorcyclist Safety Grants), and Section 154 (Open Container Transfer Program).

This Annual Report documents:

- North Carolina's progress in meeting the targets set for reductions in overall fatalities and other performance measures.
- Projects and activities funded during FY15 to help meet these targets.
- A description of paid media expenditures.
- A legislative update.

North Carolina made some progress toward achieving its long-term targets. As noted in this Annual Report, the State met or exceeded its FY15 target in the following area:

- The number of pedalcyclist fatalities was 19 in 2014. This was lower than the target of 20 pedalcyclist fatalities and represented a 24 percent decrease from the 2008-2012 annual average of 25.

Although North Carolina was close to achieving FY15 goals in several other performance measures, we have not yet met targets for total traffic fatalities, serious injuries, the fatality rate per 100 million VMT, alcohol-impaired driving fatalities, unrestrained passenger vehicle occupant fatalities, speeding-related fatalities, motorcyclist fatalities (including unhelmeted motorcyclist fatalities), pedestrian fatalities, and the seat belt use rate.

During 2012, there was an increase in total traffic fatalities in North Carolina, reversing a downward trend that had been in place since 2007. Total traffic fatalities declined slightly in 2013 and again in 2014, but these declines were not enough to offset the setback seen in 2012. GHSP remains committed to further reducing fatalities in our state. GHSP supports a variety of enforcement and educational efforts to decrease motor vehicle crashes and the resulting injuries and fatalities, as demonstrated in subsequent sections of the Annual Report.

GHSP is very aggressive in the fight to remove impaired drivers from our roadways. Overall, alcohol-impaired fatalities have dropped two percent from the 2008 – 2012 annual average, and have dropped 20 percent since 2000. GHSP supports proven programs such as "Booze It & Lose It" to deter drinking and driving. Law enforcement officers in North Carolina use seven mobile breath-alcohol testing units,



better known as BAT Mobiles, to increase the efficiency of on-site DWI processing. In addition, GHSP continues to establish DWI Enforcement Teams in counties that are overrepresented in alcohol-related crashes, injuries, and fatalities. GHSP crafted the initiative to encourage law enforcement agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers are most likely to be on the roadways – typically Thursday, Friday, and Saturday nights between 10 p.m. and 6 a.m.

Despite dedicated efforts to increase seat belt use in North Carolina, observed seat belt use has changed little over the past 10 years, remaining very close to 90 percent. The 2015 observed belt use rate for North Carolina drivers and front seat occupants was 89.9 percent. Increasing seat belt use continues to be one of GHSP's highest priorities. GHSP hosted a NHTSA facilitated assessment of NC occupant protection programs during July, 2013. One major recommendation was the formation of a statewide occupant protection task force. In May of 2014, the inaugural meeting of the North Carolina Occupant Protection (OP) Task Force was held. Members of the OP Task Force represent a number of state agencies, university research centers, law enforcement and healthcare professionals. During the first two meetings, the OP Task Force reviewed the Occupant Protection Assessment and finalized a Strategic Occupant Protection Plan for North Carolina. The OP Task Force continues to meet regularly and has established working groups to address specific target groups such as children, pre-teens, and high school students.

North Carolina has experienced an increase in motorcyclist fatalities in the last decade, due largely to the growing popularity of motorcycle riding. During 2012, North Carolina reached 198 motorcyclist fatalities which was a near-record number of fatalities. Fortunately, in 2013 the number of fatalities decreased to 189 and in 2014 remained essentially the same with 190 motorcyclist fatalities. The number of unhelmeted motorcyclist fatalities remained the same during 2014. GHSP continues to strongly support the use of motorcycle helmets as well as training to help motorcyclists become safe riders.

North Carolina has experienced a sharp decline in young driver fatal crashes during the past decade. There were 162 fatal crashes involving drivers age 20 or younger in 2014, a decrease of 44 percent from the 290 fatal crashes in 2004. However, young drivers continue to be over-represented in serious crashes compared to adult drivers. GHSP is committed to further reducing young driver crashes and the injuries and costs associated with these crashes. During 2015, GHSP partnered with the Department of Public Instruction to request a statewide driver education curriculum assessment. The purpose of the assessment was to review the State's driver education program, identify the program's strengths and accomplishments, identify weak areas and offer suggestions for improvement. GHSP supports the recommendations of the assessment team and is working to improve the State's driver education program.

Speed-related fatalities have decreased substantially in North Carolina over the past decade. However, there was a noticeable increase in speeding-related fatalities in 2014. North Carolina has not yet met its target of reducing speed-related fatalities by 25 percent from the 2008-2012 average of 479 by 2015. However, GHSP remains committed to supporting proven countermeasures to reduce the frequency of speed-related crashes and fatalities.

The North Carolina Governor's Highway Safety Program funds a number of projects and activities that are not considered to be primary priority areas but that help North Carolina and GHSP advance the traffic safety goals set forth in the FY15 Highway Safety Plan. These include older drivers, school bus

# Executive Summary



safety, pedestrians, and pedalcyclists. In these areas as well as the priority areas, GHSP continues to support proven countermeasures to reduce traffic-related fatalities and serious injuries.

GHSP continues to serve as a leader for improving traffic safety in North Carolina. GHSP's ongoing commitment to fund evidence-based, innovative, and results-oriented programs will continue to help accomplish our vision of reducing crashes, saving lives, and reducing incapacitating injuries. The achievements to date have been the result of a wide range of educational, enforcement, and other safety initiatives in our State, and can be credited to the hard work and dedication of many agencies and individuals including law enforcement officers, prosecutors, judges, educators, researchers, community groups and safety advocates. We are confident that FY16 and beyond will continue to be productive for improving the safety of all North Carolinians on our streets and highways.





# The North Carolina Governor's Highway Safety Program

## MISSION

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

## ORGANIZATIONAL STRUCTURE

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The North Carolina Governor's Highway Safety Program (GHSP) is housed within the North Carolina Department of Transportation (DOT). However, the Governor of North Carolina appoints the Director of the Governor's Highway Safety Program as the official responsible for all aspects of the highway safety program. The Director is the ranking official having authority to administer North Carolina's highway safety program and is also designated as the Governor's Representative for Highway Safety.

The GHSP is currently staffed with ten professionals and three full-time and one part-time support staff. One additional professional staff is assigned to DOT Communications and provides oversight on marketing efforts for GHSP. Administration of the program is the responsibility of the Director. The Director delegates the day-to-day office operations and functions of the agency to the Assistant Director. The Assistant Director directly oversees and/or influences GHSP's three primary sections:

### *Planning, Programs and Evaluation Section*

The function of the Planning, Programs and Evaluation section is to develop, implement, manage, monitor and evaluate a grants program that effectively addresses highway safety concerns identified as a result of an evidence-based analysis of crash, citation and other empirical data. The Planning, Programs and Evaluation section is currently staffed with six Highway Safety Specialists (HSS). One specialist coordinates and oversees the law enforcement liaison network in addition to a specific program area. Every project is assigned to a specific Highway Safety Specialist. The Highway Safety Specialist is the Project Director's liaison with the GHSP, NHTSA and other highway safety agencies. Highway Safety Specialists have primary areas of responsibility as follows:

1. Traffic Records
2. Impaired Driving and Bicycle/Pedestrian
3. Occupant Protection
4. Youth and Young Drivers
5. Motorcycle Safety and Older Drivers
6. Speed

### *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 the GHSP. The Finance and Administration section is



currently staffed with a Finance Officer, administrative assistant, program assistant and a part-time program assistant.

**Public Information and Education Section**

The function of the Public Information and Education section is to increase the level of awareness and visibility of highway safety issues and the visibility of the GHSP. The Public Information and Education section is currently staffed with two Public Information Officers and is jointly supported by the NC DOT Communications Office.

**GHSP STAFF**

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- Don Nail..... Director
- Mark Scaringelli..... Assistant Director
- Joshua DeFisher ..... HSS-Occupant Protection Coordinator
- Frank Hackney..... HSS-Traffic Records Coordinator
- Ashley Wade ..... HSS-Youth/Young Driver Coordinator
- David Williams.....HSS-Impaired Driving/Bicycle and Pedestrian Coordinator
- Craig Moss.....HSS-Motorcycle Safety/Older Driver Coordinator
- Bob Stevens..... Law Enforcement Liaison/HSS-Speed Coordinator
- Shannon Bullock.....Finance Officer
- Heather Jeffreys (DOT)..... Public Information Officer
- Jonathan Bandy (GHSP) ..... Public Information Officer
- Deidra Joyner ..... Administrative Assistant
- Mary Brake.....Program Assistant
- Dean Toler (part-time) .....Program Assistant

**CONTACT INFORMATION**

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Name: Don Nail, Director  
 Phone: (919) 733-3083  
 Fax: (919) 733-0604  
 Email: dnail@ncdot.gov  
 Address: 215 East Lane Street, Raleigh, NC 27604  
 Website: www.ncdot.gov/programs/ghsp



## FUNDED PROJECTS AND ACTIVITIES

The following project helped to support planning and administration activities by GHSP under the FY15 Highway Safety Plan:

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Project Number(s): PA-15-00-01  
 Project Title: Planning & Administration  
 Agency: Governor’s Highway Safety Program (GHSP)  
 Project Description: This project provided funding for planning and administration of the highway safety office.  
 Contribution to Meeting Targets: GHSP supported salaries and associated costs of five administrative employees.

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Project Number(s): SA-15-17-01  
 Project Title: Planning & Education  
 Agency: Governor’s Highway Safety Program (GHSP)  
 Project Description: This project provided funding to support highway safety staff and support for the meetings and conferences.  
 Contribution to Meeting Targets: GHSP supported five highway safety specialists and one law enforcement liaison to provide oversight for grants as well as a temporary employee to administer the points system and materials. Additionally, GHSP hosted the Highway Safety Symposium for over 600 attendees and Safety City at the NC State Fair.

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Project Number(s): SA-15-17-02  
 Project Title: Highway Safety Plan and Annual Report  
 Agency: UNC – Chapel Hill/Highway Safety Research Center (HSRC)  
 Project Description: This project funded the preparation of the Highway Safety Plan and the Governor’s Highway Safety Program’s Annual Report.  
 Contribution to Meeting Targets: HSRC prepared the Highway Safety Plan and the Annual Report and submitted them to NHTSA.

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Project Number(s): SA-15-17-07  
 Project Title: GHSP Website and Point System  
 Agency: UNC – Chapel Hill/Highway Safety Research Center (HSRC)  
 Project Description: This project provided funding to develop, design and implement an upgrade to the website for use by law enforcement agencies to report traffic enforcement activities to GHSP.  
 Contribution to Meeting Targets: HSRC implemented a new website with improved functionality for the points system. It was received well by agencies across the State. GHSP was able to reach out to more agencies than ever with the new system and participation appears to be up in the first two campaigns of the year.







## Performance Measures and Targets

### PERFORMANCE MEASURES

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

In this section, we describe North Carolina's progress toward the targets established for the performance measures required by NHTSA and GHSA. Beginning with FY15, there is an additional outcome performance measure, pedalcyclist fatalities that must be addressed and reported by the States. NC GHSP first added a pedalcyclist performance measure and target for the FY14 North Carolina Highway Safety Plan and Annual Report and is addressing the measure in this FY15 report as well.

The eleven core performance measures and one core behavior measure include:

#### Core performance measures

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

#### Core behavior measure

- Seat belt use rate

For the ten performance measures related to fatalities, the primary source is the federal Fatality Analysis Reporting System (FARS). The remaining outcome measure is serious injuries; the source for this measure is the North Carolina State Crash Data file. The source for the one core behavior measure, observed seat belt use, is North Carolina's annual seat belt observation survey. A summary of North Carolina traffic safety performance measures – listed as Core Outcome, Core Behavior, and Activity measures - is presented in a table following the individual performance measures.

For each of the performance measures, we first present targets for 2015 and indicate whether these targets have been achieved. We then provide figures showing five years of trends in each performance

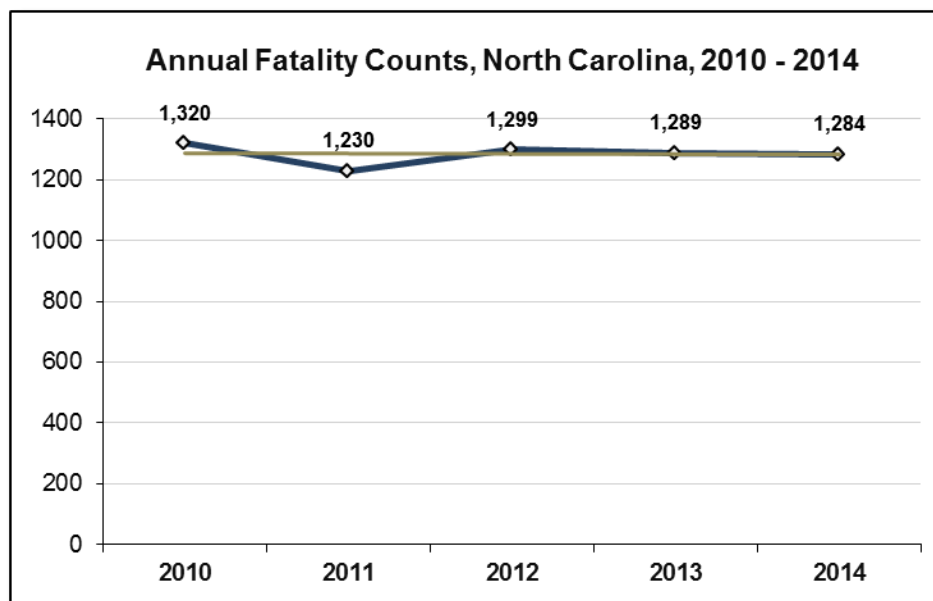


measure. This is followed by a brief discussion of North Carolina's overall progress in addressing each performance measure.

## TRAFFIC FATALITIES

**Target:** Reduce traffic-related fatalities by 20 percent from the 2008-2012 average of 1,317 to 1,054 by 2015.

**Outcome:** **Target not yet achieved.** There were 1,284 traffic fatalities in 2014, a three percent decrease from the 2008-2012 average of 1,317.



Although traffic fatalities decreased slightly in North Carolina during 2014, the decrease was not large enough to meet the target for 2015. Presently, the long-term trend shows little change in fatalities in North Carolina over the past 5 years.

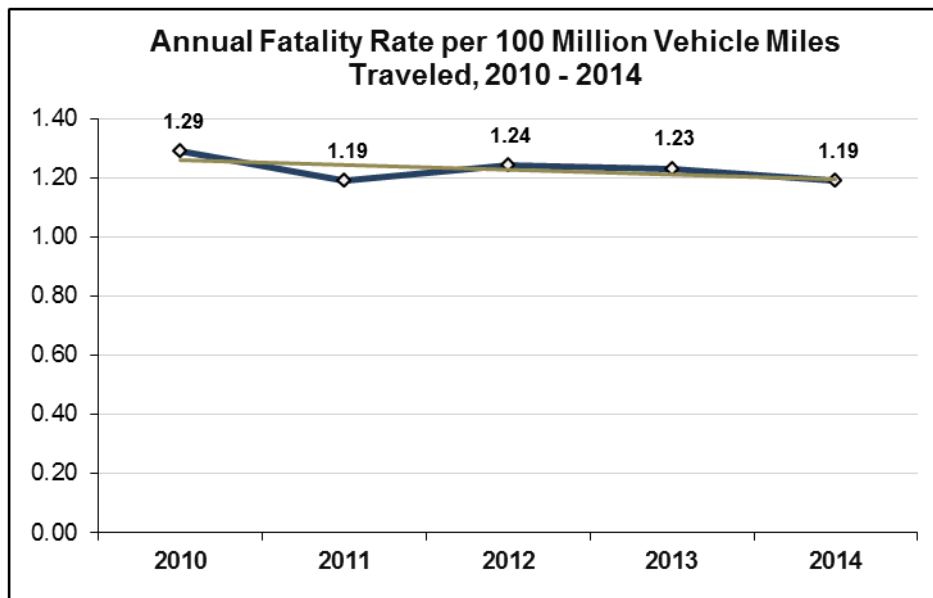
GHSP remains committed to further reducing fatalities in our state. GHSP supports a variety of enforcement and educational efforts to decrease motor vehicle crashes and the resulting injuries and fatalities, as described in subsequent sections of the Annual Report.



## FATALITY RATE PER 100 MILLION VMT

**Target:** Reduce the fatality rate per 100 million VMT by 20 percent from the 2008-2012 average of 1.28 to 1.02 by 2015.

**Outcome:** **Target not yet achieved.** The fatality rate per 100 million VMT was 1.19 in 2014, a seven percent decrease from the 2008-2012 average of 1.28.



North Carolina's annual fatality rate per 100 million VMT decreased to 1.19 in 2014. This decline was partly due to a small drop in total fatalities in 2014, but it also reflects a sharp rise in vehicle miles traveled.

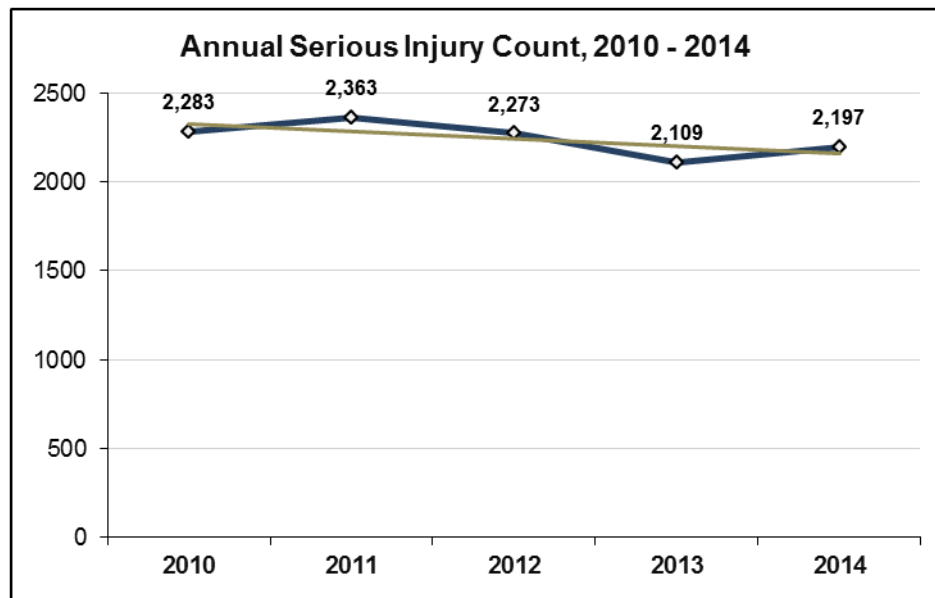
Overall, the long-term trend indicates a gradual decrease in the fatality rate per 100 million VMT. However, the decrease was not large enough to meet the goal for 2015.



## SERIOUS INJURIES

**Target:** Reduce the number of serious injuries by 20 percent from the 2008-2012 average of 2,455 to 1,964 by 2015.

**Outcome:** **Target not yet achieved.** There were 2,197 serious injuries in 2014, an 11 percent decrease from the 2008-2012 average of 2,455.



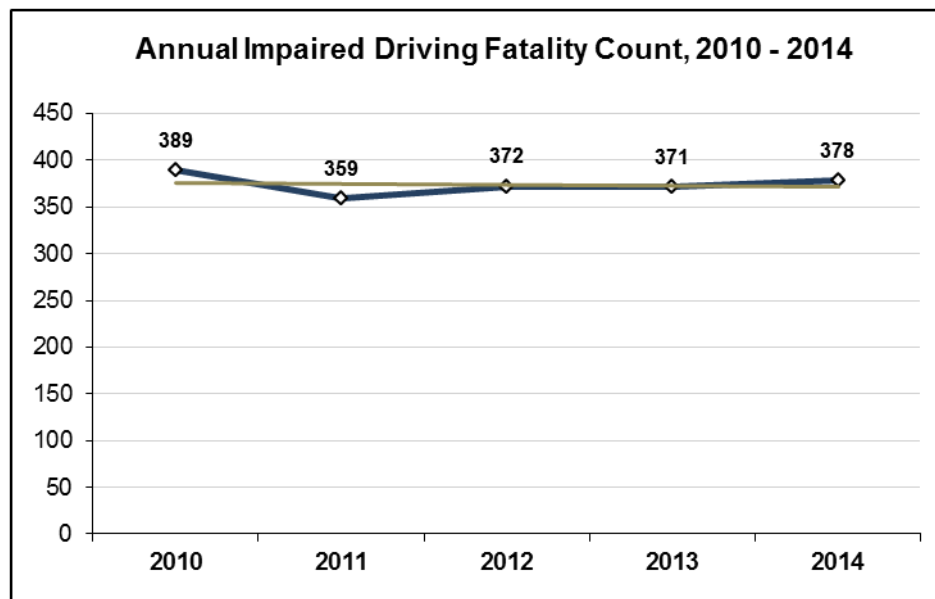
The number of serious (“disabling”) injuries increased in North Carolina during 2014. Once again, however, the long-term trend suggests a decrease in serious injuries. The 2,197 injuries in 2014 were an 11 percent decrease from the 2008 – 2012 annual average. Moreover, serious injuries have dropped by nearly 65% since 2000.



## ALCOHOL-IMPAIRED DRIVING FATALITIES

**Target:** Reduce alcohol-impaired driving fatalities by 20 percent from the 2008-2012 average of 386 to 309 by 2015.

**Outcome:** **Target not yet achieved.** The number of fatalities involving drivers with a BAC of .08 or above was 378 in 2014, a two percent decrease from the 2008-2012 average of 386.



Alcohol-impaired driving fatalities increased by seven in 2014. The long-term trend suggests that alcohol-impaired fatalities are staying close to the same number from year to year. Overall, alcohol-impaired fatalities have dropped two percent from the 2008 – 2012 annual average. However, they have dropped 20 percent since 2000 when the number of alcohol-impaired fatalities was 470.

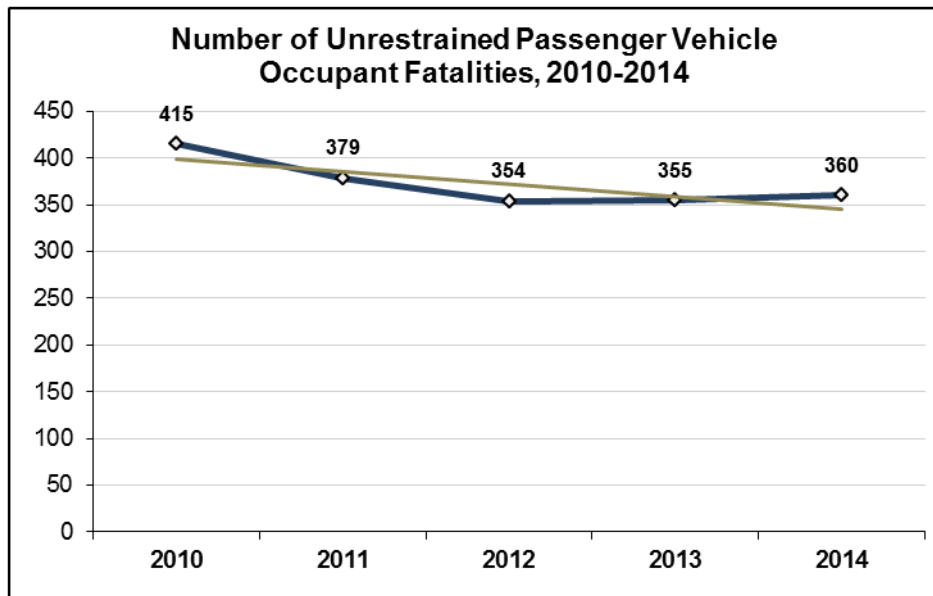
North Carolina is very aggressive in the fight to remove impaired drivers from our roadways. GHSP funds a variety of efforts to educate drivers and to enforce the state's impaired driving laws. See the section of the report on Alcohol-Impaired Driving for more details.



## UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES

**Target:** Reduce unrestrained fatalities by 25 percent from the 2008-2012 average of 407 to 305 by 2015.

**Outcome:** **Target not yet achieved.** The number of unrestrained passenger vehicle occupant fatalities was 360 in 2014, a 12 percent decrease from the 2008-2012 average of 407.



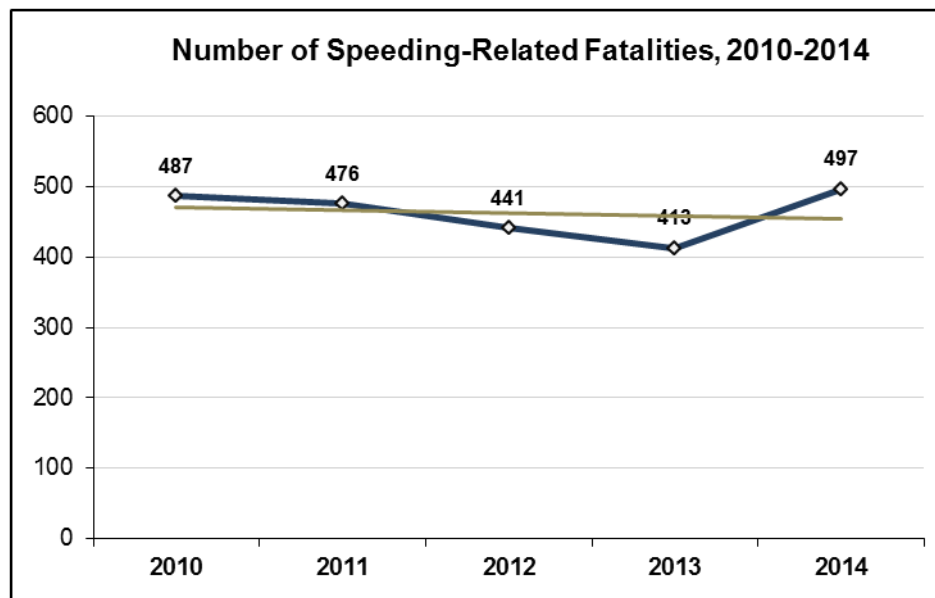
The number of unrestrained passenger vehicle occupant fatalities has decreased substantially in North Carolina over the past decade. Since 2004, unrestrained fatalities have dropped by 35 percent, from 553 to 360. Although sizeable, the decrease from the 2008 – 2012 annual average was not large enough to meet the ambitious target set for 2015.



## SPEEDING-RELATED FATALITIES

**Target:** Reduce speed-related fatalities by 25 percent from the 2008-2012 average of 479 to 359 by 2015.

**Outcome:** **Target not yet achieved.** The number of speeding-related fatalities was 497 in 2014, a four percent increase from the 2008-2012 average of 479.



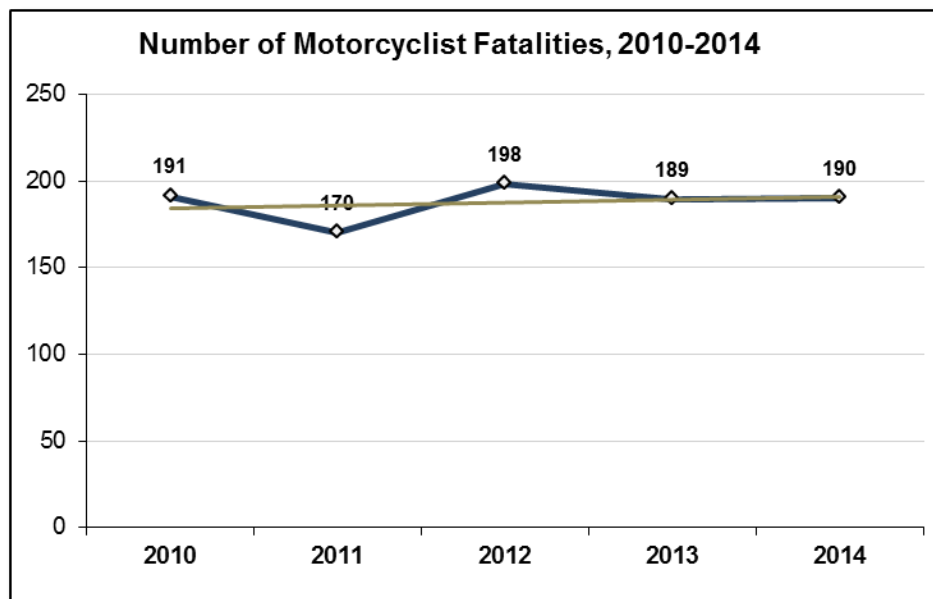
Speed-related fatalities have decreased substantially in North Carolina over the past decade; however, there was a noticeable increase in speeding-related fatalities between 2013 and 2014. The State has not yet met its target of reducing speed-related fatalities by 25 percent from the 2008-2012 average by 2015. However, GHSP continues to be committed to supporting proven countermeasures to reduce the frequency of speed-related crashes and fatalities. See the section of the report on Police Traffic Services for more details.



## MOTORCYCLIST FATALITIES

**Target:** Reduce motorcycle fatalities by 20 percent from the 2008-2012 average of 176 to 141 by 2015.

**Outcome:** **Target not yet achieved.** The number of motorcyclist fatalities was 190 in 2014, an eight percent increase from the 2008-2012 average of 176.



The number of motorcyclist fatalities in North Carolina increased by one to 190 in 2014. Overall, the number of fatalities has changed very little over the past five years. Motorcyclists comprise an increasing proportion of traffic fatalities in North Carolina, even as overall motor vehicle fatalities are declining. During 2014, motorcyclists accounted for 15 percent of all traffic fatalities in the State, compared to just six percent of fatalities in 2000. This is due, in large part, to the growing popularity of motorcycle riding in North Carolina. There are more riders traveling more miles, resulting in more exposure of motorcyclists to other traffic and potentially dangerous conditions.

GHSP strongly supports efforts to provide training to help motorcyclists become safe riders. See the section of the report on Motorcycle Safety for more details.

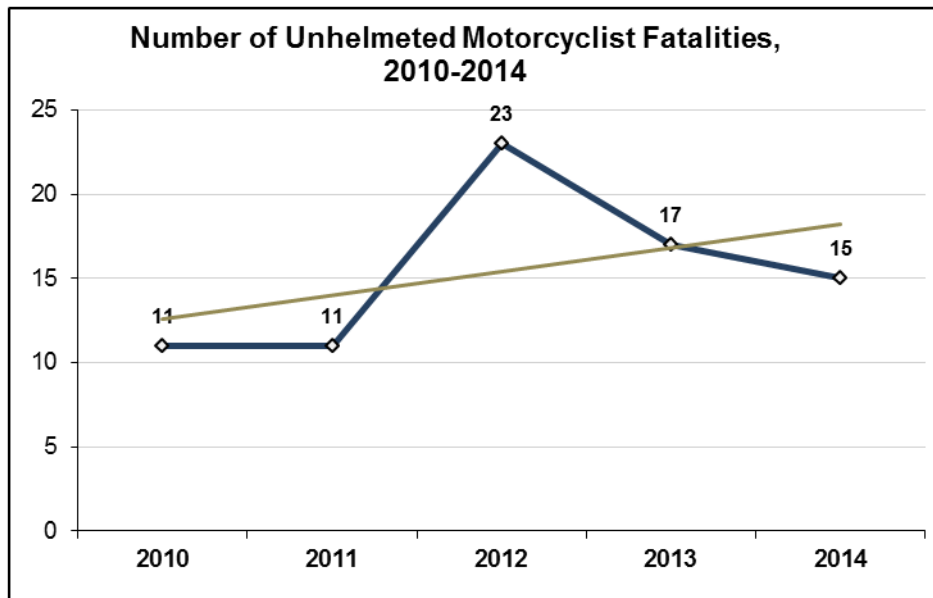




## UNHELMETED MOTORCYCLIST FATALITIES

Target: Keep unhelmeted motorcyclist fatalities below the current 2008-2012 average of 15.

Outcome: **Target not yet achieved.** The number of unhelmeted motorcyclist fatalities was 15 in 2014, the same as the 2008-2012 average of 15.



During 2014, there were 15 unhelmeted motorcyclist fatalities in North Carolina, down from 17 fatalities in 2013 and 23 in 2012. Although the 2014 number is not below the 2008-2012 average of 15, it is consistent with the very low number of unhelmeted fatalities over the past decade in North Carolina.

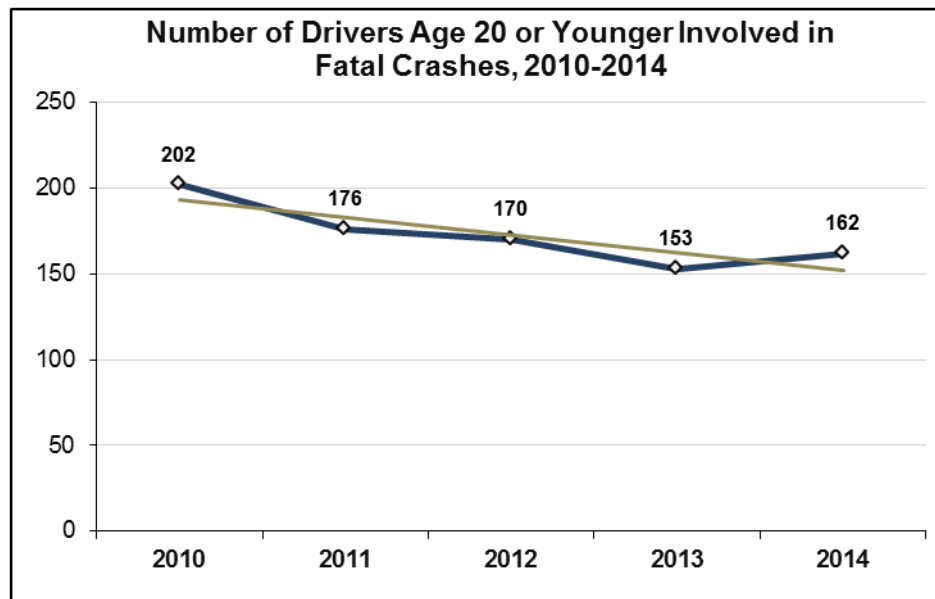
A bill to repeal North Carolina's universal helmet law was introduced during the 2015 NC Legislative session. The bill was referred to a subcommittee for further study. The House Rules Committee voted down the Helmet Law Repeal through a voice vote.



## DRIVERS AGE 20 OR YOUNGER INVOLVED IN A FATAL CRASH

**Target:** Reduce the number of young drivers involved in fatal crashes by 25 percent from the 2008-2012 average of 196 to 147 by 2015.

**Outcome:** **Target not yet achieved.** The number of young drivers involved in fatal crashes was 162 in 2014, a 17 percent decrease from the 2008-2012 average of 196.



During 2014, fatal crashes involving drivers age 20 or younger increased for the first time since 2007 (when there were 270 fatal crashes). Consequently, the State was just short of reaching its target of reducing fatal crashes involving young drivers by 25 percent by 2014. The improving economy in North Carolina likely contributed to more driving among teens this past year.

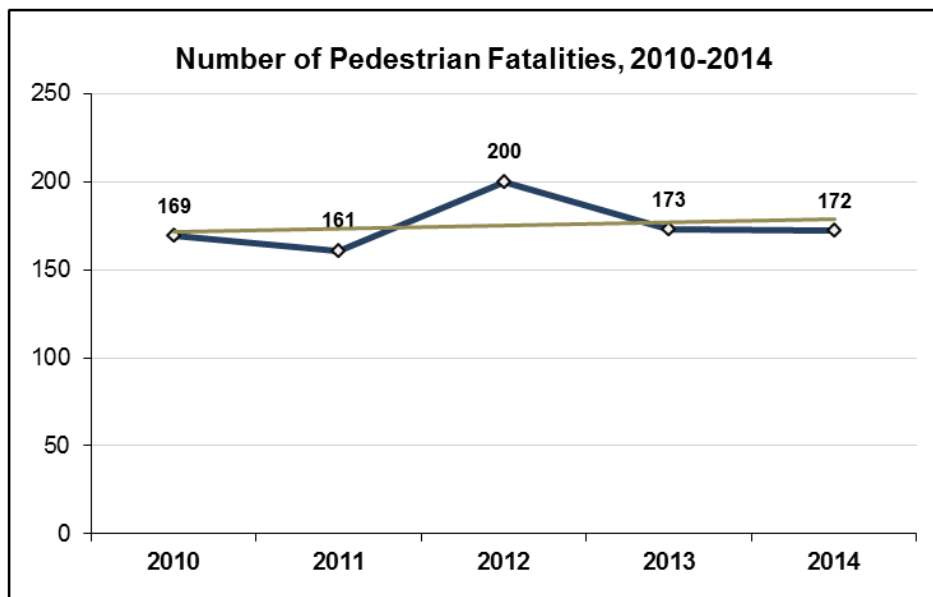
Motor vehicle crashes are the leading cause of death among teenagers in North Carolina. GHSP is supporting and evaluating several innovative approaches to improving young driver safety. See the section of the report on Young Drivers for more details.



## PEDESTRIAN FATALITIES

**Target:** Reduce pedestrian fatalities by 20 percent from the 2008-2012 average of 167 to 133 by 2015.

**Outcome:** **Target not yet achieved.** The number of pedestrian fatalities was 172 in 2014, a three percent increase from the 2008-2012 average of 167.



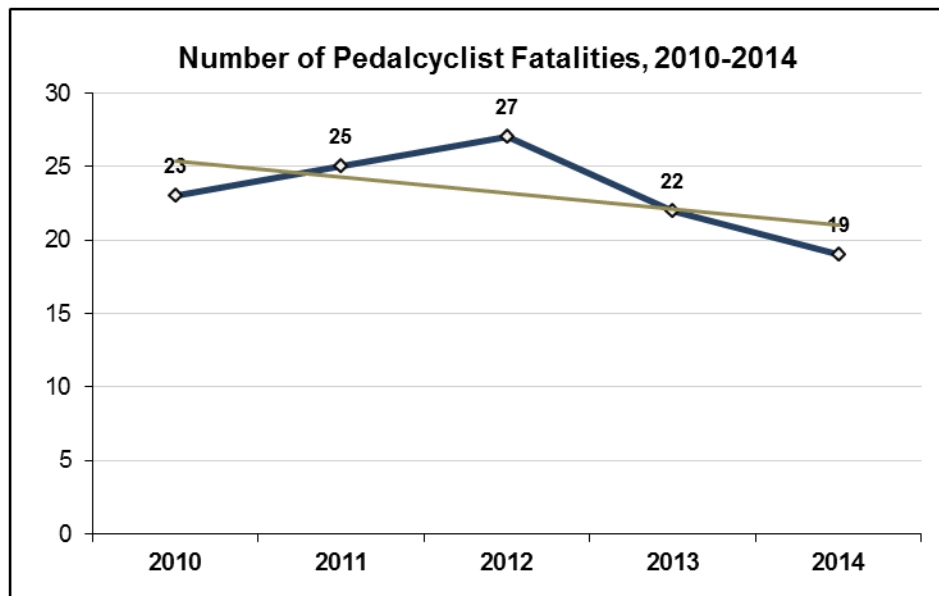
During 2014, there was a slight reduction in pedestrian fatalities in North Carolina, from 173 to 172. However, the long-term trend suggests a gradual increase in pedestrian fatalities. During 2012, the number of pedestrian fatalities was higher than in any year since 1998 (when there were 199 fatalities). GHSP believes further reductions in pedestrian fatalities are possible. See the section of the report on Other Highway Safety Priorities for more details.



## PEDALCYCLIST FATALITIES

**Target:** Reduce pedalcyclist fatalities by 20 percent from the 2008-2012 average of 25 to 20 by 2015.

**Outcome:** **Target achieved.** The number of pedalcyclist fatalities was 19 in 2014, a 24 percent decrease from the 2008-2012 annual average of 25.



The number of pedalcyclist fatalities in North Carolina is much less than the number of fatalities involving pedestrians, motorcyclists and other types of road users. However, pedalcyclist fatalities still present a serious problem. The overall trend suggests a gradual decrease in pedalcyclist fatalities over the past five years. In 2014, there were 19 pedalcyclists killed in crashes in North Carolina, a decrease from 27 pedalcyclists killed in crashes in 2012 and 22 killed in 2013.

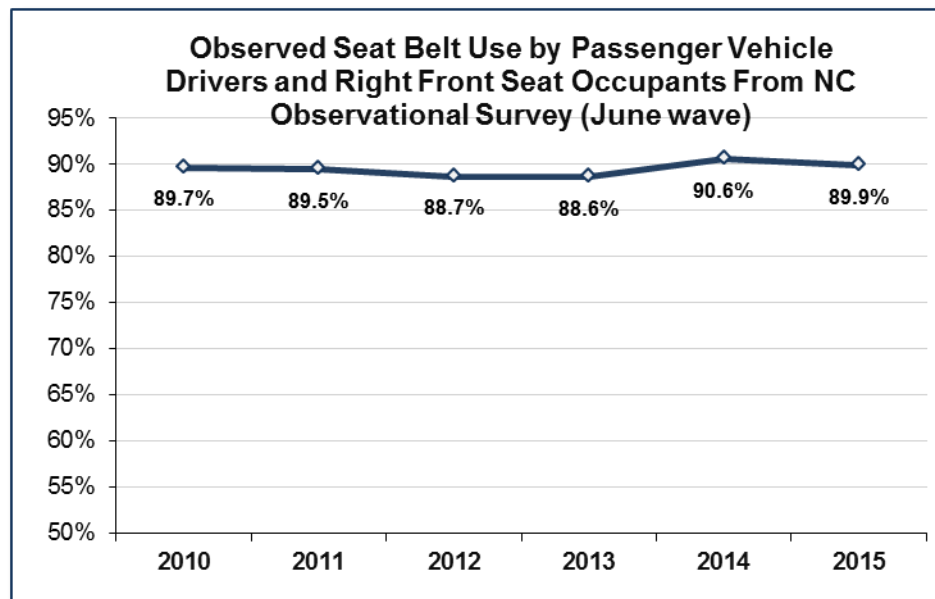
GHSP believes reductions in pedalcyclist fatalities are possible. See the section of the report on Other Highway Safety Priorities for more details.



## SEAT BELT USE RATE

**Target:** Increase observed seat belt use by drivers and right front occupants from the 2009-2013 average of 88.9% to 92% by 2015.

**Outcome:** **Target not achieved.** The observed seat belt use rate was 89.9 percent in June 2015, just below the 90 percent threshold and approximately two percentage points below the target set for 2015.



Despite dedicated efforts to increase seat belt use in North Carolina, observed seat belt use among passenger vehicle drivers and right front seat occupants dropped slightly in 2015, from 90.6 percent to 89.9 percent. North Carolina is once again just below the 90 percent threshold. Generally, observed seat belt use has changed little over the past 8 years, remaining very close to 90 percent. NC GHSP and their partners continue to focus public awareness campaigns and enforcement efforts on passengers in addition to drivers. Seat belt use for passengers increased slightly in 2015 to 90.3 percent. Meanwhile, driver use of seat belts decreased 1.1 percent to 89.8 percent, with a weighted combined use rate of 89.9 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 section of the report on Occupant Protection for more details.



## SUMMARY OF NORTH CAROLINA TRAFFIC SAFETY PERFORMANCE MEASURES

SUMMARY OF NORTH CAROLINA TRAFFIC SAFETY PERFORMANCE MEASURES					
Core Outcome Measures	Calendar Year				
	2010	2011	2012	2013	2014 <sup>1</sup>
Fatalities	1,320	1,230	1,292	1,289	1,284
Fatality Rate/100 million VMT	1.29	1.19	1.23	1.23	1.19
Number of "Disabling" (A) Injuries <sup>1</sup>	2,337	2,424	2,273	2,109	2,197
Number of Fatalities Involving Driver or MC Operator w/ > .08 BAC	389	359	402	371	378
Number of Unrestrained Passenger Vehicle Occupant Fatalities	415	379	351	355	360
Number of Speeding-Related Fatalities	487	476	440	413	497
Number of Motorcyclist Fatalities	191	170	198	189	190
Number of Unhelmeted Motorcyclist Fatalities	11	11	23	17	15
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	202	176	170	153	162
Number of Pedestrian Fatalities	169	161	197	173	172
Number of Pedalcyclist Fatalities	23	25	27	22	19

Core Behavior Measure <sup>2</sup>	Calendar Year				
	2011	2012	2013	2014	2015
Observed Belt Use by Passenger Vehicle Drivers & Right Front Seat Occupants	89.5%	88.7%	88.6%	90.6%	89.9%

Activity Measures <sup>3</sup>	Fiscal/Project Year				
	2011	2012	2013	2014	2015
Occupant Restraint Citations Issued During Grant-Funded Enforcement Activities	44,700	38,099	38,494	46,453	46,161
Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	16,096	13,833	13,142	12,899	13,856
Speeding Citations Issued During Grant-Funded Enforcement Activities	174,250	147,045	140,844	133,940	146,546

<sup>1</sup> 2014 serious injury data are from the North Carolina State Crash Data files.

<sup>2</sup> Annual observational survey conducted in June.

<sup>3</sup> Activity measures as reported from law enforcement agencies for all enforcement campaigns.



## Alcohol-Impaired Driving

### BACKGROUND AND NOTEWORTHY PROGRAMS

The number of fatalities involving drivers with a BAC of .08 or above was 378 in 2014, an increase of seven from 371 impaired-driving fatalities in 2013. Nonetheless, the overall trend has been a gradual decrease in fatalities. Since 2008, alcohol-impaired fatalities have decreased by 11%, and since 2000 fatalities have dropped by 20%. In 2014, 29% of all traffic fatalities in North Carolina involved a driver with a BAC of .08 or higher. Alcohol-involvement is more common in crashes involving males, drivers ages 21 to 34, motorcycle and motor-scooter riders, and drivers on rural roadways. Alcohol-involved crashes are most common at nighttime, especially during the hours of midnight to 3 a.m. The counties that account for the most alcohol-involved fatalities are Wake, Mecklenburg, Cumberland, Robeson, and Guilford counties.

#### *Impaired Driving Task Force*

GHSP worked with the office of Governor Pat McCrory to establish a Statewide Impaired Driving Task Force. The Task Force was 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. Additionally, the Task Force developed an initial Impaired Driving Plan for the State of North Carolina. The purpose of the Impaired Driving Plan is to provide a comprehensive strategy for preventing and reducing impaired driving. The Impaired Driving Plan describes North Carolina's current and future initiatives regarding enforcement, media and outreach, adjudication, and treatment and rehabilitation. The Task Force continues to meet regularly and during 2014 developed a revised Impaired Driving Plan..

#### *High Visibility Enforcement*

North Carolina has developed a comprehensive program to combat impaired driving and to maximize the likelihood of detecting, investigating, arresting, and convicting impaired drivers. The State has implemented the "Booze It & Lose It" campaign every year since 1994. This is a statewide campaign stressing enforcement and media coverage. There are approximately 500 law enforcement agencies in the state and during any given campaign period at least 65-75 percent of all agencies participate. GHSP has initiated an online reporting system for law enforcement agencies. This system allows each department to enter their activity each week during any campaign and have their numbers immediately included in the statewide totals. GHSP uses a network of 11 Regional Law Enforcement Liaisons (LEL) working with 100 county





coordinators (LECC) to ensure full participation throughout the state. In addition to promoting enforcement activities through this network, GHSP has a condition in its contract with all grant-funded law enforcement agencies that they are required to participate in a minimum of one DWI checkpoint each month and all high visibility enforcement campaigns.



Law enforcement officers in North Carolina use seven mobile breath-alcohol testing units, better known as BAT Mobiles, to increase the efficiency of on-site DWI processing. The BAT Mobiles are fully functional DWI processing centers. Each BAT Mobile is equipped with evidentiary breath test instruments, cellular telephones, computers, officers' workstations, magistrates' work area, lavatory, DWI checkpoint signs, traffic cones, traffic

vests, search batons, screening test devices and all other necessary equipment and supplies for processing DWI suspects. Since its inception in 1996, the BAT Mobile program has participated in more than 3,300 checkpoints and netted over 16,700 DWI arrests.

The most intense periods of enforcement activities for the BAT Mobiles are during the GHSP's annual "Booze It & Lose It" campaigns. Typically, these campaigns run during periods prone to increased drinking and driving, including the Saint Patrick's Day period, the weeks surrounding the July Fourth holiday, Labor Day holiday, Halloween period, and the pre-Christmas to New Year time period.

GHSP continues to establish DWI Enforcement Teams in counties that are overrepresented in alcohol-related crashes, injuries, and fatalities. GHSP crafted the initiative to encourage law enforcement agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers are most likely to be on the roadways – typically Thursday, Friday, and Saturday nights between 10 p.m. and 6 a.m. GHSP provided Section 154 transfer, Section 405 and Section 410 funds to support DWI Enforcement Teams in a number of jurisdictions during FY15 including Brunswick, Buncombe, Columbus, Cumberland, Forsyth, Guilford, New Hanover, Robeson, Mecklenburg, and Wake Counties. These agencies have set goals to reduce the number of alcohol-related crashes and fatalities, increase the number of officers trained to use breath testing equipment and administer field sobriety tests, and educate the public about the dangers of driving while impaired.

The GHSP funded a grant with the North Carolina State Highway Patrol (NCSHP) for overtime enforcement of driving while impaired offenses. During the "Booze It & Lose It" sponsored campaigns in FY15 the NCSHP placed Troopers in the top 10 counties identified by the GHSP for impaired driving fatalities. They focused on driving while impaired enforcement during the peak night time hours and on the weekends.





## ***Adjudication, Dedicated DWI Courts, DWI Treatment Courts, Alcohol Blood Testing Labs, And Ignition Interlocks***

GHSP is dedicated to the successful prosecution of impaired drivers. North Carolina has expanded the Traffic Safety Resource Prosecutor (TSRP) program with the N. C. Conference of District Attorneys. These positions act as a liaison with NHTSA, National Association of Prosecutor Coordinators (NAPC), GHSP, North Carolina State Highway Patrol and other agencies, and provide both general and specific technical assistance to prosecutors, law enforcement, judges and other highway safety professionals. Some of their activities during 2015 include:

- Publishing an updated DWI resource manual for prosecutors.
- Developing and publishing four issues of “For the Record,” a traffic safety newsletter distributed to every prosecutor and district court judge in North Carolina, as well as many magistrates, law enforcement officers and other traffic safety professionals throughout NC and the country. The newsletter serves as a resource providing case law, hot traffic safety topics, and procedural updates on highway safety issues.
- Managing a listserv known as the NC Traffic Law Forum which has over 700 participating law enforcement officers, prosecutors, judges and other traffic safety professionals throughout North Carolina. The NC Traffic Law Forum allows officers, prosecutors and judges the ability to obtain legal advice at any time and to track defense arguments that are being used throughout the State.
- Maintaining a webpage for Highway Safety issues that includes a training calendar for prosecutors, judges, magistrates, and law enforcement officers as well as information about publications and contact information for the TSRP.
- Providing highway safety training courses for prosecutors, law enforcement officers, magistrates, and judges. These courses include: “Lethal Weapon Vehicular Homicide”, “Legal Update Courses”, “Prosecuting the Drugged Driver”, “New Prosecutors School-DWI/Highway Safety”; “Transition to Superior Court”; “Train the Trainer”; regional multi-disciplinary highway safety trainings; and various topics involving impaired driving issues at both the Summer and Fall Association Meetings for District Attorneys.
- Presenting at numerous conferences for law enforcement, prosecutors, magistrates, judicial officials, victim advocates, and other highway safety professionals. These include regional Motorcycle Safety Summits; the annual Highway Safety Symposium; regional magistrate trainings; ARIDE, SFST and DRE Schools; and local trainings for law enforcement and service organizations when invited.
- Hiring four additional TSRP’s. These new TSRP’s are regionally based throughout the state. They will assist with prosecuting cases; providing technical assistance; and training prosecutors, law enforcement, judicial officials and other allied professionals in their assigned regions.

Additionally, GHSP continued working with the North Carolina Conference of District Attorneys to create dedicated DWI courts. During FY15, GHSP used Section 154 transfer and Section 410 funding to support dedicated DWI courts in Forsyth and Wake counties. Research shows that dedicated DWI courts result in quicker disposition of DWI cases, significantly higher conviction rates, and lower rates of offender recidivism.

GHSP continued to fund two DWI treatment courts in Cumberland and Buncombe counties. These DWI treatment courts are designed and operated according to the guidelines set by the National Association



of Drug Court Professionals. The DWI treatment court identifies the most serious habitual DWI offenders for participation in the program. The overall goal of the DWI treatment court is to reduce the recidivism rate for the habitual DWI offenders.

GHSP established one blood alcohol testing lab in Pitt County and expanded two existing labs in New Hanover County and Wake County. Due to a recent court decision that requires the right to confront your accuser, the length between when a blood analysis request is submitted to the state to the time it takes for the technician to testify in court is up to 18 months. Because of the increased time many of these cases were dismissed in court before they could come to trial. With the establishment of the regional blood alcohol testing labs, the turnaround time for a blood analysis is less than 30 days in these counties.

Finally, for the past several years GHSP has funded the NC Division of Motor Vehicles (NCDMV) to properly train their Administrative Hearing Officers. These officers oversee hearing types including those held for driving privilege restorations after convictions for driving while impaired, driving while license revoked, and licensees required to drive with ignition interlock devices. At present, there are over 10,000 drivers in the ignition interlock program. The Division's hearing officers are expected to conduct administrative hearings, make evidentiary findings, draft findings of facts and reach and draft conclusions of law. The findings of fact and conclusions of law made by the hearing officers are subject to judicial review. It is imperative to the success of NCDMV's Administrative Hearings Section that the hearing officers receive training on conducting fair and impartial administrative hearings and drafting orders that will withstand judicial scrutiny. The National Judicial College (NJC) offers certification in the following specialized areas: Administrative Law Adjudication Skills, Dispute Resolution Skills, General Jurisdiction Trial Skills, and Special Court Trial Skills. The certification program is typically completed over the course of a two-week period on-site at the NJC campus. Tuition for the program is over \$1,900 per participant and does not include the costs associated with travel, lodging, or food. The NCDMV proposed that instead of sending all their hearing officers to the NJC located in Reno, Nevada, as an alternative, they instead had the NJC send instructors to their area to teach the courses. In addition to the training and instruction provided by the NJC, they also trained their officers on legislative changes, policy and procedure changes, and recent judicial decisions pertinent to their work. The NCDMV found that it was more effective to deliver this message to all officers simultaneously.

In FY15, the GHSP funded the NCDMV with an Ignition Interlock project. The NCDMV has been implementing the ignition interlock program through a series of labor intensive, manual processes. Because the project has grown to include more participants (drivers), vendors, and legislative mandates, the level of work has increased exponentially over time and it is more difficult for the NCDMV employees to maintain the current manual process. The project will take the current program from manual based to one that is managed electronically. This will enhance vendor oversight and will decrease the current backlog. Because the process has been lengthy and has taken longer than anticipated, the grant funding was extended into FY16.

## ***Highway Safety Symposium***

GHSP partners with Mothers Against Drunk Driving and the North Carolina Conference of District Attorneys (CDA) to hold the Highway Safety Symposium once each year. The symposium attracts 600 magistrates, district attorneys and law enforcement officers to one location for three days of plenary and breakout sessions on new technology, law changes and proven programs to take back and implement in their communities. Several of the 30 plus breakout sessions are directly related to the



impaired driving problems in North Carolina. At the 2015 Symposium, 32 participants from across the State received training in the Standardized Field Sobriety Test (SFST) Refresher course.

## PROGRAM RESULTS

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### *Booze It & Lose It*

During FY15, law enforcement agencies in North Carolina conducted five waves of the “Booze It & Lose It” campaign:

- Halloween Booze It & Lose It (October 31 – November 3, 2014)
- Holiday Booze It & Lose It (December 12, 2014 – January 4, 2015)
- St. Patrick’s Day Booze It & Lose It (March 13-17, 2015)
- Booze It & Lose It, Operation Firecracker (June 26 – July 5, 2015)
- Labor Day Booze It & Lose It (August 21 – September 7, 2015)

During these five waves, law enforcement officers conducted 38,475 checkpoints and saturation patrols. The “Booze It & Lose It” campaign yielded 9,924 DWI arrests and over 230,000 other traffic violations. Additionally, officers arrested 7,841 fugitives, recovered 470 stolen vehicles, discovered 10,540 drug violations, and made a total of 50,474 criminal arrests. Detailed results from “Booze It & Lose It” activities in FY15 are presented on the following page.



## FUTURE STRATEGIES

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North Carolina will continue to operate “Booze It & Lose It” campaigns in FY16 and beyond. During FY16, five statewide campaigns are scheduled:

- Halloween Booze It & Lose It (October 30 – November 1, 2015)
- Holiday Booze It & Lose It (December 11, 2015 - January 3, 2016)
- St. Patrick’s Day Booze It & Lose It (March 16-20, 2016)
- Booze It & Lose It, Operation Firecracker (June 24 – July 4, 2016)
- Labor Day Booze It & Lose It (August 19 – September 5, 2016)

North Carolina’s Blood Alcohol Testing (BAT) program is housed in the Forensic Tests for Alcohol Branch (FTA) and provides BAT Mobile Units for DWI activities across the state. The state has seven of these mobile testing units currently in use. Four of these are new BAT Mobiles that are much larger than the ones that were previously in use. The FTA also has purchased a smaller version of the BAT Mobile for use in the mountainous region of the state. Upon request from law enforcement agencies the BAT program has the capability to provide assistance across the state with efforts to remove DWI drivers from the highways during checkpoints.

GHSP is dedicated to the continued prosecution of impaired drivers and will support the North Carolina Conference of District Attorneys’ (CDA) efforts to train more prosecutors and law enforcement officers statewide. GHSP is phasing out support for dedicated DWI prosecuting courts. However, GHSP continues

# Alcohol-Impaired Driving



to fund DWI treatment courts to address the recurring problem of repeat offenders that have chemical dependence issues that are not addressed by the dedicated DWI prosecuting courts.

	RESULTS OF "BOOZE IT & LOSE IT" ACTIVITIES DURING FY15 <sup>1</sup>					Totals
	Campaign					
	Halloween Booze It & Lose It	Holiday Booze It & Lose It	St. Patrick's Day Booze It & Lose It	Booze It & Lose It: Operation Firecracker	Labor Day Booze It & Lose It	
Checkpoints	271	1,472	547	1,170	3,021	6,481
Saturation patrols	1,430	12,302	2,315	5,401	10,546	31,994
Total Checkpoints and Saturation Patrols	1,701	13,774	2,862	6,571	13,567	38,475
Under 21 DWI charges	87	354	77	165	380	1,063
21 and over DWI charges	496	2,894	708	1,620	3,143	8,861
Total DWI Charges	583	3,248	785	1,785	3,523	9,924
Safety belt violations	882	5,251	2,185	4,982	6,879	20,179
Child passenger safety	195	1,001	291	782	1,295	3,564
Total Occupant Restraint Charges	1,077	6,252	2,476	5,764	8,174	23,743
Drug violations	562	3,915	1,161	1,657	3,245	10,540
Stolen vehicles recovered	25	176	30	98	141	470
Fugitives arrested	446	2,807	726	1,311	2,551	7,841
Felony arrests	273	2,484	486	980	1,983	6,206
Other criminal violations	1,258	9,180	2,145	4,734	8,100	25,417
Total Criminal Violations	2,564	18,562	4,548	8,780	16,020	50,474
Total Other Traffic Violations <sup>2</sup>	11,875	80,883	19,210	44,764	73,419	230,151
Total Traffic and Criminal Violations	16,854	113,427	28,065	63,477	105,147	326,970

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

<sup>†</sup>Total Other Traffic Violations include speeding, DWLR, GDL, work zone violations and other traffic violations.

GHSP will continue partnerships with the Atlantic Coast Conference (ACC) and other major college teams in North Carolina, to address tailgating prior to football games that often includes alcohol and may lead to impaired driving. GHSP will promote the "Booze It & Lose It" efforts during games and partner with local law enforcement in the towns and cities to address the impaired driving issues surrounding tailgating.

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

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



## FUNDED PROJECTS AND ACTIVITIES

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The following alcohol-impaired driving related projects and activities were funded by GHSP under the FY15 Highway Safety Plan:

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**Project Number(s):** 154AL-15-02-01  
**Project Title:** Alcohol In-House Project  
**Agency:** Governor's Highway Safety Program (GHSP)  
**Project Description:** This project provided funding for the annual DWI Summit.  
**Contribution to Meeting Targets:** GHSP conducted the annual DWI Summit bringing together all of the DWI Task Forces along with representatives from the NHTSA Region 3 and also from two other state highway offices in Region 3.

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**Project Number(s):** 154AL-15-02-02  
**Project Title:** Breath Alcohol Testing Mobile Unit Program  
**Agency:** Department of Health & Human Services/Forensic Tests for Alcohol (FTA)  
**Project Description:** This project provided funding for the Blood Alcohol Testing (BAT) program which provides the BAT Mobile Units across the state. This project funded additional and upgraded units as well as three existing BAT coordinators.  
**Contribution to Meeting Targets:** The FTA purchased three additional BAT Mobiles this year. These new BAT's are much bigger and will allow the officers at the checking stations more accessibility and more room whenever they are conducting the DWI checking stations. The BAT program participated in 209 checking stations which resulted in the arrests of 705 impaired drivers.

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**Project Number(s):** 154AL-15-02-03  
**Project Title:** DWI Enforcement Officer  
**Agency:** Garner Police Department  
**Project Description:** This project funded one officer focusing DWI Enforcement to decrease impaired driving in Garner.  
**Contribution to Meeting Targets:** The Garner Police Department DWI officer made 158 DWI arrests, an increase of 22% from the previous year. There were zero alcohol related fatal crashes in Garner. The department conducted high visibility enforcement, worked primarily nights and weekends, and hosted or supported 17 multi-agency checking stations as part of the Wake County Task Force.

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**Project Number(s):** 154AL-15-02-04  
**Project Title:** Raleigh Police Department DWI Squad  
**Agency:** Raleigh Police Department  
**Project Description:** This project funded one sergeant and four full time DWI enforcement officers to decrease impaired driving in Raleigh.  
**Contribution to Meeting Targets:** The Raleigh Police Department DWI team made 521 DWI arrests. There was a reduction in the number of impairment-related fatalities in the city limits from



the 5 year average of 17 to 11 in the FY15 fiscal year. The department conducted high visibility enforcement, worked primarily nights and weekends, and hosted or supported 88 multi-agency checking stations as part of the Wake County Task Force.

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**Project Number(s):** 154AL-15-02-05  
**Project Title:** Forsyth DWI Prosecution  
**Agency:** Judicial Department/Administrative Office of the Courts (AOC) - Forsyth County  
**Project Description:** This project funded a DWI Court to assist those offenders that truly want help with their alcohol addiction problem.  
**Contribution to Meeting Targets:** The Forsyth County DWI Court received 1,420 new DWI cases and disposed of 1,480 cases. Of those disposed 1,162 (78.5%) either pled guilty or were found guilty.

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**Project Number(s):** 154AL-15-02-06  
**Project Title:** Blood Alcohol Analysis Project  
**Agency:** Iredell County Sheriff's Office  
**Project Description:** This project provided funding for refrigerators for storing blood alcohol evidence and additional equipment for testing of blood for alcohol concentration. The Iredell County Sheriff's Office withdrew their project and was not funded this year.  
**Contribution to Meeting Targets:** The Iredell County Sheriff's Office withdrew their grant.

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**Project Number(s):** 154AL-15-02-07  
**Project Title:** Special DWI Court  
**Agency:** Judicial Department/Administrative Office of the Courts (AOC) - Wake County  
**Project Description:** This project funded a Victim Witness Legal Advocate (VWLA) to coordinated activities related to the location and subpoenaing of witnesses and law enforcement officers, case review and research, and scheduling of court dates. The Wake County Special DWI Co  
**Contribution to Meeting Targets:** The Wake County Special DWI Court disposed of 2,534 DWI cases resulting in a 78% conviction rate. The court operated five days a week for 49 weeks.

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**Project Number(s):** 154AL-15-02-08  
**Project Title:** Buncombe County DWI Task Force  
**Agency:** Asheville Police Department  
**Project Description:** This project provided funding for the Buncombe County DWI Task Force consisting of six officers who worked the peak night time hours and on weekends. The DWI Task force worked closely with the local MADD chapter and educated the citizens of Buncombe Count  
**Contribution to Meeting Targets:** The Buncombe County DWI Task Force made 371 impaired driving arrests. The Buncombe County DWI Task Force is actively involved with the Buncombe



County Sobriety Court. The DWI team has created a Sober Hero campaign to educate the driving public about the importance of driving sober.

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**Project Number(s):** 154AL-15-02-09  
**Project Title:** DWI Task Force  
**Agency:** Charlotte-Mecklenburg Police Department (CMPD)  
**Project Description:** This project provided funding for the CMPD DWI Task Force consisting of seven officers who worked the peak night time hours and on weekends. The DWI Task force worked closely with the Carolinas Health Care safe teen driving project to educate the teen dr  
**Contribution to Meeting Targets:** The CMPD DWI team made 1282 DWI arrests and issued 4533 citations for other traffic charges. There was a 36 percent decrease in fatal crashes and a 33% decrease in fatalities from the previous year.

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**Project Number(s):** 154AL-15-02-10  
**Project Title:** DWI Enforcement Team  
**Agency:** Lumberton Police Department  
**Project Description:** This project funded a two officer DWI Enforcement Unit. The Unit was deployed during the peak night time hours when impaired drivers are known to be on the road.  
**Contribution to Meeting Targets:** The Lumberton Police Department did not have the unit operational until June 2015 due to delayed approval. During the first three months of implementation, the team was responsible for 48 DWI arrests. The department made 180 DWI arrests and conducted enforcement activities with other agencies throughout Robeson County.

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**Project Number(s):** 154AL-15-02-11  
**Project Title:** Ignition Interlock Program Management System  
**Agency:** Department of Transportation/Division of Motor Vehicles (DMV)  
**Project Description:** This project provided funding for the implementation phase of their web based Ignition Interlock program to streamline the interlock process by creating an automated system. However, they did not fully complete the process and it will continue through F  
**Contribution to Meeting Targets:** The DMV had to change the scope of the Ignition Interlock grant and this caused a delayed start to the project. The initial work for the new web based system is in place. However, because the process was not completed, additional grant funding will continue into FY16.

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**Project Number(s):** 154AL-15-02-12  
**Project Title:** Wake County DWI Blood Analysis  
**Agency:** Wake/Raleigh City County Bureau of Identification (CCBI)  
**Project Description:** This project provided funding for the expanded blood alcohol lab and acquired additional equipment for alcohol blood testing. The CCBI project also hired

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Contribution to Meeting Targets: additional personnel for the alcohol blood testing lab. The CCBI Blood Lab accomplished their goal of processing the blood alcohol tests results within 30 days of submission. The number of fatalities in Wake county has decreased from a high of 29 in 2012 to just 16. The future plans of the Wake-Raleigh blood alcohol lab is to extend their services beyond Wake county.

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Project Number(s): 154AL-15-02-13  
Project Title: Pitt County Impaired Driving Laboratory Analysis Program  
Agency: Pitt County Sheriff's Office  
Project Description: This project provided funding for a blood alcohol lab including acquiring additional blood alcohol testing equipment. The Pitt County blood lab also hired a Chemist for the lab.

Contribution to Meeting Targets: The Pitt County Blood Lab was able to purchase and install all equipment. The Blood alcohol lab is currently receiving blood alcohol samples for testing.

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Project Number(s): 154AL-15-02-14  
Project Title: DWI Enforcement OT Project  
Agency: Department of Public Safety/State Highway Patrol (SHP)  
Project Description: This project provided funding for overtime for Troopers that worked DWI enhanced enforcement in selected counties with high DWI fatality rates.

Contribution to Meeting Targets: The SHP worked DWI overtime enforcement in selected counties with high impaired driving fatalities. The overtime enforcement resulted in the arrest of 515 impaired drivers and over 4600 total charges.

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Project Number(s): 154AL-15-02-15  
Project Title: Wake County Sheriff Office DWI Squad  
Agency: Wake County Sheriff's Office  
Project Description: This project funded one sergeant and four full time DWI enforcement officers focused on capturing DWI offenders and decreasing impaired driving In Wake County.

Contribution to Meeting Targets: The Wake County Sheriff's Office DWI team made 436 DWI arrests, an increase of 85 % from 2013. There were 10,769 alcohol related crashes in Wake County, a reduction of 4%. The DWI team conducted high visibility enforcement, worked primarily nights and weekends, and hosted or supported 113 multi-agency checking stations as part of the Wake County Task Force.

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Project Number(s): 154AL-15-02-16  
Project Title: Fake Identification Information  
Agency: Department of Commerce/Alcoholic Beverage Control (ABC) Commission  
Project Description: This project provided funding for a fake ID analyst that collected fake ID's across the state. After these fake ID's were collected, the analyst gathered and shared that information with law enforcement.



# Alcohol-Impaired Driving



**Contribution to Meeting Targets:** The ABC Commission's fake ID analyst collected fraudulent ID's throughout the state. Once collected, the analyst compiled data and shared that information with law enforcement agencies within the state. The information was beneficial to law enforcement to prevent the use of fake identifications by minors to purchase alcohol.

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**Project Number(s):** 154AL-15-02-17  
**Project Title:** Regional Blood Laboratory Expansion  
**Agency:** Wilmington Police Department  
**Project Description:** This project provided funding for testing blood alcohol for law enforcement agencies in the region. The lab expanded to include 34 agencies in the region for blood alcohol testing.

**Contribution to Meeting Targets:** The Wilmington Police Department was able to reduce the time for blood alcohol test results to under 10 days. The lab was able to increase the number of law enforcement agencies they serve in the Tri-County area of New Hanover, Pender and Brunswick counties from 16 to 34.

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**Project Number(s):** 154AL-15-02-21  
**Project Title:** Guilford County Multi-Agency DWI Task Force Educator Position  
**Agency:** Guilford County Sheriff's Office  
**Project Description:** This project funded an educator position and equipment to effectively reduce the alcohol involved crash rate and/or injuries that have been occurring in Guilford County through media attention focused on the Guilford County DWI Task Force and public education.

**Contribution to Meeting Targets:** The Guilford County Sheriff's Office Task Force educator has reached 5,989 people through 69 presentations and 29 displays and has attended 12 community events educating the public on DWI and other traffic related issues.

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**Project Number(s):** 154AL-15-02-22  
**Project Title:** DWI Taskforce  
**Agency:** Department of Public Safety/State Highway Patrol (SHP)  
**Project Description:** This project provided funding for DWI Task Force consisting of eight Troopers who worked to remove impaired drivers from the roadway focusing on peak night time hours and on weekends. The DWI Task force worked in three counties with high DWI fatality rate

**Contribution to Meeting Targets:** The SHP DWI Task Force had a delayed implementation (January 2015). The Task Force worked in Columbus, Cumberland and Robeson Counties. The Task Force made 666 DWI arrests and issued 359 occupant protection citations. The DWI Task force participated in 124 DWI checking stations.



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**Project Number(s):** AL-15-01-01  
**Project Title:** "Booze It & Lose It" Program  
**Agency:** Governor's Highway Safety Program (GHSP)  
**Project Description:** This project provided funding to bring awareness to the dangers of driving after drinking and the "Booze It & Lose It" program. This project also funded the Impaired Driving Assessment required by NHTSA.  
**Contribution to Meeting Targets:** GHSP purchased incentive items to promote the "Booze It & Lose It" campaign. GHSP coordinated and NHTSA conducted an Impaired Driving Assessment. Additionally, GHSP supported the annual Tree of Life event and MADD's annual awards ceremony.

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**Project Number(s):** AL-15-01-02  
**Project Title:** Students against Destructive Decisions (SADD) Conference  
**Agency:** Department of Administration/Students Against Destructive Decisions (SADD)  
**Project Description:** This project funded training for youth and their peers in effective techniques and leadership skills to enable these young people to conduct effective and productive highway safety programs and initiatives within their schools and communities. NC SADD fun  
**Contribution to Meeting Targets:** The SADD Leadership Training Conference took place in November 2014 and brought together 200 students and chapter advisors from across the state to participate in three days of prevention training and activities. A follow up survey of conference attendees determined that many of the students were implementing what they learned back in their schools. Projects included seat belt checks on school grounds, school assemblies, and alcohol-free prom and graduation programming.

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**Project Number(s):** AL-15-01-03  
**Project Title:** WIN BIG-Year 2  
**Agency:** Carolinas Medical Center  
**Project Description:** This project funded a project which worked to effectively reduce the teen driving crash rate and/or injuries that have been occurring in Mecklenburg County as it relates to teen drivers. This project targeted seatbelt usage, DWI, distracted driving, speed  
**Contribution to Meeting Targets:** Carolinas Medical Center convened 16 different partners and stakeholders in the Charlotte Mecklenburg area to address a variety of teen highway safety concerns. They expanded the young rider/driver program in the local high schools, conducted seatbelt assessments and instituted student-lead initiatives to increase seatbelt usage. They engaged with universities in the area to address speeding on campuses and impaired driving among college age students. The also partnered with Watch for Me NC and the Charlotte-Mecklenburg Police Department for enforcement and education initiatives.

# Alcohol-Impaired Driving



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**Project Number(s):** AL-15-01-04  
**Project Title:** Keys to Life/Mobile Enforcement  
**Agency:** Department of Public Safety/Alcohol Law Enforcement (ALE)  
**Project Description:** This project provided funding for the Keys to Life program and Mobile Enforcement Operations to address underage drinking and driving.  
**Contribution to Meeting Targets:** The ALE presented 68 public information programs and 19 Keys to Life programs for underage youth. The NCALE also conducted 20 Mobile Enforcement Team Operations.

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**Project Number(s):** K2-15-07-02 / K8-15-03-10  
**Project Title:** Special Traffic Operations Program (S.T.O.P.)  
**Agency:** Fayetteville Police Department  
**Project Description:** This project provided funding for four traffic officers and equipment. This four person unit was an addition to the existing traffic unit and increased enforcement efforts of impaired driving and seatbelt laws.  
**Contribution to Meeting Targets:** The Fayetteville Police Department traffic officers made 5,645 stops and wrote 6,710 traffic citations. Fayetteville saw a decrease in traffic fatalities from 47 in 2013 - 2014 to 16 in 2014 - 2015.

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**Project Number(s):** K8-15-03-02 / M2HVE-15-08-08 / M5HVE-15--04-10  
**Project Title:** Operation DWI/SB  
**Agency:** New Hanover Sheriff's Office  
**Project Description:** This project funded a four deputy DWI/SB Enforcement Unit.  
**Contribution to Meeting Targets:** The New Hanover County Sheriff's Office arrested 97 DWI offenders and issued 343 seat belt and 25 child passenger safety citations. The team issued a total of 4,510 citations.

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**Project Number(s):** K8-15-03-03  
**Project Title:** Traffic Unit  
**Agency:** Wilson Police Department  
**Project Description:** This project provided funding for two additional officers to the existing traffic unit whose concentration was in the area of alcohol enforcement.  
**Contribution to Meeting Targets:** The Wilson Police Department made 139 DWI charges, saw a decrease in impaired driving crashes from 79 in 2013 to 75 and saw their fatalities from DWI decrease from two fatalities in 2013 to zero. The officers made 615 stops resulting in 850 charges.

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**Project Number(s):** K8-15-03-04  
**Project Title:** Administrative Hearings Section Training  
**Agency:** Department of Transportation/Division of Motor Vehicles (DMV)  
**Project Description:** This project provided funding for training all DMV Hearing Officers on law changes associated with conducting driver license hearings.

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# Alcohol-Impaired Driving



**Contribution to Meeting Targets:** The DMV trained all Hearing Officers on conducting professional and thorough hearings. They were also provided a legal update on all the applicable laws for driving while impaired.

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**Project Number(s):** K8-15-03-05  
**Project Title:** DWI Treatment Court  
**Agency:** Buncombe County DWI Treatment & Prevention Court  
**Project Description:** This project provided funding for DWI treatment court including a Treatment Court Coordinator position. The project continued to target habitual DWI offenders by offering them participation in the DWI Treatment Court.

**Contribution to Meeting Targets:** The Buncombe County DWI Court received 44 referrals over the past year and have 27 active DWI court participants currently in the program. Of all the participants 96 percent have remained sober while in the program.

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**Project Number(s):** K8-15-03-06  
**Project Title:** Drunk Driving and Underage Prevention Outreach  
**Agency:** Mothers against Drunk Driving- MADD North Carolina  
**Project Description:** This project provided funding for training and educating the public about the destructive decisions associated with drinking and driving. The project continued to fund the Program Specialist position along with the Court Monitor Specialist position.

**Contribution to Meeting Targets:** MADD continued to expand their Power of The Parent program by training 10 new facilitators. MADD currently has 10 active MADD chapters in the state serving 28 counties and added two chapters this past year. MADD currently has 30 court monitors working in 12 counties in the state. MADD held two regional law enforcement recognition events and a state event to recognize officers from across the state.

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**Project Number(s):** K8-15-03-07  
**Project Title:** DWI Treatment/Prevention Court  
**Agency:** Judicial Department/Administrative Office of the Courts (AOC) - Buncombe County  
**Project Description:** This project provided funding for a DWI treatment court to identify to habitual DWI offenders for participation. The Buncombe County AOC continued to assist the Buncombe County DWI Court Coordinator.

**Contribution to Meeting Targets:** The Buncombe County DWI Court currently has 17 active participants in the program. An additional 7 candidates were screened for entry and only one participant has been removed from the program for non-compliance.

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**Project Number(s):** K8-15-03-08  
**Project Title:** DWI Treatment/Prevention Court  
**Agency:** Cumberland County DWI Treatment Court  
**Project Description:** This project provided funding for the DWI Treatment Court Coordinator position.

# Alcohol-Impaired Driving



The project continued to target habitual DWI offenders by offering them participation in the DWI Treatment Court.

**Contribution to Meeting Targets:** The Cumberland County Sobriety Court has had a total of 239 participants in their treatment court program this fiscal year. Out of the total number of participants in the treatment program 27 have graduated from the Sobriety Court program. The Court created a DVD that is shown to all pretrial participants before they are accepted into the Sobriety court program.

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**Project Number(s):** K8-15-03-09 / K2-15-07-03 / M2HVE-15-08-12 / M5HVE-15-04-09  
**Project Title:** DWI/SB Enforcement Unit  
**Agency:** Brunswick County Sheriff's Office  
**Project Description:** This project funded two DWI/SB Enforcement Deputies. The Brunswick County Sheriff's Office Team was deployed during the peak night time hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the deputies also targete

**Contribution to Meeting Targets:** The Brunswick County Sheriff's Office arrested 314 DWI violators, conducted 227 enforcement events and 55 educational events.

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**Project Number(s):** K8-15-03-11 / M2HVE-15-08-09 / M5HVE-15-04-11  
**Project Title:** DWI/SB Enforcement Unit  
**Agency:** Brunswick County Sheriff's Office  
**Project Description:** This project funded four DWI/SB Enforcement Deputies. The Brunswick County Sheriff's Office Team was deployed during the peak night time hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the deputies also target

**Contribution to Meeting Targets:** The Brunswick County Sheriff's Office arrested 314 DWI violators, conducted 227 enforcement events and 55 educational events.

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**Project Number(s):** M2HVE-15-08-03 / M5HVE-15-04-02  
**Project Title:** DWI Task Force  
**Agency:** Guilford County Sheriff's Office  
**Project Description:** This project funded six officers that focused on impaired driving enforcement through cooperation between three law enforcement agencies (Guilford County Sheriff's Office, Greensboro Police Department and High Point Police Department).

**Contribution to Meeting Targets:** The Guilford County DWI Task Force arrested 901 DWI offenders and issued 567 seat belt citations. Traffic fatalities during 2014 are down approximately 40% in Guilford County.

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**Project Number(s):** M2HVE-15-08-04 / M5HVE-15-04-03  
**Project Title:** HEAT  
**Agency:** Waxhaw Police Department  
**Project Description:** This project provided funding for a traffic officer that worked to reduce teen and



Contribution to Meeting Targets: alcohol related traffic crashes and injuries in addition to enforcing occupant restraint violations. The project also purchased the equipment for the officer. The Waxhaw Police Department concentrated on teen drivers and the traffic crashes involving teens. They were able to lower the teen related crashes from 115 the year prior to 41. The Waxhaw Police Department reduced the traffic crashes involving teens from 12 to seven this year.

Project Number(s): M2HVE-15-08-05 / M5HVE-15-04-04  
 Project Title: DWI Enforcement Officers  
 Agency: Cary Police Department  
 Project Description: This project funded two full time officers continuing a DWI squad to decrease impaired driving in Cary and collaborate with the Wake County Task Force.  
 Contribution to Meeting Targets: The Cary Police Department made 274 DWI arrests. Cary PD's DWI squad participated in 75 DWI and traffic related educational events and displays. The team participated in 30 DWI checkpoints including hosting eight.

Project Number(s): M2HVE-15-08-06 / M5HVE-15-04-05  
 Project Title: Traffic Team  
 Agency: Pineville Police Department  
 Project Description: This project provided funding for two officers to address alcohol related traffic crashes and injuries in addition to enforcing occupant restraint violations.  
 Contribution to Meeting Targets: The Pineville Police Department withdrew their grant.

Project Number(s): M2HVE-15-08-07 / M5HVE-15-04-06  
 Project Title: Forsyth County DWI Task Force  
 Agency: Winston Salem Police Department  
 Project Description: This project funded the Forsyth County DWI Task force consisting of six officers through cooperation between three law enforcement agencies (Winston-Salem Police Department, Forsyth County Sheriff's Office, and Kernersville Police Department).  
 Contribution to Meeting Targets: The Forsyth County DWI Task Force arrested 471 DWI offenders and issued 96 seat belt citations. They also held 57 Impact classes and reached 2,392 students.

Project Number(s): M5CS-15-04-02  
 Project Title: Standardized Field Sobriety Testing  
 Agency: Department of Health & Human Services/Forensic Tests for Alcohol (FTA)  
 Project Description: This project provided funding for the Standardized Field Sobriety Testing (SFST) program which provided training to law enforcement officers statewide. The SFST project also continued the ARIDE (Advanced Roadside Impaired Driving) training for officers.  
 Contribution to Meeting Targets: The FTA conducted 80 basic SFST practitioner courses training 1,123 officers. The grant held 118 SFST refresher courses training 1,480 officers and one initial



SFST instructor course training 11 new SFST instructors. The grant also held 12 SFST instructor refresher courses training 122 instructors for recertification.

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**Project Number(s):** M5CS-15-04-03  
**Project Title:** Drug Recognition Expert  
**Agency:** Department of Health & Human Services/Forensic Tests for Alcohol (FTA)  
**Project Description:** This project provided funding for the Drug Recognition Expert (DRE) position. The DRE program provided training to help officers detect impaired suspects under the influence of drugs.  
**Contribution to Meeting Targets:** The FTA conducted two DRE schools training 22 students and conducted 28 advanced Roadside Impaired Driving Enforcement (ARIDE) classes training 311 officers. The FTA held two Introduction to Drugged Driving classes training 37 students. The FTA coordinated 30 DRE evaluation training nights for 78 candidates.

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**Project Number(s):** M5CS-15-04-04  
**Project Title:** Science  
**Agency:** Department of Health & Human Services/Forensic Tests for Alcohol (FTA)  
**Project Description:** This project provided funding for the Science program which provided and maintained all the breath alcohol testing instruments statewide.  
**Contribution to Meeting Targets:** The FTA made available repair and service at no cost for more than 7,500 ASTD's used in DWI enforcement. The FTA maintained 203 test sites housing 271 Intoxilyzer EC/IR II breath testing instruments and 98 backup instruments. The FTA completed the following training: EC/IR II Operator Training Classes with 832 officers trained, EC/IR Operator Recertification Classes with 2,473 officers trained, and 43 ASTD Basic School with 569 officers trained.

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**Project Number(s):** M5CS-15-04-05 / K8-15-03-12 / K2-15-07-04  
**Project Title:** Traffic Safety Resource Prosecutor  
**Agency:** Judicial Department/Administrative Office of the Courts - Conference of District Attorneys  
**Project Description:** This project provided funding to conduct trainings, providing information, technical support and education to law enforcement personnel, prosecutors, magistrates and judges pertaining to basic and advanced traffic safety related topics. These efforts were  
**Contribution to Meeting Targets:** The Conference of District Attorneys, Traffic Safety Resource Prosecutors conducted training courses for Prosecutors, Law Enforcement, Magistrates, Judges, and other traffic safety professionals. These course included Prosecuting the Drugged Driver, Legal Updates, Evidence training, New Prosecutors School, NCSHP training academy, DRE school, LEL meetings and Lifesavers National Conference. The Traffic Safety Resource Prosecutor (TSRP) responded to 246 direct requests for technical assistance, including 14 briefs. The CDA grant hired four additional TSRP's. The TSRP's helped to dispose of 131 DWI cases in District Court, three in Superior Court and 259 other traffic cases, even though they were not hired until the second half of the fiscal year.

# Alcohol-Impaired Driving







## Occupant Protection

### BACKGROUND AND NOTEWORTHY PROGRAMS

In 2014, there were 1,284 motor vehicle crash fatalities in North Carolina. Of these, 865 were passenger vehicle drivers or occupants and 360 (42%) were reported to be unrestrained, an increase of one percent from 2013. The number of unrestrained passenger vehicle occupant fatalities has decreased substantially in North Carolina during the past decade. Since 2004, there has been a 35% decrease (from 553 to 360) in unrestrained fatalities. The 2015 observed belt use rate for drivers and front seat occupants for North Carolina was 89.9 percent. North Carolina's belt usage rate has changed little over the past 8 years, remaining very close to 90 percent.

During FY15, a primary focus of both law enforcement and media attention has been on enforcement of the seat belt law. GHSP grantees are required to devote at least 50 percent of their enforcement efforts to nighttime enforcement. For agencies in counties that are overrepresented in unbelted fatalities, GHSP paid



particular attention to nighttime seat belt enforcement and disseminated information to law enforcement agencies to communicate the importance of improving seat belt compliance rates and their role in reducing unrestrained fatalities and injuries. A law enforcement guide with descriptions of both the Child Passenger Safety Law and the Seat Belt Law was distributed to law enforcement agencies throughout the state. This guide is designed to provide law enforcement officers, particularly those with little to no training in child passenger safety, a clear outline of how to enforce the law. GHSP also used Section 402 and Section 405 funds to provide light towers and generators to aid communities in conducting nighttime seat belt enforcement activities.

From April 20 – May 3, 2015, GHSP conducted a mini-mobilization targeting 25 counties. Those counties included all 15 counties included in the observational surveys (Alamance, Cabarrus, Caldwell, Catawba, Columbus, Franklin, Guilford, Harnett, Johnston, Mecklenburg, Nash, Onslow, Robeson, Rowan, and Wake) and 10 of the counties with the highest number of unrestrained fatalities (Brunswick, Buncombe, Cumberland, Davidson, Durham, Forsyth, Gaston, Rockingham, Sampson, and Wayne).

In an effort to increase occupant protection enforcement and impact the fatality and seat belt usage rates in North Carolina, the GHSP partnered with the North Carolina State Highway Patrol to conduct Special Operation Projects in designated high-risk counties. Selected enforcement days and times reflected the data that showed when unrestrained fatalities were occurring. The Special Operation Projects were conducted for seven weeks throughout FY15. The counties covered by these projects were Columbus, Cumberland, Guilford, Johnston, Mecklenburg, Robeson and Wake. These projects resulted in 5,442 seat belt and 280 child passenger safety citations. A total of 8,523 citations were written, including 543 for speeding. Overtime enforcement was conducted for a total of 5,040 hours.

In FY2010, a pilot program to increase enforcement of the child passenger safety law and to provide optional education to drivers who violate the law was started in three counties and on one military base. Since that pilot year the program has expanded rapidly and has been either implemented or initial planning meetings have taken place in over 80 counties. North Carolina law specifies that a person shall



not be convicted of a child passenger safety law violation if they show proof satisfactory to the court that an appropriate child restraint has been acquired for the vehicle in which the child is most frequently transported. In communities where this program is active, drivers who receive a ticket for violating the child passenger safety law are given the option to visit a designated permanent checking station with their child restraint to receive education and installation help by a certified child passenger safety technician on staff. Once the technician is comfortable with the driver's understanding on how to properly use their child restraint, they give the driver a form which can then be taken to the District Attorney's office to have the ticket dismissed. The goal of this program is to encourage law enforcement officers to be proactive in identifying and writing tickets for child passenger safety violations, and also to provide education and installation assistance to drivers charged with these violations. The ultimate goal is to increase the number of children who are riding properly restrained in an age and size appropriate restraint.

North Carolina remains very active in the field of child passenger safety education and assistance. North Carolina offers two county (or region) based programs to assist parents and other caregivers with child passenger safety needs: Permanent Car Seat Checking Stations (PCS) and Safe Kids coalitions. These programs all require that child passenger safety education is provided by Certified Child Passenger Safety Technicians. Starting during the first quarter of FY15, the North Carolina Buckle Up Kids program, that provided a limited number of low-cost child restraints to qualifying families, was discontinued due to the limited number of car seats that could be purchased with available Section 2011 child seat incentive funds. Buckle Up Kids program administrators were encouraged to change their BUK programs to permanent checking station (PCS) programs and many of them have done so.



North Carolina's Permanent Car Seat Checking Stations (PCS) are locations where parents/caregivers can receive information about child passenger safety and have their child restraints and seat belts checked to be sure they are installed and used correctly. PCS locations provide education and installation assistance by Certified CPS Technicians. At the end of FY15 there were 164 Permanent Checking Station programs operating 211 service locations in 85 counties.

Finally, North Carolina has a number of Safe Kids coalitions supported, in part, through Section 402 funding. These coalitions are affiliated with Safe Kids Worldwide. The coalitions focus on reducing accidental child fatalities and injuries caused by traffic incidents, fire/burns, drowning, falls, poisonings, and choking/suffocation. Local Safe Kids coalitions conduct a number of child passenger safety clinics and educational events throughout the year. There are currently 41 Safe Kids coalitions covering 70 counties.

## PROGRAM RESULTS

### *Click It or Ticket*

During FY15, law enforcement agencies in North Carolina conducted two statewide waves of the "Click It or Ticket" campaign:

# Occupant Protection



- Thanksgiving Click It or Ticket (November 24-30, 2014)
- Spring Click It or Ticket (May 18-31, 2015)

Additionally, a special enforcement campaign was held during Child Passenger Safety Week (September 14-20, 2015). During these three waves, law enforcement officers conducted 16,223 checkpoints and saturation patrols, resulting in 18,122 safety belt citations and 1,892 child passenger safety violations. In addition to the occupant protection violations, 3,421 DWI arrests were made, 213 stolen vehicles recovered, 3,691 fugitives arrested, 4,431 drug charges issued, and over 110,000 citations issued for other traffic violations. Detailed results from “Click It or Ticket” activities in FY15 are presented in the table below.

## RESULTS OF “CLICK IT OR TICKET” ACTIVITIES DURING FY15<sup>1</sup>

	Campaign			Totals
	Thanksgiving 2014 Click It or Ticket	Spring 2015 Click It or Ticket	Sept. 2015 Child Passenger Safety Week	
Checkpoints	468	1,527	426	2,421
Saturation patrols	3,379	7,480	2,943	13,802
Total Checkpoints & Saturation Patrols	3,847	9,007	3,369	16,223
Under 21 DWI charges	84	236	73	393
21 and over DWI charges	766	1,609	653	3,028
Total DWI Charges	850	1,845	726	3,421
Safety belt violations	3,158	12,056	2,908	18,122
Child passenger safety	353	1,152	387	1,892
Total Occupant Restraint Charges	3,511	13,208	3,295	20,014
Drug violations	1,040	2,309	1,082	4,431
Stolen vehicles recovered	47	101	65	213
Fugitives arrested	850	2,029	812	3,691
Felony arrests	526	1,271	610	2,407
Other criminal violations	2,415	5,507	2,492	10,414
Total Criminal Violations	4,878	11,217	5,061	21,156
Total Other Traffic Violations <sup>2</sup>	26,841	60,185	23,684	110,710
Total Traffic & Criminal Violations	37,575	89,467	33,931	160,973

<sup>1</sup> Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies.

<sup>2</sup> Total Other Traffic Violations includes speeding, DWLR, GDL, work zone violation, and other traffic violations.

### Click It or Ticket Mini-Mobilization

A two week “Click It or Ticket” mini-mobilization (April 20-May 3) focusing on seat belt and child restraint enforcement was held in 25 focus counties. The 25 focus counties included 21 of the 25 counties with the highest number of unrestrained fatalities and 55 percent of North Carolina’s 2008-2012 unrestrained fatalities. During this two week campaign, 4,386 occupant restraint citations were issued.



## ***CPS Certification***

In FY15, a total of 22 Child Passenger Safety Certification and four Certification Renewal classes were held through which , 484 new CPS Technicians were certified through the Certification classes, 49 were recertified through the Renewal classes for a total of 533 individuals certified or recertified. These courses were held in locations throughout the state.

As of the end of FY15, North Carolina had 48 Certified Instructors and 2,710 Certified Technicians. North Carolina has also established a strong Tech Proxy Program with 69 Technician Proxies. This brings the network of North Carolina's Certified CPS Instructors, Technicians and Proxies to 2,758. There was at least one currently certified technician in all but five of North Carolina's 100 counties (Avery, Bertie, Jones, Northampton and Pamlico are the exceptions).



Throughout FY15, North Carolina maintained a Technician recertification rate in the 65% - 70% range. This rate is one of the highest in the nation.

## ***Child Restraint Inspection Stations***

More than 10,300 children were served and 10,500 child restraints were checked at North Carolina car seat checking stations in FY15. Half of these restraints were for children younger than one. Most of the others (37%) were for one to five year olds.

## ***North Carolina Occupant Protection Task Force***

GHSP hosted a NHTSA facilitated assessment of the NC occupant protection programs July 7-12, 2013. This assessment, in which traffic safety experts from around the nation examined current programs and policies regarding seat belts and occupant protection for children in North Carolina, was conducted to provide GHSP with a review of the occupant protection programs in North Carolina, to identify the program's strengths, accomplishments, and challenges, and to be presented with suggestions for improvement. One major recommendation was the formation of a statewide occupant protection task force.

In May of 2014, the inaugural meeting of the North Carolina Occupant Protection (OP) Task Force was held. Members of the OP Task Force represent a number of state agencies, university research centers, law enforcement and healthcare professionals. During the first two meetings, the OP Task Force reviewed the Occupant Protection Assessment and finalized a Strategic Occupant Protection Plan for North Carolina.

The Strategic Occupant Protection Plan provides data on occupant protection related issues in North Carolina, documents ongoing initiatives to address various aspects of the problem, and presents potential strategies for progress. This plan was developed in accordance with NHTSA's Occupant Protection Guidelines for the components of:



- Legislation, regulation and policy
- Enforcement and adjudication
- Communication, media and outreach
- Occupant protection for children program
- Outreach
- Data and program evaluation

The North Carolina Occupant Protection Task Force meets once a quarter throughout the year. During each meeting a specific occupant protection component is discussed in detail in relation to the Strategic Occupant Protection Plan. Topics worked on during FY15 include youth programs, CPS Diversion, driver education, outreach to the medical community, increasing enforcement, as well as other areas of concern.

## FUTURE STRATEGIES

During FY16, NC GHSP will continue to review the recommendations from the assessment and use these as a basis for strengthening the North Carolina occupant protection program. Two of the key recommendations included in the report are:

- Implement an occupant protection coalition or subcommittee that will focus on occupant protection issues and projects, provide collaboration and communication among existing partners, generate additional participation, and raise the visibility and priority of occupant protection in the State.
- Develop and implement occupant protection programs that focus on high priority target audiences, particularly for those age groups that have been identified by the data as highly represented in the category of fatally injured passenger vehicle occupants.

These two recommendations will play a major role in the NC GHSP occupant protection strategies during the coming years. Goals for the FY16 Occupant Protection Plan include continued administration of the North Carolina Occupant Protection Task Force, implementation of the Strategic Occupant Protection Plan, and conducting a “mini-mobilization” targeting lower belt use counties similar to the “mini-mobilization” conducted during April/May 2015.



The FY16 national “Click it or Ticket” campaign is scheduled for May 16-30, 2016. GHSP will participate in this effort which will complement the earlier statewide “Click It or Ticket” campaign encompassing the 2015 Thanksgiving holiday. NC GHSP will explore innovative approaches to ramp up efforts in target counties, possibly including the creation of an incentive system for agencies that will implement stepped-up seat belt enforcement during the two “Click It or Ticket” campaigns.



As mentioned above GHSP will complement the statewide mobilization efforts for “Click It or Ticket”, with mini-mobilization during the spring of 2016. This will precede the national “Click it or Ticket” campaign and will focus on the following counties: Robeson, Mecklenburg, Wake, Guilford, Davidson, Cumberland, Rowan, Forsyth, Gaston, Columbus, Wayne, Johnston, Duplin, Buncombe, Alamance, Durham, Union, Nash, Onslow, Pitt, Randolph, Harnett, Moore, Pender and Rutherford. These counties represent the 25 counties with the highest number of unrestrained fatalities from 2012-June 2015. GHSP plans to conduct county meetings with all law enforcement agencies in each of these counties to communicate the importance of improving seat belt compliance rates and their role in reducing unrestrained fatalities and injuries. Additionally, a recap of the successes and challenges of the previous year’s efforts will be presented.

GHSP will continue partnering with the NC State Highway Patrol by funding overtime enforcement special operations projects in high priority counties that either have a low usage rate or a high rate of unrestrained fatalities. This overtime will take place throughout the year, especially during the “Click it or Ticket” campaigns (mini-mobilization and national campaign). The possible counties to be included in the project are: Columbus, Cumberland, Forsyth, Guilford, Johnston, Mecklenburg, Robeson, Sampson and Wake. Other counties may be considered based on the most recent data available.

GHSP will support all FY16 seat belt mobilization efforts with earned and/or paid media to draw attention to each of the campaigns. As demonstrated in the “Paid Media Plan” section, North Carolina utilizes a variety of media modes to raise awareness for enforcement efforts in the state.

## ANNUAL SEAT BELT SURVEY

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During FY16, the North Carolina Governor’s Highway Safety Program will begin work to submit a redesign for the Seat Belt Survey in accordance with revised NHTSA guidelines and requirements. The proposed counties that will be included in the 2016 Seat Belt Survey are Mecklenburg, Wake, Guilford, Forsyth, Johnston, Nash, Sampson, New Hanover, Chatham, Hoke, Craven, Burke, Lee, Henderson and McDowell.

## FUNDED PROJECTS AND ACTIVITIES

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The occupant protection related projects and activities listed on the following pages were funded by GHSP under the FY15 Highway Safety Plan:

Project Number(s):	K2-15-07-02 / K8-15-03-10
Project Title:	Special Traffic Operations Program (S.T.O.P.)
Agency:	Fayetteville Police Department
Project Description:	This project provided funding for four traffic officers and equipment. This four person unit was an addition to the existing traffic unit and increased enforcement efforts of impaired driving and seatbelt laws.
Contribution to Meeting Targets:	The Fayetteville Police Department traffic officers made 5,645 stops and wrote 6,710 traffic citations. Fayetteville saw a decrease in traffic fatalities from 47 in 2013 - 2014 to 16 in 2014 - 2015.



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Project Number(s): K8-15-03-02 / M2HVE-15-08-08 / M5HVE-15--04-10  
Project Title: Operation DWI/SB  
Agency: New Hanover Sheriff's Office  
Project Description: This project funded a four deputy DWI/SB Enforcement Unit.  
Contribution to Meeting Targets: The New Hanover County Sheriff's Office arrested 97 DWI offenders and issued 343 seat belt and 25 child passenger safety citations. The team issued a total of 4,510 citations.

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Project Number(s): K8-15-03-09 / K2-15-07-03 / M2HVE-15-08-12 / M5HVE-15-04-09  
Project Title: DWI/SB Enforcement Unit  
Agency: Brunswick County Sheriff's Office  
Project Description: This project funded two DWI/SB Enforcement Deputies. The Brunswick County Sheriff's Office Team was deployed during the peak night time hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the deputies also targete  
Contribution to Meeting Targets: The Brunswick County Sheriff's Office arrested 314 DWI violators, conducted 227 enforcement events and 55 educational events.

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Project Number(s): K8-15-03-11 / M2HVE-15-08-09 / M5HVE-15-04-11  
Project Title: DWI/SB Enforcement Unit  
Agency: Brunswick County Sheriff's Office  
Project Description: This project funded four DWI/SB Enforcement Deputies. The Brunswick County Sheriff's Office Team was deployed during the peak night time hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the deputies also target  
Contribution to Meeting Targets: The Brunswick County Sheriff's Office arrested 314 DWI violators, conducted 227 enforcement events and 55 educational events.

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Project Number(s): M2HVE-15-08-02  
Project Title: "Click It or Ticket" Enforcement Project  
Agency: Department of Public Safety/State Highway Patrol (SHP)  
Project Description: This project funded overtime to support the 'Click It or Ticket' program with increased, sustained enforcement in the 25 Occupant Protection Focus Counties. Select waves of overtime enforcement were conducted during the May "Click It or Ticket" campaign,  
Contribution to Meeting Targets: SHP issued 100,433 seat belt citations and 10,197 child passenger safety citations. In the seven counties where overtime enforcement occurred, there were 5,442 seat belt citations and 280 child passenger safety citations. A total of 8,523 charges were made during the special operation projects.



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**Project Number(s):** M2HVE-15-08-03 / M5HVE-15-04-02  
**Project Title:** DWI Task Force  
**Agency:** Guilford County Sheriff's Office  
**Project Description:** This project funded six officers that focused on impaired driving enforcement through cooperation between three law enforcement agencies (Guilford County Sheriff's Office, Greensboro Police Department and High Point Police Department).  
**Contribution to Meeting Targets:** The Guilford County DWI Task Force arrested 901 DWI offenders and issued 567 seat belt citations. Traffic fatalities during 2014 are down approximately 40% in Guilford County.

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**Project Number(s):** M2HVE-15-08-04 / M5HVE-15-04-03  
**Project Title:** HEAT  
**Agency:** Waxhaw Police Department  
**Project Description:** This project provided funding for a traffic officer that worked to reduce teen and alcohol related traffic crashes and injuries in addition to enforcing occupant restraint violations. The project also purchased the equipment for the officer.  
**Contribution to Meeting Targets:** The Waxhaw Police Department concentrated on teen drivers and the traffic crashes involving teens. They were able to lower the teen related crashes from 115 the year prior to 41. The Waxhaw Police Department reduced the traffic crashes involving teens from 12 to seven this year.

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**Project Number(s):** M2HVE-15-08-05 / M5HVE-15-04-04  
**Project Title:** DWI Enforcement Officers  
**Agency:** Cary Police Department  
**Project Description:** This project funded two full time officers continuing a DWI squad to decrease impaired driving in Cary and collaborate with the Wake County Task Force.  
**Contribution to Meeting Targets:** The Cary Police Department made 274 DWI arrests. Cary PD's DWI squad participated in 75 DWI and traffic related educational events and displays. The team participated in 30 DWI checkpoints including hosting eight.

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**Project Number(s):** M2HVE-15-08-06 / M5HVE-15-04-05  
**Project Title:** Traffic Team  
**Agency:** Pineville Police Department  
**Project Description:** This project provided funding for two officers to address alcohol related traffic crashes and injuries in addition to enforcing occupant restraint violations.  
**Contribution to Meeting Targets:** The Pineville Police Department withdrew their grant.

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**Project Number(s):** M2HVE-15-08-07 / M5HVE-15-04-06  
**Project Title:** Forsyth County DWI Task Force  
**Agency:** Winston Salem Police Department



# Occupant Protection



**Project Description:** This project funded the Forsyth County DWI Task force consisting of six officers through cooperation between three law enforcement agencies (Winston-Salem Police Department, Forsyth County Sheriff's Office, and Kernersville Police Department).

**Contribution to Meeting Targets:** The Forsyth County DWI Task Force arrested 471 DWI offenders and issued 96 seat belt citations. They also held 57 Impact classes and reached 2,392 students.

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**Project Number(s):** OP-15-06-01

**Project Title:** "Click It or Ticket" Program

**Agency:** Governor's Highway Safety Program (GHSP)

**Project Description:** This project provided funding to bring awareness to the importance of buckling up and the "Click It or Ticket" program.

**Contribution to Meeting Targets:** GHSP purchased incentive items to promote the "Click It or Ticket" campaign and provided support to the Occupant Protection Task Force meetings. Additionally, GHSP supported the BuckleUp NC conference.

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**Project Number(s):** OP-15-06-02

**Project Title:** Safe Transportation for All Children 2014-2015

**Agency:** Safe Kids WNC

**Project Description:** This project funded Western North Carolina Safe Kids to continue to provide leadership for the State to increase and maintain the base of CPS Technicians trained in Special Needs Transportation.

**Contribution to Meeting Targets:** Safe Kids WNC provided 98 seats to children with special health care needs, held three CPS certification classes along with one renewal and five update/refresher classes. A "Transporting Children with Special Health Care Needs" course was set up for November and had 19 students registered. Safe Kids WNC also partnered with law enforcement and attended checking stations in Buncombe and the surrounding counties.

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**Project Number(s):** OP-15-06-03

**Project Title:** Continued Development of the BuckleUpNC Resource Center

**Agency:** UNC – Chapel Hill/Highway Safety Research Center (HSRC)

**Project Description:** This project provided funding to maintain and update the website: [www.buckleupnc.org](http://www.buckleupnc.org). This website provided consumer information to the public through a toll free number, website, brochures and flyers. The project also provided program and technical assis

**Contribution to Meeting Targets:** HSRC provided information to the public through the toll free phone line, email inquires and the [buckleupnc.org](http://buckleupnc.org) website. The website averaged 516 visits per day. During the month of September were five times more visits than the average partly due to the promotion of the website during CPS Week. HSRC continued to assist with the coordination, scheduling, and registration of certification classes. North Carolina currently has 2,710 Technicians, 48 Instructors and 69 Technician Proxies that are Certified.

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**Project Number(s):** OP-15-06-04  
**Project Title:** Buckle Up Kids and Beyond: Occupant Protection Program  
**Agency:** Department of Insurance/Office of State Fire Marshal (OSFM)  
**Project Description:** This project provided funding to increase the usage of child restraints, booster seats, and seat belts in order to reduce the number of injuries and deaths to motor vehicle occupants by collaborating with local and state child passenger safety and occupant  
**Contribution to Meeting Targets:** The BuckleUp Kids Program coordinated 22 National Child Passenger Safety (CPS) Technician certification classes and four renewal classes which resulted in certification of 533. The recertification rate for North Carolina was 65.2% compared to the national average of 58.5%. North Carolina currently has 2,710 Technicians, 48 Instructors and 69 Technician Proxies. North Carolina has 211 Permanent Seat Checking Stations. There were 10,526 seats checked at these stations. The BuckleUpNC Conference was held with 331 registered attendees.

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**Project Number(s):** OP-15-06-05  
**Project Title:** Seat Belt Survey  
**Agency:** Research Triangle Institute  
**Project Description:** This project funded the annual seat belt survey as required by NHTSA. Funding included training, supplies and implementation of the survey.  
**Contribution to Meeting Targets:** The Research Triangle Institute completed the statewide, 120-site survey with a result of an 89.9% usage rate for front seat occupants. The survey also include 10 additional high unrestrained fatality counties for a total of 200 sites which reflected an over all usage rate of 90.1%.



## Police Traffic Services

### BACKGROUND AND NOTEWORTHY PROGRAMS

North Carolina has made substantial progress in reducing speed-related fatalities. The number of speeding-related fatalities was 348 in 2014, a 32 percent decrease from the 2007 – 2011 annual average of 515. Nonetheless, speeding continues to be a major cause of injuries and fatalities on North Carolina roadways and has significant economic, social, and personal costs for North Carolinians.

GHSP introduced the safety campaign, “No Need 2 Speed,” in June 2006 to encourage drivers to slow down and obey the speed limit. The initial pilot project was conducted in Robeson, Cumberland, Harnett and Johnston counties. Since that time, the effort has grown substantially. During FY2014, GHSP transitioned away from this campaign to the national slogan “Obey the Sign or Pay the Fine.”

In order to target speed enforcement efforts, GHSP continued its long-standing partnership with the North Carolina Justice Academy by continuing to provide funding for training to law enforcement officers across the state for radar instructor certification courses.



In another effort to target speed enforcement, GHSP encourages counties to adopt more systematic approaches for identifying roads that are priorities. To this end, GHSP continued to promote training in Data-Driven Approaches to Crime and Traffic Safety (DDACTS) enforcement strategies.

In addition, to help bring the issue of speed-related crashes and fatalities to the forefront – and to build on recent progress – the UNC Highway Safety Research Center (HSRC) completed a comprehensive project focused on identifying the nature of North Carolina’s speeding problems and developing solutions to significantly reduce speeding-related crashes and injuries. The project team initially completed a comprehensive literature review about best practices for reducing speeding. Following this, with support from GHSP and the NC Department of Transportation, HSRC hosted the “North Carolina Speed and Safety Symposium” in October 2011, along with a day-long workshop that brought together North Carolina stakeholders with international speed management experts. Based on this project, HSRC developed a list of recommendations for the state to consider for improving speed management practices and policies which are reported in North Carolina Speed Management: Recommendations for Action. Ultimately, twenty-one recommendations were developed to reduce speeding and severe crashes in NC. GHSP continues to use these recommendations to support programs to reduce speeding-related crashes and injuries.



## PROGRAM RESULTS

### *Obey the Sign or Pay the Fine*

Law enforcement agencies in North Carolina conducted the “Obey the Sign or Pay the Fine” speed enforcement campaign during March 30 – April 5, 2015. In total, 4,177 checkpoints and saturation patrols were conducted resulting in 13,391 speeding citations. Additionally, the campaign produced 1,094 DWI arrests, 3,481 safety belt and child passenger violations, 1,644 drug violations, and 1,333 fugitives captured. Detailed results from campaign activities in FY15 are presented below.

RESULTS OF SPEED ENFORCEMENT CAMPAIGN ACTIVITIES DURING FY15	
	Obey the Sign or Pay the Fine
Checkpoints	596
Saturation patrols	3,581
Total Checkpoints and Saturation Patrols	4,177
Under 21 DWI charges	92
21 and over DWI charges	1,002
Total DWI Charges	1,094
Safety belt violations	3,057
Child passenger safety	424
Total Occupant Restraint Charges	3,481
Drug violations	1,644
Stolen vehicles recovered	39
Fugitives arrested	1,333
Felony arrests	758
Other criminal violations	3,676
Total Criminal Violations	7,450
Speeding	13,391
All other traffic violations	17,674
Total Other Traffic Violations†	31,065
Uninsured motorists	759
Reckless driving	626
Total Traffic and Criminal Violations	44,475

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

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

## FUTURE STRATEGIES

GHSP believes the annual speed enforcement campaign’s transition to “Obey the Sign, or Pay the Fine” will enhance the public awareness of the campaign as the slogan is used nationally. This campaign is planned for March 24, 2016 through April 3, 2016. The strategy is to hold this campaign annually and to look for continued growth in future years. In addition, GHSP will focus law enforcement and media



attention on the enforcement of speeding at night. GHSP will also continue to share data with all agencies. However, the efforts will focus on the counties that are overrepresented in speeding fatalities. This data will include the locations of speed related crashes, day of the week and the time of day they are occurring, along with enforcement data. The analytical and mapping tools of the continuing GHSP funded Vision Zero efforts will provide this information in a timely manner. GHSP will seek buy in from the agencies to address the problem locations and GHSP will offer incentives or funding as needed to enhance the enforcement efforts.

## FUNDED PROJECTS AND ACTIVITIES

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The police traffic services related projects and activities listed below were funded by GHSP under the FY15 Highway Safety Plan:

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**Project Number(s):** PT-15-09-01  
**Project Title:** Traffic Safety Unit  
**Agency:** Tabor City Police Department  
**Project Description:** This project funded a traffic enforcement officer and equipment.  
**Contribution to Meeting Targets:** The Tabor City Police Department traffic enforcement officer worked at least 50% of the time during night-time hours and conducted activities with other agencies in Columbus County. The traffic officer issued 165 occupant restraint and 255 speeding citations. A total of 1,084 citations were issued.

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**Project Number(s):** PT-15-09-02  
**Project Title:** Traffic Safety Unit Addition  
**Agency:** Holly Springs Police Department  
**Project Description:** This project funded the creation of a Traffic Safety Unit consisting of two full-time officer and the purchase of the vehicles and equipment for the team.  
**Contribution to Meeting Targets:** The Holly Springs Police Department made 125 DWI arrests in 2015, an increase from the previous year of 17%. The team attended or hosted 18 DWI checking stations. Alcohol-related crashes decreased by 50% from previous year. The team issued 312 seat belt citations and participated in or hosted 24 seat belt initiatives. The traffic team supported 22 driver's education classes during the fiscal year.

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**Project Number(s):** PT-15-09-03  
**Project Title:** Traffic Enforcement Officer  
**Agency:** Richlands Police Department  
**Project Description:** This project funded a traffic enforcement officer to address seat belt non-compliance, DWI violations with the goal of reducing traffic crashes and preventing further traffic fatalities.  
**Contribution to Meeting Targets:** The Richlands Police Department conducted seat belt initiatives and DWI checking stations with other agencies in Onslow County. The department made 19 DWI arrests, issued 191 seat belt citations and 988 speeding citations. The seat belt usage rate for Onslow County was 90.2 percent.



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**Project Number(s):** PT-15-09-04  
**Project Title:** Crash Reconstruction Equipment  
**Agency:** High Point Police Department  
**Project Description:** This project funded the purchase of the vehicle data download equipment and the training for two officers to attain certification to collect and translate the data that will provide information resulting in a more complete reconstruction.  
**Contribution to Meeting Targets:** The High Point Police Department used the equipment for collecting and interpreting vehicle data at crash scenes to better understand what caused the crash.

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**Project Number(s):** PT-15-09-05  
**Project Title:** Region 2 LEL  
**Agency:** Ayden Police Department  
**Project Description:** This project provided Law Enforcement Liaison services for Region 2 (East Region)  
**Contribution to Meeting Targets:** Region 2 achieved a participation reporting rate of 65 percent this year. This is equal to the State participation reporting rate and up 10 percent from last year.

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**Project Number(s):** PT-15-09-06  
**Project Title:** Conover PD PROTECT  
**Agency:** Conover Police Department  
**Project Description:** This project provided funding for a traffic officer and the equipment to reduce traffic crashes and injuries through enhanced traffic enforcement and education.  
**Contribution to Meeting Targets:** The Conover Police Department participated in or conducted four DWI checking stations and held 86 driver's license checking stations. The injury related crashes reduced from 131 in the fiscal year 2013- 2014 to 103 in the fiscal year 2014-2015 a 21% decrease. The Conover Police Department issued 342 speeding citations with the grant officer issuing 179 of those citations. The Conover Police Department also issued 44 DWI citations with the grant officer making 11 of those arrests.

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**Project Number(s):** PT-15-09-07  
**Project Title:** Region 7 LEL  
**Agency:** Guilford County Sheriff's Office  
**Project Description:** This project provided Law Enforcement Liaison services for Region 7 (Triad Region)  
**Contribution to Meeting Targets:** Region 7 achieved a participation reporting rate of 90 percent the highest in the State. The county seatbelt usage rate was 88 percent.

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**Project Number(s):** PT-15-09-08  
**Project Title:** Seatbelt Enforcement  
**Agency:** Columbus County Sheriff's Office

# Police Traffic Services



**Project Description:** This project funded two full time traffic enforcement deputies  
**Contribution to Meeting Targets:** The Columbus County Sheriff's Office traffic unit issued 620 seat belt citations and 213 speeding citations. The Sheriff's Office conducted 62 seat belt initiatives and checking stations.

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**Project Number(s):** PT-15-09-09  
**Project Title:** Traffic Enforcement Officers  
**Agency:** Leland Police Department  
**Project Description:** This project funded two full time traffic enforcement officers.  
**Contribution to Meeting Targets:** The Leland Police Department traffic unit participated in monthly seat belt initiatives and DWI checking stations. The unit issued 290 occupant protection citations, 177 speeding citations arrested 41 impaired drivers.

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**Project Number(s):** PT-15-09-10  
**Project Title:** Traffic Officer  
**Agency:** Stallings Police Department  
**Project Description:** This project provided funding for a traffic safety officer and equipment to reduce teen and speed related traffic crashes and injuries as well as unrestrained drivers.  
**Contribution to Meeting Targets:** The Stallings Police Department realized a five percent decrease in teen related traffic crashes a significant increase of their seat belt usage rate over the past three years from 85 percent in 2013 to 96 percent. The traffic officer issued 146 speeding citations during the past year.

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**Project Number(s):** PT-15-09-11  
**Project Title:** Seat Belt Enforcement Initiative & Checking Station Equipment  
**Agency:** Jacksonville Police Department  
**Project Description:** This project funded a traffic enforcement unit.  
**Contribution to Meeting Targets:** The Jacksonville Police Department conducted regular day-time and night-time seat belt initiatives. Many enforcement activities were planned and conducted with agencies throughout Onslow County. More than 680 seat belt citations were written by the Jacksonville Police Department. The seat belt usage rate in Onslow County rose to 90.2 percent.

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**Project Number(s):** PT-15-09-12  
**Project Title:** Traffic Safety Enforcement Program  
**Agency:** Fuquay-Varina Police Department  
**Project Description:** This project funded a traffic officer. The officer participated in multi-agency checking stations as part of the Wake County Task Force and enforced traffic laws.  
**Contribution to Meeting Targets:** The Fuquay-Varina Police Department participated in or hosted 77 checking stations. The department wrote 156 citations including 132 seat belt and 13 child restraint violations.

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**Project Number(s):** PT-15-09-13  
**Project Title:** Utilization of In Car Camera for DWI Conviction  
**Agency:** Smithfield Police Department  
**Project Description:** This project funded the purchase of in-car cameras.  
**Contribution to Meeting Targets:** The Smithfield Police Department arrested 147 impaired drivers an increased from 117 during the previous year. The court conviction rates increased from 91% in the previous year to 97%.

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**Project Number(s):** PT-15-09-14  
**Project Title:** Traffic Safety Initiative  
**Agency:** Union County Sheriff's Office  
**Project Description:** This project provided funding for two deputies and their equipment to focus on traffic safety. The deputies worked in the Town of Indian Trail. The deputies focused on impaired drivers as well as unrestrained motorists and occupants.  
**Contribution to Meeting Targets:** The Union County Sheriff's Office increased DWI arrests over the past year from 48 to 148 and increased occupant restraint citations from 125 to 163. The Sheriff's Office conducted highway safety presentations to the local high school drivers education classes twice a month.

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**Project Number(s):** PT-15-09-15  
**Project Title:** Albemarle Project Safe Roads  
**Agency:** Albemarle Police Department  
**Project Description:** This project provided funding for a traffic officer.  
**Contribution to Meeting Targets:** The Albemarle Police Department traffic officer issued 1,158 traffic citations consisting of 133 seatbelt violations 48 child restraints violations 261 speeding violations nine DWI violations and 47 DWLR violations

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**Project Number(s):** PT-15-09-16  
**Project Title:** Traffic Enforcement Officers  
**Agency:** Monroe Police Department  
**Project Description:** This project funded two traffic officers to enforce DWI and seatbelt laws.  
**Contribution to Meeting Targets:** The Monroe Police Department declined the funding.

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**Project Number(s):** PT-15-09-17  
**Project Title:** Sheriff's Office Traffic Unit  
**Agency:** Macon County Sheriff's Office  
**Project Description:** This project funded a traffic deputy to enforce DWI and seatbelt laws.  
**Contribution to Meeting Targets:** The Macon County Sheriff's Office traffic deputy participated in 41 checking stations and completed 763 enforcement actions. The deputy reached over 600 people with traffic related presentations.





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Project Number(s): PT-15-09-18  
Project Title: Traffic Checkpoint Equipment  
Agency: Kenly Police Department  
Project Description: This project funded the purchase of a DWI trailer and checking station equipment  
Contribution to Meeting Targets: The Kenly Police Department issued 10 seat belt citations. There were no alcohol related crashes in the city.

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Project Number(s): PT-15-09-19  
Project Title: Region 6 LEL  
Agency: Rockingham Police Department  
Project Description: This project provided Law Enforcement Liaison services for Region 6 (Sandhills Region)  
Contribution to Meeting Targets: Region 6 achieved a participation reporting rate over 70 percent. This was a 13 percent increase. The LEL was selected as GHSP's LEL of the year.

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Project Number(s): PT-15-09-20  
Project Title: Crash Recon Software  
Agency: Garner Police Department  
Project Description: This project funded the purchase of a laptop and new crash reconstruction software for the Crash Reconstruction Team.  
Contribution to Meeting Targets: The alcohol-related crash rate for Garner dropped 33% from the previous year. The seat belt usage rate in Garner is 92%.

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Project Number(s): PT-15-09-21  
Project Title: Law Enforcement Training  
Agency: Department of Justice/Justice Academy  
Project Description: This project provided funding for training to law enforcement officers statewide in crash investigation and radar instruction.  
Contribution to Meeting Targets: The Justice Academy conducted 58 different training opportunities and trained 564 officers including crash investigation and crash reconstruction courses. The Academy purchased RADAR and LIDAR instruments to continue the necessary training on speed measuring instruments. The Academy coordinated seven crash investigation courses through the Institute of Police Traffic and Management training a total of 137 officers on the advanced level of crash investigation.

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Project Number(s): PT-15-09-22  
Project Title: Region 3 LEL  
Agency: New Hanover Sheriff's Office  
Project Description: This project provided Law Enforcement Liaison services for Region 3 (Southeast Region)  
Contribution to Meeting Targets: Region 3 achieved a participation reporting rate of 44 percent.

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**Project Number(s):** PT-15-09-23  
**Project Title:** Biscoe Traffic  
**Agency:** Biscoe Police Department  
**Project Description:** This project provided funding for an officer dedicated to the enforce of highway safety laws. The officer focused on speeders, DWI and seatbelt violators.  
**Contribution to Meeting Targets:** The Biscoe Police Department officer made over 1,000 traffic stops and issued 969 traffic citations (including 593 speeding citations). Overall, the Department issued 214 seatbelt citations and 61 child restraint citations.

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**Project Number(s):** PT-15-09-24  
**Project Title:** Traffic Enforcement Officer  
**Agency:** Boiling Spring Lakes Police Department  
**Project Description:** This funded a traffic enforcement officer  
**Contribution to Meeting Targets:** The Boiling Spring Lakes Police Department issued 72 occupant restraint, over 210 speeding citations and arrested 15 impaired drivers. The traffic officer served as a certified Child Passenger Safety Technician and participated in inspection stations around the county.

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**Project Number(s):** PT-15-09-25  
**Project Title:** Dare County Equipment Initiative  
**Agency:** Dare County Sheriff's Office  
**Project Description:** This provided funding to purchase radars, in-car video systems and an equipment trailer to conduct enforcement activities throughout Dare County. The Sheriff's Office coordinated with other agencies in the County to conduct traffic safety activities.  
**Contribution to Meeting Targets:** The Dare County Sheriff's Office conducted 16 multi-agency checking stations and issued 454 speeding citations.

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**Project Number(s):** PT-15-09-26  
**Project Title:** Traffic Enforcement Officer  
**Agency:** Holly Ridge Police Department  
**Project Description:** This project funded a traffic enforcement officer.  
**Contribution to Meeting Targets:** The Holly Ridge Police Department traffic enforcement officer worked with other agencies in Onslow County. The traffic officer made 12 DWI arrests, issued 45 seat belt citations and 100 speeding citations.

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**Project Number(s):** PT-15-09-27  
**Project Title:** Traffic Safety Enforcement  
**Agency:** Erwin Police Department  
**Project Description:** This project funded a traffic officer.  
**Contribution to Meeting Targets:** The Erwin Police Department traffic officer participated in 23 multi-agency checkpoints. Traffic officer conducted traffic safety education presentations at

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schools and community events. There was one DWI arrest, 16 occupant protection citations and 24 speed citation.

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**Project Number(s):** PT-15-09-28  
**Project Title:** Region 8 LEL  
**Agency:** Charlotte-Mecklenburg Police Department (CMPD)  
**Project Description:** This project provided Law Enforcement Liaison services for Region 8 (Southern Piedmont Region)  
**Contribution to Meeting Targets:** Region 8 achieved a participation reporting rate near 70 percent. The county seat belt usage rate was above 90 percent.

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**Project Number(s):** PT-15-09-29  
**Project Title:** Raleigh Police Department Crash Recon Equipment  
**Agency:** Raleigh Police Department  
**Project Description:** This project funded the purchase of equipment that enhanced their Crash Recon Unit's capabilities to investigate serious and fatal crashes. Equipment purchased included laptop computers, crash reconstruction software, and crash data retrieval cables.  
**Contribution to Meeting Targets:** In Raleigh, the city-wide crash fatalities decreased to 35 in 2015 fiscal year. The Raleigh Police Department Crash Recon Unit conducted presentations in high school science and driver's education classes.

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**Project Number(s):** PT-15-09-30  
**Project Title:** Crash Reconstruction Equipment  
**Agency:** Kernersville Police Department  
**Project Description:** This project funded the necessary equipment for crash reconstruction equipment and to train officers to become certified to collect and translate the data that can provide a more complete crash reconstruction.  
**Contribution to Meeting Targets:** The Kernersville Police Department used the equipment for collecting and interpreting vehicle data at crash scenes to better understand what caused the crash.

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**Project Number(s):** PT-15-09-31  
**Project Title:** Traffic Safety Project  
**Agency:** Beulaville Police Department  
**Project Description:** This project provided funding for radar units, mobile data terminals and in-car video systems to enhance seat belt, speed and DWI enforcement efforts.  
**Contribution to Meeting Targets:** The Beulaville Police Department worked with other agencies on traffic enforcement activities. The department arrested nine DWI offenders, issued 131 speeding citations and 22 occupant restraint citations.



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**Project Number(s):** PT-15-09-32  
**Project Title:** Point System Redemption Equipment  
**Agency:** Governor’s Highway Safety Program (GHSP)  
**Project Description:** The GHSP funded an incentive program for law enforcement agencies across to the State to receive points for conducting checkpoints, educational and enforcement events. Agencies are allowed to redeem their accumulated points at the end of each year for tr  
**Contribution to Meeting Targets:** The statewide participation reporting rate was 65 percent for the year. This is an increase of two percent. During the year, there were two campaigns with over 70 percent reporting statewide.

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**Project Number(s):** PT-15-09-33  
**Project Title:** Operation Safe Arrival  
**Agency:** Fairmont Police Department  
**Project Description:** This project funded a traffic enforcement officer focused on DWI arrests and seat belt citations.  
**Contribution to Meeting Targets:** The Fairmont Police Department traffic officer issued 204 seat belt, 61 child passenger safety citations and arrested 26 impaired drivers. The Fairmont Police Department conducted 59 seat belt initiatives and checking stations.

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**Project Number(s):** PT-15-09-34  
**Project Title:** Traffic Officers  
**Agency:** Morganton Police Department  
**Project Description:** This project funded two traffic officers to enforce DWI and seatbelt laws.  
**Contribution to Meeting Targets:** The Morganton Police Department traffic officers arrested 61 DWI offenders, issued 127 seat belt citations, 343 speeding citations, 141 DWLR and 207 NOL citations.

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**Project Number(s):** PT-15-09-35  
**Project Title:** GPD Traffic Enforcement Initiative  
**Agency:** Greensboro Police Department  
**Project Description:** This project funded equipment to conduct speed studies to target enforcement efforts and reduce crashes.  
**Contribution to Meeting Targets:** The Greensboro Police Department utilized to gather speed data and determine when and where to deploy limited manpower in the most efficient and effective manner.

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**Project Number(s):** PT-15-09-36  
**Project Title:** Region 4 LEL  
**Agency:** Northampton County Sheriff's Office  
**Project Description:** This project provided Law Enforcement Liaison services for Region 4 (Roanoke Region)

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Contribution to Meeting Targets: This project was shut down in May 2015 due to improprieties by the LEL (not grant related).

Project Number(s): PT-15-09-37  
 Project Title: Project Safe Streets  
 Agency: Emerald Isle Police Department  
 Project Description: This project provided funding for two light towers with generators to conduct nighttime enforcement events.

Contribution to Meeting Targets: The Emerald Isle Police Department conducted multiple nighttime events which resulted in the nighttime seatbelt rate increasing from 81% to 91%.

Project Number(s): PT-15-09-38  
 Project Title: Traffic Equipment  
 Agency: Hudson Police Department  
 Project Description: This project funded equipment to conduct checking stations.  
 Contribution to Meeting Targets: The Hudson Police Department hosted 12 checking stations, arrested 20 DWI's and issued 91 seatbelt citations.

Project Number(s): PT-15-09-39  
 Project Title: 2014 Legislative Update Training  
 Agency: NC Sheriffs' Association, Inc.  
 Project Description: This project provided partial funding for staff positions to inform sheriffs, deputies and other law enforcement officers of critically important legislative changes.  
 Contribution to Meeting Targets: The NC Sheriffs' Association, Inc. six one-day seminars providing sheriff's and deputies knowledge on legal updates related to traffic laws.

Project Number(s): PT-15-09-40  
 Project Title: Region 10 LEL  
 Agency: Asheville Police Department  
 Project Description: This project provided Law Enforcement Liaison services for Region 10 (Sky Region)  
 Contribution to Meeting Targets: Region 10 achieved a participation reporting rate of 65 percent. This is an increase of 2 percent from last year.

Project Number(s): PT-15-09-41  
 Project Title: Region 5 LEL  
 Agency: Morrisville Police Department  
 Project Description: This project provided Law Enforcement Liaison services for Region 5 (Triangle Region)  
 Contribution to Meeting Targets: Region 5 achieved a participation reporting rate of 85 percent, This is an increase of four percent increase from last year. The region had over 90 percent participation for three campaigns during the year.



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**Project Number(s):** PT-15-09-42  
**Project Title:** Region 9 LEL  
**Agency:** Marion Police Department  
**Project Description:** This project provided Law Enforcement Liaison services for Region 9 (High Country Region)  
**Contribution to Meeting Targets:** Region 9 achieved a participation reporting rate of 51 percent. This was a decrease of four percent from the year prior. Caldwell county, located in region 9, had a seatbelt usage rate of over 93 percent, the highest county usage rate in the State survey.

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**Project Number(s):** PT-15-09-43  
**Project Title:** Speed Monitoring Trailer  
**Agency:** Ayden Police Department  
**Project Description:** This project provided funding for a speed monitoring trailer to be used to determine the locations with the highest incidence of speeding and use this data to drive enforcement efforts.  
**Contribution to Meeting Targets:** The Ayden Police Department deployed the trailer in 13 different locations for a total of 170 days. Data collected was used to assign officers for speed enforcement in the critical areas at times indicated by the data.

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**Project Number(s):** PT-15-09-44  
**Project Title:** Driver Feedback – Speed Notification  
**Agency:** Morehead City Police Department  
**Project Description:** This project provided funding for two pole mounted radar speed signs used to make drivers aware of speed limits to include recently modified speed limits. This provided the data needed to determine the best locations to drive enforcement efforts.  
**Contribution to Meeting Targets:** The Morehead City Police Department collected data to direct increased enforcement.

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**Project Number(s):** PT-15-09-45  
**Project Title:** Traffic Safety Checkpoint Equipment  
**Agency:** Morrisville Police Department  
**Project Description:** This project funded the purchase of checking station equipment. The department purchased a trailer, cones, signs, flashlights and a light tower.  
**Contribution to Meeting Targets:** The Morrisville Police Department shared their checkpoint equipment with several agencies throughout Region 5 to facilitate additional checking stations. Alcohol-related crashes remained the same from previous year. However, the number of drivers suspected of being impaired dropped 29%, from 17 in 2013 to 12 in 2015. Morrisville PD conducted one multi-agency checking station and supported several others throughout Wake County.



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Project Number(s): PT-15-09-46  
Project Title: Region 1 LEL  
Agency: Kitty Hawk Police Department  
Project Description: This project provided Law Enforcement Liaison services for Region 1 (North East Region)  
Contribution to Meeting Targets: Region 1 achieved a participation reporting rate of 65 percent. This was an increase from last year. The region had over 75 percent reporting during two campaigns.

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Project Number(s): PT-15-09-47  
Project Title: Traffic Grant  
Agency: Gastonia Police Department  
Project Description: This project provided funding for pole-mounted radars and fatal vision goggles for classroom education and highway safety. The project also sent two officers to motorcycle training for the BikeSafe program.  
Contribution to Meeting Targets: The Gastonia Police Department held four events with the Fatal Vision goggles at different schools. The Gastonia Police Department purchased the two pole-mounted radars this year utilizing them at 13 different locations throughout their city that had high crash data involving speed. They trained two officers at the NC Highway Patrol Basic Police Motorcycle Operation Course to continue supporting the Bike Safe program.

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Project Number(s): PT-15-09-48  
Project Title: Traffic Enforcement Officer  
Agency: Red Springs Police Department  
Project Description: This project funded a traffic enforcement officer to address DWI offenses and seat belt usage.  
Contribution to Meeting Targets: The Red Springs Police Department conducted 28 seat belt initiatives and checking stations during the project period. The Department made nine DWI arrests and wrote 127 seat belt, 35 child passenger safety and 47 speeding citations.

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Project Number(s): PT-15-09-49  
Project Title: Region 11 LEL  
Agency: Jackson County Sheriff's Office  
Project Description: This project provided Law Enforcement Liaison services for Region 11 (Great Smokies Region)  
Contribution to Meeting Targets: Region 11 achieved a participation reporting rate of 42 percent.

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Project Number(s): PT-15-09-50  
Project Title: Speed Enforcement  
Agency: Brevard Police Department  
Project Description: This project provided funding for equipment to conduct speed enforcement.  
Contribution to Meeting Targets: The Brevard Police Department issued 200 speeding citations.

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Project Number(s): PT-15-09-51  
Project Title: Light Towers for Seat Belt Initiatives and Checking Stations  
Agency: Columbus County Sheriff's Office  
Project Description: This project provided funding for checking station equipment to support the traffic enforcement unit.  
Contribution to Meeting Targets: The Columbus County Sheriff's Office traffic unit issued 620 seat belt citations and 213 speeding citations. The Sheriff's Office conducted 62 seat belt initiatives and checking stations.

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Project Number(s): PT-15-09-52  
Project Title: Equipment (Checkpoint)  
Agency: Cramerton Police Department  
Project Description: This project provided funding for checkpoint equipment.  
Contribution to Meeting Targets: The Cramerton Police Department conducted several DWI checking stations and used the equipment to detect drivers not wearing their seatbelts. The Cramerton Police Department increased their DWI arrests from 37 to 40 and increased their occupant protection citations from 40 to 44.

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Project Number(s): PT-15-09-53  
Project Title: Safe Town  
Agency: Davidson Police Department  
Project Description: This project provided funding for checkpoint equipment.  
Contribution to Meeting Targets: The Davidson Police Department conducted several DWI checking stations and used the equipment to detect drivers not wearing their seatbelts. The Davidson Police Department increased their occupant protection citations from six to 32.

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Project Number(s): PT-15-09-54  
Project Title: Speed Enforcement  
Agency: Guilford County Sheriff's Office  
Project Description: This project funded the purchase of a speed monitoring system to aid in voluntary compliance with speed limits supplemented with enforcement.  
Contribution to Meeting Targets: Guilford County realized a speeding reduction of 10 percent.





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Project Number(s): PT-15-09-55  
Project Title: Checking Station and Seat Belt Initiative Equipment  
Agency: Pembroke Police Department  
Project Description: This project provided funding for checking station equipment  
Contribution to Meeting Targets: The Pembroke Police Department worked with other agencies throughout Robeson County to conduct traffic enforcement activities. The department made 81 DWI arrests, issued 226 seat belt citations, 22 child passenger safety citations and 209 speeding citations.

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Project Number(s): PT-15-09-56  
Project Title: Points redemption truck grant  
Agency: New Bern Police Department  
Project Description: This project provided funding for a truck for enforcement and for use as a tow vehicle for checking station equipment using points earned through "Points System".  
Contribution to Meeting Targets: The New Bern Police Department experienced a delay in project approval and length of procurement process was completed near the end of the fiscal year. The vehicle was not actively in service until October after grant year ended. The Departments has planned enforcement efforts including both daytime and nighttime checking stations.





## Young Drivers

### BACKGROUND AND NOTEWORTHY PROGRAMS

North Carolina has experienced a sharp decline in young driver fatal crashes during the past decade. There were 162 fatal crashes involving drivers age 20 or younger in 2014, a decrease of 44 percent from the 290 fatal crashes in 2004. Unfortunately young driver fatal crashes increased this past year for the first time since 2007. Moreover, young drivers continue to be over-represented in serious crashes compared to adult drivers. Young drivers accounted for 13 percent of fatal crashes in 2014, even though they comprise just seven percent of the population in North Carolina. GHSP is committed to further reducing young driver crashes and the injuries and costs associated with these crashes.



Approximately one-third of teens killed in crashes in North Carolina during 2014 were unrestrained. The Governor's Highway Safety Program has assembled a working group to revise, rebrand, and pilot test an enhanced version of the "**Click It or Ticket, Securing Your Future**" program. "Click It or Ticket, Securing Your Future" began in 53 high schools in 16 counties in the fall of 2005. The program requires drivers and passengers at participating

schools to buckle their seat belts before leaving school property or risk losing on campus parking privileges. Participating schools are provided exit signs, a citation booklet, and brochures that have parent/student agreements.

GHSP also supports "**StreetSafe**," a program fashioned after the Emergency Vehicle Operations course used in training law enforcement and fire personnel. StreetSafe is a hands-on driving program for young drivers designed to change the driving behaviors that cause moving violations, crashes, DWI's, injuries and death. During the program, young drivers witness and experience the consequences of improper motor vehicle operation, particularly in dangerous situations, but in a controlled environment. As a result, they gain the experience and information they need to appreciate driving safely and to become better drivers. StreetSafe focuses on such behaviors as speeding, distractions, following too closely, seat belt use and the use of alcohol/drugs and driving, as well as emphasizing the decision making process. StreetSafe is a non-profit, charitable initiative taught by police officers, highway patrolmen, firemen, judges, insurance executives and driver education professionals.

GHSP believes that helping parents of new drivers is crucial for improving teen driver safety. During FY15, GHSP supported "**Time to Drive**," a parent coaching session to assist parents with the



responsibility of supervising a novice teen driver. Time to Drive was developed at the UNC Highway Safety Research Center (HSRC). The two-hour class is designed to reach parents with critical information at the moment (a) when it is most needed, (b) when parents are most receptive, and (c) in a format that is most likely to influence their subsequent behavior. During the class, parents view and discuss real-life video clips of parents and teens during supervised driving sessions. The clips help parents know what to expect when supervising a teen, and provide examples of how to effectively handle the kinds of situations that are likely to occur during practice driving. Time to Drive is the first parent guidance program to employ unscripted video of real parent-teen interactions while driving. Parents find these to be both eye-opening and motivating.

Additionally, GHSP supports **VIP for a VIP** (Vehicle Injury Prevention for a Very Important Person) and A MSG 2 DIE 4. These programs educate teen drivers about the dangers of driving impaired or distracted. The programs bring the sights, sounds, and smells of a fatal vehicle crash to high school students in a dramatic way in hopes of embedding the consequences of these often senseless events into the minds of teenage drivers. The vision is that, at the end of the day, students will have a realistic picture of what can happen as a result of one moment of inattention. The program is delivered by volunteers from local Fire, EMS, Police, and State Highway Patrol agencies.

GHSP supported the development of a **North Carolina Teen Driver Resource Center** (TDRC). TDRC is an online portal where communities interested in improving teen driver safety can connect with experts at HSRC for help developing programs and policies, analyzing and interpreting their teen driving data, and creating focused strategies that address specific teen driving issues in their community. The Center also has helpful information about teen driving safety and the Graduated Driver License program.

## PROGRAM RESULTS

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### ***Driver Education Program Assessment***

During FY15, GHSP partnered with the Department of Public Instruction (NCDPI) to request a statewide driver education curriculum assessment. In North Carolina, teens must take driver education in order to qualify for their learner permit. Teens may take driver education through the public schools or through private lessons with approved providers. The purpose of the assessment was to review the State's driver education program, identify the program's strengths and accomplishments, identify weak areas and offer suggestions for improvement. NHTSA Headquarters and NHTSA Region 3 Office staff facilitated the Driver Education Program Assessment which was conducted at the Embassy Suites – Crabtree Hotel in Raleigh, North Carolina from May 5 - 8, 2015. The assessment consisted of interviews with NCDPI staff, State and community level driver education program managers, trainers, public and commercial (private) instructors, law enforcement, traffic safety resource prosecutor (TSRP), district attorney, researchers, parents and students. Following the meeting, the assessment team prepared a detailed report that included recommendations for improving the driver education program in North Carolina (including 10 high priority recommendations).

### ***StreetSafe Teen Driving Program***

During FY15, StreetSafe received Section 402 funds to help expand the program. This funding helped StreetSafe to conduct over 130 sessions and reach over 7,500 young drivers. Students who attended StreetSafe experienced the dangers of speed, distractions and following too closely, while learning the importance of wearing their seat belt, not drinking and driving, and valuable information about driving



near tractor trailers. Accompanying parents learn the financial liabilities of having a young driver on their insurance policy and were encouraged by a district court judge to better monitor their young drivers. Exit surveys indicate participants enjoy the StreetSafe program and would recommend it to other young drivers. Moreover, District Attorneys regularly offer anecdotal evidence of the positive comments they receive in their communities about StreetSafe.

The UNC Highway Safety Research Center (HSRC) received Section 402 funding to continue a formal evaluation of the StreetSafe program. Questionnaires have been administered to several thousand participants at approximately 50 StreetSafe sessions across the State to measure short-term changes in participants' knowledge, beliefs and behaviors. The data shows changes in program participants' understanding of the kinds of driving risks that StreetSafe seeks to address. Additionally, researchers are nearing completion of a randomized control trial to further clarify the effects of the program and to measure long-term behavioral outcomes. The study involves young drivers who appear in Orange County Traffic Court after receiving a traffic citation for a moving violation. Individuals who agree to participate in a driving program to receive a reduced driving offense are randomly assigned to either StreetSafe or an alternative driving program. To date, 620 young drivers have been enrolled in the study. Participants are completing two online questionnaires – one on the day they attend traffic court, and a second after they have completed the required driving program. Participants' subsequent crash involvement is also part of the evaluation. Results from the evaluation will be available in FY16.

## ***UNC Time To Drive Parent Coaching Program***

Time to Drive is a unique in-person session that provides guidance to parents who are responsible for supervising a novice teen driver. During FY15, researchers at HSRC received Section 402 funding to test the effectiveness of Time to Drive in a randomized control trial. All parents in Johnston County are required to attend a "Parent Night" at their teen's high school before their teen can enroll in driver education. More than 500 families attending "Parent Night" were randomly assigned to either the Time to Drive program or the existing program currently offered in Johnston County. Post-session questionnaires indicate the Time to Drive program was very well received. More than half of parents rated the program as excellent, and 99% said they would recommend other parents of teen drivers attend the program. Additionally, there were substantial increases in parents who said they know how to talk with their teen about driving, they have a plan for how to start supervising their teen, they understand what their teen needs to know to be a safe driver, and they felt prepared to supervise their teen's driving.

Telephone interviews were conducted with 226 parents and teens to examine behavioral outcomes of the program. Teens seemed more pleased with their parents' communication about driving if their parents participated in the Time to Drive session rather than the standard driver educator-led session. For example, teens whose parents participated in the Time to Drive session were more likely to agree with the statement, "When I'm driving, my [Mom/Dad] tells me ahead of time what I need to do." Meanwhile, they were more likely to disagree with the statement, "I wish my [Mom/Dad] would stop trying to tell me so much while I'm driving." In sum, the evaluation showed the Time to Drive session changed parents' knowledge and beliefs about their role as supervisors, and the program influenced how parents communicated with their teen during supervised driving.



## *North Carolina Teen Driver Resource Center*

Housed within HSRC, the North Carolina Teen Driver Resource Center provides information and guidance for those in the State who are working to improve teen driver safety. During this past year, researchers at the Center provided personal assistance to a number of communities and organizations in North Carolina that are developing policies or programs, including the Child Fatality Task Force, NC DMV, leaders of teen driver safety programs in Cleveland, Johnston and Orange Counties, leaders of statewide teen advanced driving skills programs (StreetSafe, BRAKES), and leaders of the NC Driver Education community. They also delivered a series of sessions about teen driver safety at the annual BuckleUpNC conference held in Raleigh, and gave talks at the annual NC Driving Schools Association meeting, the Safe Kids annual conference, and the American Driver Education and Traffic Safety Education Association annual meeting (held in Raleigh during the summer of 2015). Finally, a new web site about teen drivers was created as a resource for practitioners across the State.

## FUTURE STRATEGIES

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GHSP is committed to exploring and evaluating innovative approaches to improving young driver safety. GHSP will continue to fund educational presentation activities and hands on driver training. GHSP is interested in determining the impact of these educational and training efforts on teen driving crashes, and is funding evaluation efforts for FY16.

Additionally, GHSP plans to use the Driver Education Program Assessment Report as the basis for planning driver education program improvements, assessing legislative priorities, providing for additional training, and evaluating funding priorities. The Driver Education Advisory Council (DEAC) that reports to the State Board of Education is also utilizing the Assessment to make changes and improvements in the quality, availability, content, and delivery of driver education. DEAC is working with the General Assembly on funding and other driver education issues.

## FUNDED PROJECTS AND ACTIVITIES

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The young driver- related projects and activities listed below were funded by GHSP under the FY15 Highway Safety Plan:

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Project Number(s):	DD-15-19-02
Project Title:	Teen Driving Multi-Media Program
Agency:	Mobile Cinema Park Project
Project Description:	This project provided funding for High School students with an educational safe driving experience in 3D . The project focused on underage drinking, seatbelt usage, speeding and other destructive decisions which affect the 15-19 year old targeted audience
Contribution to Meeting Targets:	Mobile Cinema Park presented the Teen Driving Multi-Media experience at 11 high schools. A separate award was made mid-year to Children and Parent Resource Group, Inc. to conduct the education programs.



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**Project Number(s):** DD-15-19-03  
**Project Title:** Greensboro PD Traffic Safety Education Programming  
**Agency:** Greensboro Police Department  
**Project Description:** This project funded efforts to reduce the teen driving crash rate through education programming that focuses on crashes involving alcohol, texting and unrestrained occupants.  
**Contribution to Meeting Targets:** The Greensboro Police Department developed the "Message 2 Die 4" Program and delivered it four times. The program brought together a variety of partner agencies and implemented a mock crash scene at area high schools. Feedback from student surveys indicated that they learned about personal responsibility and the consequences of texting and driving.

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**Project Number(s):** DD-15-19-04  
**Project Title:** Teen Driving Multi-Media Program  
**Agency:** Children and Parent Resource Group, Inc.  
**Project Description:** This project provided funding for an educational safe driving experience in 3D directed at high school students . The project focused on underage drinking, seatbelt usage, speeding and other destructive decisions which affect the 15-19 year old targeted a  
**Contribution to Meeting Targets:** The Children and Parent Resource Group presented the Teen Driving Multi-Media experience at 29 high schools.

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**Project Number(s):** DE-15-10-02  
**Project Title:** StreetSafe Teen Driving Program  
**Agency:** StreetSafe Solutions, Inc.  
**Project Description:** This project provided funding to expand services to the young drivers in Orange, Washington, and Beaufort County by purchasing equipment and funding a full-time program coordinator position.  
**Contribution to Meeting Targets:** StreetSafe conducted 131 sessions reaching over 7,500 young drivers and their families.

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**Project Number(s):** DE-15-10-03  
**Project Title:** Evaluate StreetSafe Driver Training Program  
**Agency:** UNC – Chapel Hill/Highway Safety Research Center (HSRC)  
**Project Description:** This project provided funding for the third year of an evaluation of the effectiveness, productivity and outcome of the Street-Safe program.  
**Contribution to Meeting Targets:** HSRC recruited and enrolled 620 participants in the study of the StreetSafe program. Of those participants, 308 have completed the program and the follow-up questionnaire.



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**Project Number(s):** DE-15-10-04  
**Project Title:** UNC “Time to Drive” Parent Coaching Session  
**Agency:** UNC – Chapel Hill/Highway Safety Research Center (HSRC)  
**Project Description:** This project provided funding for the second year of an evaluation of the “Time to Drive” program.  
**Contribution to Meeting Targets:** HSRC recruited 517 parents to participate in the study. Following participation in the program parents completed questionnaires and phone interviews. Results demonstrated an increase from 45% to 71% in parents who said they understood what their teen needs to know to be a safe driver. There was an increase from 57% to 90% in parents who said they understood why practicing driving in different situations is important.

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**Project Number(s):** DE-15-10-05  
**Project Title:** Bleacher Tow Vehicle  
**Agency:** Vehicle Injury Prevention for a Very Important Person (VIP for a VIP)  
**Project Description:** This project funded equipment to expand and enhance the VIP for a VIP program in High Schools relaying a message for teens to change their driving behaviors and attitudes.  
**Contribution to Meeting Targets:** The VIP for a VIP program reached 22,797 students.

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**Project Number(s):** DE-15-10-06  
**Project Title:** Reducing Teenage Driver Crashes and Fatalities-What Do we Do Next 2015  
**Agency:** UNC – Chapel Hill/Highway Safety Research Center (HSRC)  
**Project Description:** This project provided funding to continue to identify, develop and promote the North Carolina Teen Driver Resource Center (NCTDRC).  
**Contribution to Meeting Targets:** HSRC launched a new website portal where community representatives can consult with experts to identify and address the challenges teen drivers face in their community. A Teen Driver Track was offered during the BuckleUp NC conference and presentations were made at several highway safety related conferences around the state.

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**Project Number(s):** DE-15-10-07  
**Project Title:** Driver Education Assessment  
**Agency:** Department of Public Instruction (DPI)  
**Project Description:** This project provided funding to facilitate a Driver Education Assessment to assess the Driver Education curricula developed to provide current information and techniques on teaching novice drivers the basics of motor vehicle operation.  
**Contribution to Meeting Targets:** DPI coordinated and NHTSA conducted the assessment. The resulting report will be used to improve the driver education program.





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**Project Number(s):** SA-15-17-03  
**Project Title:** Statewide Initiative Targeting Restraint Use among Tweens and Young Teens  
**Agency:** UNC – Chapel Hill/Highway Safety Research Center (HSRC)  
**Project Description:** This project provided funding to began the process of addressing the need for a statewide initiative targeting children 8-15 regarding Child Passenger Safety (CPS) issues.  
**Contribution to Meeting Targets:** HSRC collected data from permanent checking stations throughout the state to determine the extent of the need for an occupant protection focused intervention targeting children 8-18 years old. In 2015, 11% of children seen at permanent checking stations were between 8-18 years old. Three different curriculum sets were developed for CPS Technicians to use in the education of children ages 5-7, 8-12, and 13-15.

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**Project Number(s):** SA-15-17-05  
**Project Title:** Teen Safe Drivers: Expanding Teen Safe Driving Initiatives in Pitt County  
**Agency:** Pitt Memorial Hospital Foundation  
**Project Description:** This project funded efforts aimed at effectively reduce the teen driving crash rate and/or injuries in Pitt County among teen drivers. The project targeted seatbelt usage, DWI, distracted driving, speeding and acceptance of positive behaviors among teens.  
**Contribution to Meeting Targets:** Pitt Memorial coordinated student-lead safe driving initiatives at two area high schools to increase seat belt usage. The seat belt usage rate at one high school increased from 64% to 88% during the 2015 school year. Pitt Memorial also coordinated pre-prom safety programs, mock crashes and safe driving assemblies that reached over 8,000 high school students and their parents.

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**Project Number(s):** SB-15-18-02  
**Project Title:** School Bus Safety  
**Agency:** Department of Public Instruction (DPI)/Transportation Services  
**Project Description:** This project provided funding to develop the school bus safety website ([www.ncbussafety.org](http://www.ncbussafety.org)) and the analysis/technology transferring for the Stop Arm Camera project. The project supported school bus safety education activities to citizens statewide throu  
**Contribution to Meeting Targets:** Nearly 1,000 of the state's 13,000 public school busses were equipped with Stop Arm Violation cameras. DPI implemented extended stop arms on 65 busses as part of a pilot effort. The School Bus Safety Exhibit at the NC State Fair reached thousands of people with information about school bus safety. Professional development training was provided to DPI staff and transportation directors from 11 school districts.

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## Motorcycle Safety

### BACKGROUND AND NOTEWORTHY PROGRAMS

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Motorcycles are an increasingly popular form of transportation in North Carolina. Between 2001 and 2010, motorcycle registrations per capita increased by 65%. Not surprisingly, the number of motorcyclist crashes and fatalities during that period increased as well. There were 190 motorcyclist fatalities in North Carolina in 2014, up from 98 in 2000. Motorcyclists now account for 15% of all traffic fatalities, compared to just six percent of fatalities in 2000.

In North Carolina, all operators and passengers on motorcycles and mopeds are required to wear a helmet that complies with Federal Motor Vehicle Safety Standard (FMVSS) 218. Research shows that a motorcycle rider who is not wearing a helmet is five times more likely to sustain a critical head injury than a helmeted rider. In North Carolina, the vast majority of fatally or seriously injured motorcyclists were wearing a helmet when they crashed. Only 15 fatally injured motorcycle riders in 2014 were not wearing a helmet. This is consistent with the very low number of unhelmeted fatalities over the past decade in North Carolina. A bill to repeal North Carolina's universal helmet law was introduced during 2015. The House Rules Committee voted down the Helmet Law Repeal through a voice vote.



A key safety initiative to reduce motorcyclist crashes and fatalities is "BikeSafe North Carolina." Sponsored by the Governor's Highway Safety Program, BikeSafe offers training in riding techniques and discusses safety topics. The training is conducted by law enforcement motor officers in a non-threatening, non-enforcement environment. Students are typically experienced riders who are interested in

improving their riding skills. The training takes place in the classroom and on the streets. On the road, students are paired with a motorcycle officer that observes their riding techniques. The motorcycle officer provides feedback on the riding techniques observed during the ride and offers instruction on how the rider can improve his/her techniques to enhance rider safety. After receiving feedback, the assessment is repeated and feedback and instruction are provided a second time. GHSP supports the BikeSafe program through Section 402, Section 405 and Section 2010 motorcycle safety incentive funds.

During National Motorcycle Safety Awareness Month in May GHSP, in conjunction with state and local law enforcement officers, steps up efforts to train motorcyclists and educate motorists about the importance of motorcycle safety and awareness. GHSP partners with law enforcement agencies to conduct BikeSafe motorcycle safety rider training courses across the state and promotes motorcycle training and awareness through paid and earned media.

### PROGRAM RESULTS

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#### *BikeSafe North Carolina*

Section 402, Section 405 and Section 2010 motorcycle safety incentive funding has enabled BikeSafe to expand in recent years. During 2014, there were 30 host agencies for the BikeSafe program. These



agencies conducted a total of 137 BikeSafe events with 472 attendees. By comparison, there were 65 BikeSafe events with 418 attendees during 2012. Currently, there are 167 BikeSafe assessors across the state.

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

## ***Motorcycle Safety Awareness Month***

During 2015 Governor Pat McCrory issued a proclamation declaring May Motorcycle Safety Awareness Month. The Governor cited the popularity of motorcycle riding as a form of recreation and transportation for thousands of citizens across North Carolina and the United States. He urged all motorists to recognize the importance of motorcycle safety and of sharing the roadways with motorcycles. He also noted the importance of motorcycle rider training, knowledge of traffic laws, and licensing requirements.

BikeSafe instructors consisting of State and local law enforcement officers conducted 18 BikeSafe classes and instructed 88 students during the month of May. There were 12 Motorcycle Safety Awareness education events promoting motorcycle safety and awareness. GHSP continues to utilize paid and earned media including billboards and gas pump toppers to promote the free training and enhance motorist awareness.

## **FUTURE STRATEGIES**

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BikeSafe North Carolina has become extremely popular. In 2011, GHSP established three Regional BikeSafe Coordinators in addition to the Statewide Coordinator. North Carolina currently has 167 trained BikeSafe assessors and is continuing to expand to the military and municipal motor units. Due to high demand for classes and to help expand agency participation across the state – the BikeSafe program was expanded to five Regional BikeSafe Coordinators. These five regions are: Great Smokies Mountain, Triad, Triangle, Eastern and Southeastern. Each Regional Coordinator is dedicated to recruiting other agencies in the area to become involved and to promote the BikeSafe program. The long range goal is to have the program available to all riders in North Carolina.

GHSP will again conduct three kickoff events for Motorcycle Safety Awareness Month in May 2016. GHSP will seek earned media attention gained from partnerships with NC DOT Communications Office, State Highway Patrol, local law enforcement and rider groups. Typically, the kickoff event will feature the GHSP Director, state and local law enforcement. BikeSafe will conduct a training session in conjunction with the event. GHSP will kick off Motorcycle Safety Awareness Month in Maggie Valley at the Wheels Through Time Motorcycle Museum with an opening media event. The museum is home to the world's premier collection of rare & historic American Vintage Motorcycles. Additional advertising may occur at select movie theaters, gas stations, and in both radio and television markets throughout the state during Motorcycle Safety Awareness Month if funding is available. GHSP may also utilize billboards and gas topper advertising again to promote the BikeSafe program.

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



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

GHSP plans to conduct a Motorcycle Safety Summit for law enforcement officers statewide during 2016. The summit will focus on motorcycle specific laws, issues, and enforcement efforts. In previous years, these summits were well received by law enforcement officers. GHSP plans to continue these summits in future years.

## FUNDED PROJECTS AND ACTIVITIES

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The motorcycle safety -related projects and activities listed below were funded by GHSP under the FY15 Highway Safety Plan:

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**Project Number(s):** K6-15-12-01  
**Project Title:** BikeSafe NC  
**Agency:** Wilson Police Department  
**Project Description:** This project funded three motor officers with the necessary equipment to host and assist with BikeSafe NC and other motorcycle safety efforts.  
**Contribution to Meeting Targets:** The Wilson Police Department hosted seven BikeSafe classes and assist with 10 classes. They reached 2,100 people promoting motorcycle safety.

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**Project Number(s):** K6-15-12-02 / M9MT-15-13-09  
**Project Title:** BikeSafe NC  
**Agency:** Wake Forest Police  
**Project Description:** This project funded two motor officers with the necessary equipment to host and assist with BikeSafe NC and other motorcycle safety efforts.  
**Contribution to Meeting Targets:** The Wake Forest Police Department hosted six BikeSafe classes and assist with 13 classes. They reached 1,800 people promoting motorcycle safety.

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**Project Number(s):** K6-15-12-03  
**Project Title:** BikeSafe NC  
**Agency:** Governor's Highway Safety Program (GHSP)  
**Project Description:** This project conducted media buys and provided funding for motorcycle event sponsorships to promote the BikeSafe NC program in an effort to increase class participation. This project also provided funding to purchase rider safety gear for BikeSafe NC inst  
**Contribution to Meeting Targets:** GHSP purchased rider gear for staff coordinator and sponsored the Capital City Bikefest to promote the program. Additionally, GHSP promoted the program by placing pamphlets, posters and banners in 22 motorcycle shops in targeted areas.

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**Project Number(s):** M9MT-15-13-02  
**Project Title:** QA/Training  
**Agency:** Lenoir Community College

# Motorcycle Safety



**Project Description:** This project funded equipment and the continued efforts to focus on quality control of motorcycle safety instructor training.

**Contribution to Meeting Targets:** The Motorcycle Safety Education Program trained 60 new rider coaches, conducted site and instructor quality assurance and held a motorcycle safety conference.

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**Project Number(s):** M9MT-15-13-03

**Project Title:** Motorcycle Safety Equipment

**Agency:** Lenoir Community College

**Project Description:** This project funded equipment and the continued efforts to focus on motorcycle safety training.

**Contribution to Meeting Targets:** The Motorcycle Safety Education Program held 720 classes and purchase 24 training motorcycles to support efforts in motorcycle safety.

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**Project Number(s):** M9MT-15-13-05

**Project Title:** BikeSafe NC

**Agency:** Department of Public Safety/State Highway Patrol (SHP)

**Project Description:** This project funded the necessary equipment to host and assist with BikeSafe NC and other motorcycle safety efforts, as well as maintain the BikeSafe NC website.

**Contribution to Meeting Targets:** SHP hosted nine BikeSafe classes and assist with 13 classes. They reached of 3,000 people promoting motorcycle safety throughout the state.

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**Project Number(s):** M9MT-15-13-07

**Project Title:** BikeSafe NC

**Agency:** Apex Police Department

**Project Description:** This project funded one motor officer with the necessary equipment to host and assist with BikeSafe NC and other motorcycle safety efforts.

**Contribution to Meeting Targets:** The Apex Police Department hosted six BikeSafe classes and assist with 12 classes. They reached 1,400 people promoting motorcycle safety.

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**Project Number(s):** MC-15-11-01

**Project Title:** Motorcycle Safety

**Agency:** Governor's Highway Safety Program (GHSP)

**Project Description:** This project funded the purchase of incentive items for distribution at motorcycle events statewide during the spring and summer season to promote safe motorcycle riding. These events educated the public and promoted the BikeSafe rider training program.

**Contribution to Meeting Targets:** GHSP promoted motorcycle safety through the distribution of incentive items. The BikeSafe coordinator conducted regional meetings and attended motorcycle related events.



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Project Number(s): MC-15-11-02/M9MT-15-13-06  
Project Title: BikeSafe NC  
Agency: Garner Police Department  
Project Description: This project funded one motor officer with the necessary equipment to host and assist with BikeSafe NC and other motorcycle safety efforts.  
Contribution to Meeting Targets: The Garner Police Department hosted three BikeSafe classes and assist with six classes. They reached 800 people promoting motorcycle safety.

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Project Number(s): MC-15-11-04  
Project Title: BikeSafe NC  
Agency: Hendersonville Police Department  
Project Description: This project funded a Regional BikeSafe Liaison that is responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region.  
Contribution to Meeting Targets: The Hendersonville Police Department hosted 12 BikeSafe classes and assisted in 10 classes.

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Project Number(s): MC-15-11-05  
Project Title: BikeSafe NC  
Agency: Guilford County Sheriff's Office  
Project Description: This project funded a Regional BikeSafe Liaison that is responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region.  
Contribution to Meeting Targets: The Guilford County Sheriff's Office hosted nine BikeSafe classes and assisted with eight classes.

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Project Number(s): MC-15-11-06  
Project Title: BikeSafe NC  
Agency: Durham Police Department  
Project Description: This project funded a Regional BikeSafe Liaison that is responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region.  
Contribution to Meeting Targets: The Durham Police Department hosted 10 BikeSafe classes and assisted in 10 classes.

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Project Number(s): MC-15-11-08  
Project Title: BikeSafe NC  
Agency: Jacksonville Police Department  
Project Description: This project funded a Regional BikeSafe Liaison that is responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region.  
Contribution to Meeting Targets: The Jacksonville Police Department hosted six BikeSafe classes and assisted in eight classes.

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Project Number(s): MC-15-11-09  
Project Title: BikeSafe NC  
Agency: Greenville Police Department  
Project Description: This project funded a Regional BikeSafe Liaison that is responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region.  
Contribution to Meeting Targets: The Greenville Police Department hosted 11 BikeSafe classes and assisted in 13 classes.

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Project Number(s): MC-15-11-10  
Project Title: Problem Identification and Highway Safety Needs of Powered Two-Wheeled Vehicles in NC  
Agency: UNC – Chapel Hill/Highway Safety Research Center (HSRC)  
Project Description: This project conducted a comprehensive assessment of the current motorcycle rider population, their behaviors, knowledge, and beliefs as well as their crash experience to guide future program development (or targeting) and other efforts to maintain or imp  
Contribution to Meeting Targets: HSRC completed the survey process. However, the final report is still pending. Once received the report will be used to further direct the program.





## Traffic Records

### BACKGROUND AND NOTEWORTHY PROGRAMS

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North Carolina strives to develop and implement effective programs that improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of traffic safety data. North Carolina also continues to link State data systems to each other and improve the compatibility and interoperability of North Carolina's data systems with national data systems. Such data is needed to identify priorities for Federal, State, and local highway and traffic safety programs, and evaluate the effectiveness of these programs.

GHSP uses Section 402 and Section 405(c) funds to support a variety of efforts to improve traffic records systems in North Carolina. Each year, GHSP provides an updated Highway Safety Plan (HSP) which analyzes the most recent data available to help with setting the priorities for the coming year (with an eye on the coming five years). North Carolina over the previous five years funded the recent NC Traffic Records Assessment, helped the NC Administrative Office of the Courts continue eCitation® (described below), provided additional printers throughout North Carolina to facilitate the use of e-citations, and assisted the NC State Highway Patrol with equipping the entire NC State Highway Patrol with AirCard technology to drastically improve their computer connection capability from their patrol vehicles (test results show that the reporting time is being greatly reduced through this approach). Additionally, GHSP has supported efforts to make NC crash data readily available to the general public, media representatives and researchers.

A number of traffic safety information systems are available and widely used in North Carolina. Some of the key information systems include:

- **The Traffic Engineering Accident Analysis System (TEAAS)** is the main tool used by the Traffic Engineering and Safety Systems Branch (TESSB) of the NCDOT to analyze and report on crashes that occur in the state. TEAAS is often used to help support policies and decisions at the state and federal levels.
- **NC Geographic Information System** is designed to provide quality mapping of the existing state maintained system of highways as well as to produce computer generated images of proposed NCDOT projects. This information is used in the planning, funding, construction, and maintenance of transportation facilities throughout the state, helping to provide an efficient and cost effective state transportation system.
- **NC Crash Data** is a database maintained by the North Carolina Division of Motor Vehicles (NCDMV) that contains information on all reported crashes in the state. The database was assembled to serve as a single electronic repository for all crash data.
- **Traffic and Criminal Software (TRaCS)** is a national model software package for electronic crash reporting that has been implemented by NCDMV at the state level. TraCS enables access by stakeholders to data in a more timely fashion and with increased accuracy from multiple locations.



- **NCAWARE (North Carolina Warrant Repository)** is a custom-developed, web-based system that was designed, developed, and implemented by the North Carolina Administrative Office of the Courts (NCAOC). The system maintains detailed information about criminal processes, such as warrants, magistrate orders, citations that lead to an arrest, criminal summons, orders for arrest, release orders, and appearance bonds.
- **eCITATION®** automates the issuing of cite-and-release citations in North Carolina. Using existing wireless connections, eCitation® allows officers to create citations and schedule court dates electronically from the patrol car. A portable printer produces the copy of the citation for the cited person. After issuance of the eCitation®, the officer transmits the data directly to NCAOC where it can be immediately accessed statewide in the Automated Criminal Infraction System (ACIS). eCITATION® is the first system in the nation that fully automates the citation process.

## ***North Carolina Traffic Records Coordinating Committee (NC TRCC)***

The North Carolina TRCC was established in 2002. The mission of the NC TRCC is to:

*Provide 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.*

The NC TRCC makes recommendations to the NC Executive Committee for Highway Safety, which then makes final policy and financial decisions on any recommendations. During FY15, the NC TRCC met on three occasions: February 4, 2015, May 6, 2015, and September 30, 2015.

The NC TRCC has a diverse membership that includes representation from the data stewards for each primary data or information system: crash records; vehicle and driver records; roadway inventory and GIS; court, citation and adjudication systems; and medical outcome systems. Several key stakeholder agencies also serve in membership roles on the committee, including state highway patrol and municipal law enforcement, NCDOT Traffic Safety Unit, GHSP, and two university research centers. A list of current members of the committee is available at: [www.hsrb.unc.edu/nctrcc/members.cfm](http://www.hsrb.unc.edu/nctrcc/members.cfm).

One of the members of the North Carolina TRCC is the State Traffic Safety Data Coordinator. This individual serves as the primary point of contact for information on the Traffic Safety Systems for the National Highway Traffic Safety Administration, the state of North Carolina and the North Carolina TRCC. This person is aware of all the primary traffic records systems in North Carolina and maintains communications with the TRCC. This person can report on, or obtain status information on all projects within the state.

At the May 6, 2015 NC TRCC meeting, the NC TRCC approved a modification to the NC TRCC Charter to include these additional functions (taken directly from the MAP-21 bill) where the NC Traffic Records Coordinating Committee shall:

- (i) Have authority to review any of the State's highway safety data and traffic records systems and any changes to such systems before the changes are implemented;



- (ii) Consider and coordinate the views of organizations in the State that are involved in the collection, administration, and use of highway safety data and traffic records systems, and represent those views to outside organizations;
- (iii) Review and evaluate new technologies to keep the highway safety data and traffic records system current; and
- (iv) Approve annually the membership of the TRCC, the TRCC coordinator, any change to the State's multi-year Strategic Plan required under paragraph (c) of this section, and performance measures to be used to demonstrate quantitative progress in the accuracy, completeness, timeliness, uniformity, accessibility or integration of a core highway safety database.

## *State Traffic Records Strategic Plan*

The North Carolina Traffic Safety Information Systems 2015 Strategic Plan was updated by the UNC Highway Safety Research Center in collaboration with the N.C. Traffic Records Coordinating Committee. It was submitted to GHSP in late June 2015.

The Strategic Plan describes the organizational structure of NC TRCC, provides descriptive summaries of the traffic safety information systems that are available in North Carolina, shares the vision, mission, goals and objectives of the NC TRCC, and describes the process that is currently used by the NC TRCC to provide input to GHSP on the selection of projects for funding using Section 405(c) funds, as well as a listing of funded projects. Additionally, the Strategic Plan includes the following:

- Describes specific, quantifiable and measurable improvements 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.
- For any identified performance measure, uses the formats set forth in the Model Performance Measures for State Traffic Record Systems.
- Includes a list of all recommendations from its most recent highway safety data and traffic records systems assessment.
- Identifies which recommendations the State intends to implement and the performance measures to be used to demonstrate quantifiable and measurable progress.

An overall goal was established for the NC TRCC as an entity and individual goals were established for each of the six primary data systems that are required for addressing traffic safety in the State: crash information systems, citation/adjudication systems, injury surveillance systems, roadway information systems, driver information systems, and vehicle information systems. For each of the seven goals, specific objectives were developed that represent the priorities for each group/system along with corresponding performance measures/targets.

For example, for crash information systems:

- The goal is to 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 statuses.
- The first objective within this goal is to continue to enhance and expand electronic crash reporting by all enforcement agencies in the State.



- Performance measures/targets for this objective are: 1) the number or percentage of law enforcement agencies submitting to the electronic crash reporting system; 2) the number or percentage of reportable crashes submitted via the electronic crash reporting system; and 3) the integration and use of additional features or options for crash reporting (*example: geolocating*).

See the 2014 Strategic Plan for a full listing of goals, objectives and performance measures/targets (available at: [www.hsrc.unc.edu/nctrcc/documents/NC\\_TrafficSafetyInformationSystems\\_StrategicPlan\\_2015.pdf](http://www.hsrc.unc.edu/nctrcc/documents/NC_TrafficSafetyInformationSystems_StrategicPlan_2015.pdf)).

The strategic plan was intended to address improvements in traffic safety information systems over a five year period. However, the plan is reviewed on an annual cycle and modified as necessary to ensure that progress is being made in each area and that new objectives are added to address changes in the State and take advantage of improvements that may lead to better systems.

## Assessment

The National Highway Traffic Safety Administration (NHTSA), in response to a request by GHSP, assembled a team to conduct a traffic records assessment. GHSP carried out the logistical and administrative steps necessary for an onsite assessment. A team of professionals with backgrounds and expertise in the various traffic records data systems (crash, driver, vehicle, roadway, citation and adjudication, and EMS/injury surveillance) conducted the assessment January 8th through 13th, 2012.

The scope of this assessment included all of the components of a traffic records system. The purpose was to determine whether the traffic records system in North Carolina is capable of supporting management's needs to identify the State's highway safety problems, to manage the countermeasures applied in attempts to reduce or eliminate those problems, and to evaluate those efforts for their effectiveness. The recommendations of the assessment team were incorporated into the Strategic Plan and the latest status can be reviewed in the "North Carolina Traffic Safety Information Systems Strategic Plan 2014".

The next NC Traffic Records Assessment has already been scheduled with NHTSA and will fall under the new assessment format (done through on-line websites so no travel is involved). The assessment is scheduled to begin on January 2, 2017 and will end on May 19, 2017.

## FUTURE STRATEGIES

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For the last six years, NC has overseen the creation of a basic NC traffic records strategic plan document which served as the application to NHTSA for an allocation of NHTSA Section 408/405(c) Data Improvement monies set aside by Congress for all the states. These application/reports have been compiled through the NC Data Coordinator, along with input from the entire NC TRCC membership. As a result, NC has been awarded monies for the NC Data Coordinator to allocate as needed to continue Traffic Record Data Improvements projects

Future projects will increase the number of law enforcement officers eCitation®, with the long term vision of 100 percent use by law enforcement. GHSP is using Section 408/405(c) funds for programmers to develop an interface between eCitation® and NCAWARE for arrestable offenses. This would allow law enforcement and magistrates to process on site arrests much more quickly and would allow law enforcement to return to their patrol duties much faster.



## FUNDED PROJECTS AND ACTIVITIES

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The traffic records related projects and activities listed below were funded by GHSP under the FY15 Highway Safety Plan:

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**Project Number(s):** K9-15-15-01/M3DA-15-16-01  
**Project Title:** Traffic Records  
**Agency:** Governor's Highway Safety Program (GHSP)  
**Project Description:** This project provided funding for partial salary and travel expenses for the State Traffic Records Coordinator.  
**Contribution to Meeting Targets:** The GHSP Traffic Records Coordinator oversaw the compilation and filing Strategic Plan for Data and the 405C application, as well as the traffic records section of the Annual Report . The coordinator attended Traffic Records Coordinating Committee (TRCC) meetings and assisted in working with TRCC members to attend the 2014 and 2015 ATSIP conferences. The coordinator also attended the 2015 ATSIP conference.

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**Project Number(s):** K9-15-15-02  
**Project Title:** Quick Response System  
**Agency:** UNC – Chapel Hill/Highway Safety Research Center (HSRC)  
**Project Description:** This project provided funding to assist law enforcement officers, state employees, the media and citizens with prompt and accurate data regarding traffic and traffic related topics.  
**Contribution to Meeting Targets:** HSRC continued as a main point of contact for all inquiries regarding traffic data. There were 54 contact requests resulting in 136 hours of time on contacts.

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**Project Number(s):** K9-15-15-03  
**Project Title:** Web Site using NC Crash Data  
**Agency:** UNC – Chapel Hill/Highway Safety Research Center (HSRC)  
**Project Description:** This project provided funding to host and update an interactive web site of 2001 – 2015 crash data.  
**Contribution to Meeting Targets:** HSRC updated the website data and ran diagnostics to maintain service. There were 2,501 hits on the website during the year with users creating 2,690 crash data tables.

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**Project Number(s):** K9-15-15-04  
**Project Title:** Integration of Crash and EMS Data: A Demonstration project  
**Agency:** UNC – Chapel Hill/Highway Safety Research Center (HSRC)  
**Project Description:** This project provided funding to conduct of a demonstration project that links injury surveillance data with crash data. The overall project goal is to link crash data with medical data to facilitate analysis and reporting activities against injury sever  
**Contribution to Meeting Targets:** HSRC did not implement this project. It was deferred until the completion of the Wake County study by IPRC. It will be revisited at a future date.

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**Project Number(s):** M3DA-15-16-02  
**Project Title:** Magistrate Equipment for BAT Mobiles  
**Agency:** Judicial Department/Administrative Office of the Courts (AOC)  
**Project Description:** This project provided funding for 10 laptops and printers with related software and hardware to place one on each of the BAT Mobiles. This will enable the magistrate to complete their entire task onsite.  
**Contribution to Meeting Targets:** The Administrative Office of the Courts declined this project due to waiver requirements for the Buy America Act.

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**Project Number(s):** M3DA-15-16-03  
**Project Title:** eCitation Software Upgrade  
**Agency:** Judicial Department/Administrative Office of the Courts (AOC)  
**Project Description:** This project provided funding to continue the process of upgrading the eCitation software platform.  
**Contribution to Meeting Targets:** The Administrative Office of the Courts hired a software programmer and began working on the upgrade. This is a multi-year project that will result in faster and more accurate data from the e-citation program.

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**Project Number(s):** M3DA-15-16-04  
**Project Title:** 2015 N. C. Traffic Safety Information Systems Strategic Plan Update  
**Agency:** UNC – Chapel Hill/Highway Safety Research Center (HSRC)  
**Project Description:** This project provided funding to update the State Traffic Records Strategic Plan and assisted in preparing the application to NHTSA for Section 405-C monies.  
**Contribution to Meeting Targets:** HSRC submitted an updated State Traffic Records Strategic Plan and prepared the 405-C section of the 405 application to NHTSA.

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**Project Number(s):** M3DA-15-16-05 / K9-15-15-05  
**Project Title:** eCitation Printers  
**Agency:** Judicial Department/Administrative Office of the Courts (AOC)  
**Project Description:** This project provided funding for eCitation printers for those law enforcement agencies with a desire to join the program.  
**Contribution to Meeting Targets:** The Administrative Office of the Courts purchased and distributed over 600 printers increasing the number of law enforcement officers and agencies using eCitation and increased the percentage of eCitations versus paper citations.

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**Project Number(s):** M3DA-15-16-06  
**Project Title:** A performance-based web analytic for NCSHP Operational Planning Decision Support  
**Agency:** NC State University/Institute for Transportation Research and Evaluation (ITRE)  
**Project Description:** This project provided funding to provide analytics for crashes enabling agencies to determine root crash causes and focus on areas that crashes are occurring.

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Contribution to Meeting Targets: ITRE continued developing and refining a web-based analytical solution that aligned SHP performance to the GHSP Highway Safety Plan, expanded the data coverage to all areas of the patrol and worked toward expanding coverage to all law enforcement agencies in the state. This is the analytical component of the states "Vision Zero" efforts.

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Project Number(s): TR-15-14-02  
Project Title: Motor vehicle crashes in Wake County, Exploring available and potential data sources  
Agency: UNC – Chapel Hill/Highway Safety Research Center (HSRC)  
Project Description: This project provided funding to begin a two year data linkage demonstration project to determine what each crash data source brings to the picture of Motor Vehicle Traffic Crash injury. The project focuses on one county (Wake) to determine if local EMS  
Contribution to Meeting Targets: IPRC completed the first year of the project involving collection of data from various sources in Wake County as well as determining accuracy and timeliness of the data source. The process to link EMS and Crash Record data using deterministic linkage methods was reviewed. Completion of the initial attempt at linkage identified possible barriers to linking the data sources.

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Project Number(s): TR-15-14-03  
Project Title: Electronics Enhancement  
Agency: Weldon Police Department  
Project Description: This project provided funding for six MDT's to enable their officers to participate more fully in the eCitation program and to enable participation in the electronic crash reporting.  
Contribution to Meeting Targets: The Weldon Police Department generated 345 charges using eCitation and generated 48 crash reports using TRaCS.







# Other Highway Safety Priorities

The North Carolina Governor's Highway Safety Program funds a number of projects and activities that do not fit in the previous sections of this Annual Report. These other traffic safety priorities are discussed in this section.

## OLDER DRIVERS

Older drivers are another important target population. Analyses of North Carolina crash data reveals that an average of approximately 27,000 drivers age 65 or older are involved each year in crashes. This includes nearly 11,000 drivers age 75 or older. The number of crash-involved drivers age 65 or older is expected to increase as the “baby boom” generation turns 65 and enters the ranks of “older drivers.” In addition to the potential for increasing crash involvement, older adults are more vulnerable to injury when they are involved in a crash. The percentage of drivers killed in crashes has consistently been two to three times higher for older drivers than for drivers less than 65 years of age.

There is no simple solution for meeting the transportation needs of an aging driver population. To reduce crashes and fatalities involving older drivers, most safety experts recommend a comprehensive approach that includes, among other things, improvements to the driving environment, driver licensing practices, increased public awareness, and greater access to alternative modes of transportation. Since the spring of 2004, GHSP has collaborated with, and helped support, a statewide Senior Driver Safety Coalition (SDSC). The goal of the Coalition is to assist NC’s growing population of older adults in continuing to drive safely for as long as possible, and to provide access to viable transportation alternatives when driving is no longer an option. Since September of 2005, the Coalition has also served as the North Carolina Executive Committee for Highway Safety (ECHS) Older Driver Working Group (ODWG), charged with recommending strategies for reducing the number of traffic related deaths and injuries in the state involving older road users.

## SCHOOL BUS SAFETY

School bus safety has been a growing concern in North Carolina. During a single day in March 2015, the NC Department of Public Instruction (DPI) School Transportation Section coordinated a count of school bus stop arm violations. Statewide, on this day, there were 3,117 incidents observed and recorded where a moving vehicle passed a stopped school bus with its stop arm extended and lights flashing. Every such incident runs the risk of injuring or killing a child getting on or off a school bus. Video technology exists that can capture these illegal passing events and critical information – such as vehicle make, model, license





number, and an image of the offending driver –all the required elements in order to seek stop arm violation prosecution in North Carolina. Through GHSP funding, NC DPI has been able to conduct the stop-arm camera pilot program and expand into other areas. As a result of this pilot project the North Carolina General Assembly funded \$690,000 per year for 2013-2014 and 2014-2015 to deploy Stop Arm Cameras throughout the state. This funding will provide two cameras for each of the 115 local education authorities (LEA's).

## FUNDED PROJECTS AND ACTIVITIES

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The projects and activities listed below address traffic safety issues other than impaired driving, occupant protection, police traffic services, young drivers, motorcycle safety, or traffic records and were funded by GHSP under the FY15 Highway Safety Plan:

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**Project Number(s):** PS-15-20-02  
**Project Title:** "Watch For Me NC" Safety Education and Enforcement Statewide Campaign  
**Agency:** Department of Transportation/Bicycle and Pedestrian Safety  
**Project Description:** This project provided funding for the statewide "Watch For Me" program. The "Watch For Me" program also provided education and training to law enforcement agencies on bicycle and pedestrian safety.  
**Contribution to Meeting Targets:** The "Watch For Me" program used various outreach and education strategies to disseminate the message regarding pedestrian and bicycle safety. The program held 8 training courses for law enforcement. Those agencies trained conducted targeted enforcement of pedestrian crosswalk laws by issuing warnings, citations and also by verbally warning motorists about their responsibility at the crosswalks. The "Watch For Me" program distributed educational items throughout the state to increase the awareness about pedestrians and bicyclists.

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**Project Number(s):** PS-15-20-03  
**Project Title:** Speed Control  
**Agency:** NC State University Police Department  
**Project Description:** This project provided funding to purchase two pole-mounted speed signs used in monitoring, enforcing, and educating the community on speeding issues on and around campus.  
**Contribution to Meeting Targets:** NC State University saw a reduction in injury crashes by 4.47% in 2015 by deploying their speed monitor equipment and regularly enforcing pedestrian crosswalk violations. NCSU Police Department Officers provided more than 200 educational programs to the NCSU community and participated in 45 seatbelt initiatives.

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**Project Number(s):** RH-15-21-01  
**Project Title:** Online Grade Crossing Collision  
**Agency:** Operation Lifesaver  
**Project Description:** This project provided funding to develop the GCCI class for North Carolina as an on-line class.

## Other Priorities



Contribution to Meeting Targets: Operation Lifesaver did not implement this project. It was not approved by NHTSA.

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Project Number(s): SA-15-17-04  
Project Title: Senior Driver Information and Materials Development Delivery  
Agency: UNC – Chapel Hill/Highway Safety Research Center (HSRC)  
Project Description: This project funded the gathering of information to address the trend analysis of North Carolina crash data and NHTSA’s FARS data regarding the number of fatalities involving a driver age 65 and older.

Contribution to Meeting Targets: HSRC developed, built and maintained a website to serve as a resource to the states older drivers and their families. The content of the web site includes information on how aging affects driving, as well as resources and links for family and caregivers.

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Project Number(s): SA-15-17-06  
Project Title: Reducing Aggressive Driving Behavior, Using Real-Time Feedback  
Agency: NC State University/Institute for Transportation Research and Evaluation (ITRE)  
Project Description: This project provided funding for an evaluation of aggressive driving behaviors in the vicinity of tractor trailers (Ticketing Aggressive Cars and Trucks or TACT). The project focused on aggressive driving behaviors and looked at the effect of the enforce

Contribution to Meeting Targets: ITRE conducted the evaluation and provided a final report outlined efforts to counteract aggressive driving in the vicinity of tractor trailers and the short term and long term effect of these strategies.

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Project Number(s): SA-15-17-08  
Project Title: Vision Zero  
Agency: NC State University/Institute for Transportation Research and Evaluation (ITRE)  
Project Description: This project provided funding to coordinate Vision Zero efforts and continued to create a common ground to unite key stakeholders to move toward zero fatalities in North Carolina as it pertains to traffic related incidents. These efforts utilize a collabo

Contribution to Meeting Targets: ITRE presented the Vision Zero concept to the Executive Committee for Highway Safety. The committee formed a Vision Zero subcommittee to develop an action plan for a statewide program to attain the goal of zero deaths on NC highways.





## Paid Media Plan

GHSP participated in a number of media partnerships during FY15. These partnerships are described in detail in this section.

### NBA BASKETBALL

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#### ***NBA Basketball Total: \$135,000***

##### ***Charlotte Hornets (formally Charlotte Bobcats)***

GHSP continued its partnership with the Charlotte Hornets for the 2014-2015 season. The season began October 2014 and ran through April 2015.

**Reach:** During the 2014-2015 season, 704,886 fans attended 41 home games. Time Warner Cable Arena hosts over two million visitors a year through 180 events. Events average 19,000 attendees at a time. Average Hornets game attendance was 17,192.

##### **Elements of the Media Plan:**

- Stairwell Signage: 6-8 total walls within two (2) Stairwells were used in conjunction with “Booze It & Lose It”, and some “Click It or Ticket”
- V Panel Signage: One (1) “Booze It & Lose It” Sign
- Static Backlit Panel: One (1) “Booze It & Lose It” Sign
- 360 LED: Rotated initiatives based on timing of the year
- Incorporated four in-game PSA's throughout the year to supplement around Thanksgiving “Click It or Ticket” (2) and Holiday “Booze It & Lose It” (2).

### NHL HOCKEY

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#### ***NHL Hockey: \$140,000***

##### ***Carolina Hurricanes***

GHSP continued its partnership with the Carolina Hurricanes and the PNC Arena in Raleigh. The hockey season ran from September 2014-April 2015 and GHSP has renewed its partnership again for the 2015-2016 season which runs from October 2015-April 2016. The total investment for the Carolina Hurricanes was \$180,000 (\$140,000 from GHSP and \$40,000 from NCDOT Rail). NCDOT was able to negotiate more elements at a lower cost by partnering with the Rail Division. The elements were divided proportionally between GHSP and Rail.

**Reach:** During the 2014-2015 season, 41 home games were attended by 516,375 fans, with an average of 12,594 fans per game. Parking at the PNC Arena reaches approximately 250,000 vehicles for the Hurricanes hockey season and this does not include NC State football and the State Fair which brings the totals to approximately 350,000. Estimated total attendance this year for concerts, Canes hockey, NC State basketball and all other shows was between 1.5 million- 1.8 million patrons. The 2015-2016 season runs from October 2015 – April 2016.



## Elements of the Media Plan:

- **In-ice Logo:** North Carolina Department of Transportation will receive one (1) “Click It or Ticket” in-ice logo for all 2015-2016 Carolina Hurricanes pre-season and regular season home games played at PNC Arena. (GHSP only element.)
- **Parking Lot Stop Signs:** North Carolina Department of Transportation will receive “Click It or Ticket” signs on each STOP sign located at PNC Arena through June 30, 2016. North Carolina Department of Transportation will be responsible for providing any additional “Click It or Ticket” signs as necessary. (GHSP only element.)
- **Marquee:** North Carolina Department of Transportation will receive “Click It or Ticket” recognition on event advertisements on the PNC Arena marquee on Wade Avenue through June 30, 2016. (GHSP only element.)
- **Television Spots:** North Carolina Department of Transportation will receive two (2) 30 second television spots during forty (40) regular season Carolina Hurricanes game telecasts on FoxSports Carolinas or SportSouth. The commercials will run during the pre-game show (Hurricanes Live), in-game or during the post-game show (Hurricanes Live).
- **Radio Spots:** North Carolina Department of Transportation will receive two (2) 30 second in-game radio spots during forty (40) regular season Carolina Hurricanes game broadcasts on the Hurricanes Radio Network, which currently includes the following stations: WCMC 99.9 FM (Raleigh – Flagship Station), WAVQ 1400-AM (Jacksonville), WECU 1570 AM (Greenville) and WWNB 1490 AM and 103.9 FM (New Bern).
- **Primary LED:** North Carolina Department of Transportation will receive “Click It or Ticket” LED exposure during the final one (1) minute of regulation for all 2015-2016 Carolina Hurricanes regular season home games. The LED exposure includes the Club level LED, the center ring LED and the eight (8) upper LED screens. (GHSP only element.)
- **Family Night Title Sponsorship:** North Carolina Department of Transportation (NCDOT Rail Division - Rail only element) will receive “title” sponsorship of all 2015-2016 Hurricanes Family Night games. This includes brand recognition on all promotional assets leading up to each Family Night such as:
  - Hurricanes Watches
  - Radio
  - Television
  - Digital
  - Social Media
  - Print
  - In-Arena
  - NCDOT Rail Division will also receive one (1) main concourse table setup at each 2015-2016 Family Night game.
- **Caniac Carnival:** North Carolina Department of Transportation had the opportunity to participate in the Caniac Carnival on Sunday September 20, 2015. This includes an event table setup for both GHSP and NCDOT Rail Division to promote North Carolina Department of Transportation initiatives.
- **Social Media:** As added value, North Carolina Department of Transportation will receive twelve (12) Twitter posts on the Hurricanes official Twitter account from September 1, 2015, through June 30, 2016, to promote NCDOT initiatives and content. GHSP will receive six (6) Twitter posts and NCDOT Rail Division will receive six (6) Twitter posts.



- **Yearbook:** As added value, North Carolina Department of Transportation will receive one (1) full-page four (4) color advertisement in the 2015-2016 Carolina Hurricanes yearbook for each division: GHSP and NCDOT Rail Division.
- **Corporate Partner Page:** North Carolina Department of Transportation (both GHSP and NCDOT Rail Division) will receive logo recognition on the Corporate Partner page on [www.CarolinaHurricanes.com](http://www.CarolinaHurricanes.com).

## NFL FOOTBALL

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### *NFL Football Total: \$75,000*

#### *Carolina Panthers*

GHSP renewed its partnership with the Carolina Panthers and the Bank of America Stadium in Charlotte. The NFL season ran from August 2015-January 2016.

**Reach:** During the 2014-2015 season the Panthers had the eighth highest attendance in the NFL. Eight home games were attended by 588,861 fans. Average attendance was 73,607.

The Panthers have a strong social media presence with over 479,000 followers on Twitter, over 1.6 million likes on Facebook and 395,000 followers on Instagram.

#### **Elements of the Media Plan:**

- **Season-long:** After each game the Panthers will utilize Twitter to encourage fans to get home safe, wear a seatbelt etc. Panthers will utilize primary and secondary Twitter accounts. GHSP will have the opportunity to re-post these social media posts through their various social media outlets.
- **Thanksgiving Promotion:** Four week “Safety Selfie” promotion will be based around the NCDOT’s Thanksgiving safety campaigns. Fans will be encouraged to take a photo of themselves buckled in their car seat belt. Each week one lucky winner will be chosen to win a Panthers Fan Pack.
  - Panthers will utilize social media to promote the program (i.e. Sir Purr)
  - GHSP will have the opportunity to re-post these social media posts through their various social media outlets.
- **Concourse Signage:** Signage will be placed at all three (3) gates of Bank of America Stadium displaying messaging about the “Click It or Ticket” and/or “Booze It & Lose It” programs.
- **Network Radio:** NC DOT - Governor’s Highway Safety Program will receive one (1) feature commercial during each Panthers Game Broadcast. The feature will air during the in-game portion of the broadcast and will be heard across the Panthers North Carolina Radio Network.
  - Total of sixteen (16) features per season.
- **Billboards:** NC DOT - Governor’s Highway Safety Program will receive two (2) billboards per game that will air during the in-game portion of the broadcast on the Panthers North Carolina Radio Network.
  - Total of thirty-two (32) billboards per season.
- **Mascot Visit:** One (1) Sir Purr visit for one hour at an NCDOT event.



## MINOR LEAGUE BASEBALL

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### ***Minor League Baseball Total: \$70,250***

#### ***Asheville Tourists (\$8,000)***

**Reach:** The Asheville Tourists season ran from April-September 2015. The 68 home games at McCormick Field were attended by 181,578 fans. Average game attendance was 2,670.

#### **Elements of the Media Plan:**

- One (1) 4' x 16' Full Color Grandstand Sign with the option of changing the artwork on the sign once per season.
- Two (2) 30 second radio commercials during the broadcast of all 140 games.
- Two (2) "live drop in" mentions during the broadcast of all 140 games.
- Two (2) public address announcements at each home game

#### ***Carolina Mudcats (\$8,000)***

**Reach:** The Carolina Mudcats season ran from April-September 2015. The Mudcats 67 home games at Five County Stadium were attended by 202,072 fans. Average game attendance was 3,016.

#### **Elements of the Media Plan:**

- 1 – Left Flank - \$ 5,000 A rotating 17x17 panel on the left hand side of "Mudzilla" – rotates every 90 seconds. Maximum of 24 sponsors during the games
- 1 – Inning sponsor - \$ 3,500 Received a large logo splash on Mudzilla as well as 10 second Public Address tagline to introduce your inning – display is 48 foot wide x 7 foot tall and is in place for all the live action during the inning.

#### ***Charlotte Knights (\$23,000)***

**Reach:** The Charlotte Knights season ran from April-September 2015. The 71 home games at the new Knight's Stadium were attended by 669,398 fans. Average game attendance was 9,428.

#### **Elements of the Media Plan:**

- Right Field Digital Billboard
  - 8' x 40' / 1-minute rotation
- Exterior Digital Billboard
  - Six (6) month campaign
- Radio
  - One (1) :30-second ad per game
  - 144 Games
- Batter Sponsor
  - 15' x 15' digital ad displayed while select Knights player is batting

#### ***Durham Bulls (\$22,000)***

**Reach:** The Durham Bulls season ran from April-September 2015. The 71 home games at the Durham Bulls Athletic Park were attended by 554,788 fans. Average game attendance was 7,814.

#### **Elements of the Media Plan:**

- ½ Season on LED Board:





- 36 games centered around our May “Click It or Ticket” & June/July “Booze It & Lose It” campaigns
- Main Gate Exit Sign
- 144 Live Reads on Network (1 per game broadcast)
- 144 :30 radio commercials (1 per game broadcast)
- Appearance on radio/TV Network with broadcast host for ½ inning

### ***Greensboro Grasshoppers (\$14,500)***

**Reach:** The Grasshoppers season ran from April-September 2015. The 68 home games at NewBridge Bank Park were attended by 361,288 fans. Average game attendance was 5,313.

#### **Elements of the Media Plan:**

- Grandstand Sign 8' x 20' (switching from “Click It or Ticket” to “Booze It & Lose It” half way thru the season to correspond with campaigns)
- Every Friday and Saturday home games (total 22 games) video/PSA before the fireworks show

### ***Hickory Crawdads (\$6,750)***

**Reach:** The Hickory Crawdads season ran from April-September 2015. The 68 home games at LP Frans Stadium were attended by 149,963 fans. Average game attendance was 2,205.

#### **Elements of the Media Plan:**

- “Click It or Ticket” and “Booze It & Lose It” Outfield Billboard
  - 8' X 20' vinyl sign on outfield wall
  - Dark Background color
  - Direct crowd attention during all 70 home games
  - Both boards up full season
- Outside stadium street exit signs
  - 2 total (1 at each exit)
- Radio Specialty segment and :30 pre-recorded spot
  - Coverage with all 140 Crawdads game
  - Sponsor a specialty spot during the game (Stolen Bases)
- Live mention after every stolen base
  - “That stolen base was sponsored by NCGHSP remember fans don’t get caught, “Click It or Ticket”
  - Opportunity for multiple mentions throughout the game
- :30 second prerecorded spot
  - Flexibility to change every month throughout the season

### ***Kannapolis Intimidators (\$4,500)***

**Reach:** The Kannapolis Intimidators season ran from April-September 2015. The 66 home games at CMC-NorthEast Stadium were attended by 135,727 fans. Average game attendance was 2,056.

#### **Elements of the Media Plan:**

- Signage Advertising: One 8' x 20' Outfield Wall Sign (to be switched in middle of June)
- Announcements: Two Every Thursday, Friday and Saturday night games



## COLLEGE ATHLETICS

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### ***College Athletics Total: \$296,000***

During FY15, GHSP partnered with the following college teams: Duke University, North Carolina State University, University of North Carolina at Chapel Hill, Wake Forest University, Appalachian State University, Elon University, East Carolina University, North Carolina A&T, University of North Carolina at Charlotte and University of North Carolina at Wilmington. “Click It or Ticket” and “Booze It & Lose It” radio public service announcements were aired during each game. Other elements included advertising on various social media channels, official sporting websites and during tailgating.

### ***IMG (\$135,000)***

IMG is one of the nation’s top collegiate and venue sports marketing companies and worked with GHSP to market at its partner schools from August-April. GHSP continued its partnership with IMG for eight (8) schools and the Greensboro Coliseum in North Carolina. The majority of their attendance matched our 18-34 target demographic.

### ***IMG Partnership Elements:***

#### ***Appalachian State University***

##### **Football:**

- One thirty second (:30) commercial spot in each of the following programs:
- Pigskin Prelude Shows – twelve (12) shows
- Game Broadcast – twelve (12) regular season games
- Post-Game Shows – twelve (12) shows
- Saturday Evening QB Show – twelve (12) shows
- Coach’s Shows – twelve (12) shows

#### ***UNC-Charlotte***

##### **Football Radio (12 total broadcasts)**

- One (1) in-game live mention during all twelve (12) broadcasts
- One (1) post-game live mention during all twelve (12) broadcasts

##### **Basketball Radio**

- One (1) in game live mention during all twenty-nine (29) broadcasts
- One (1) post-game live mention during all twenty-nine (29) broadcasts

##### **Website**

- 100,000 impressions on the official Charlotte Athletics website

#### ***North Carolina A&T***

##### **Football Radio (6 total broadcasts)**

- One (1) in-game live mention during all six (6) home game broadcasts
- One (1) post-game live mention during all six (6) home game broadcasts

##### **Basketball Radio (15 total broadcasts)**

- One (1) in game live mention during all fifteen (15) road game broadcasts
- One (1) post-game live mention during all fifteen (15) road game broadcasts

##### **Website**

- 100,000 impressions on the official Athletics website



## *Duke*

Football Radio (12 total game broadcasts)

- One (1) :30 spot on all twelve (12) post-game shows
- One (1) :30 spot in all twelve (12) Coach's Show broadcasts

Website

- 100,000 impressions on the official website of Duke Athletics

Basketball Radio (29 total game broadcasts)

- One (1) :30 spot on all twenty-nine (29) post-game shows
- One (1) :30 spot in all sixteen (16) Coach's Show broadcasts

## *East Carolina University*

Football Radio (12 total broadcasts)

- One (1) post-game :30 spot in each broadcast

Basketball Radio (29 total broadcasts)

- One (1) post-game :30 spot in each broadcast

ECUPirates.com

- 100,000 impressions on the official website of ECU Athletics

Facebook & Twitter

- Six (6) posts on each social media outlet – one (1) corresponding with each home football game.

## *Elon University*

Football Radio (12 total broadcasts)

- Two (2) :30 spot and one (1) Live Mention in each Pre-Game Show
- One (1) :30 spot in each game broadcast
- One :30 spot and one (1) Live Mention in each Post Game Show

Basketball Radio (29 total broadcasts)

- Two (2) :30 spot and one (1) Live Mention in each Pre-Game Show
- One (1) :30 spot in each game broadcast
- One :30 spot and one (1) Live Mention in each Post Game Show

ElonPhoenix.com

- 100,000 impressions on the official website of Elon Athletics

## *Greensboro Coliseum*

High Point Road Marquee

- The GHSP will receive exposure on the High Point Road marquee which faces a high traffic road and provides a brand presence throughout the year

Parking Lot Sponsorship

- GHSP will be a sponsor of the Greensboro Coliseum parking garages including multiple signage opportunities and sponsor recognition

## *Wake Forest University*

Football Radio (12 total broadcasts)

- One (1) :30 spot on all twelve (12) post-game shows
- One (1) :30 spot in all twelve (12) Coach's Show broadcasts

Basketball Radio (29 total broadcasts)

- One (1) :30 spot on all twenty-nine (29) post-game shows



- One (1) :30 spot in all sixteen (16) Coach's Show broadcasts  
WakeForestSports.com
- 75,000 impressions on the official website of Wake Forest Athletics

## ***N.C. State University (\$95,000)***

N.C. State's football, basketball and baseball seasons occurred from August 2015-May 2016.

**Reach:** The seven football home games at Carter-Finley Stadium were attended by an estimated 380,785 fans. The 20 basketball home games at the PNC Arena were attended by 308,726 fans. Baseball plays at Doak Field and has a capacity of 2,500. For all three sports, most of the fans who attended games matched our 18-44 target demographic.

### **Elements of the Media Plan:**

#### Football

- Sponsorship of the "Drive of the Game" feature during all twelve (12) football game broadcasts on the statewide radio network, including live read
- Bank of a minimum of 125 :30 spots throughout the football season across various statewide affiliates
- Two (2) :30 spots during all twelve (12) regular season football game broadcasts on MIX 101.5 WRAL-FM in the Triangle
- Sponsorship of the NC State Athletics WITH Program, which includes:
  - Premium item distribution to fans and volunteers in Fan Zone
  - Logo and/or banner placement on the WITH golf carts used on football game days for the drive sober program
  - Banner placement in the WITH program tent in Fan Zone and at the fairgrounds
  - Placement of messaging in the on-air promotional ads for WITH
  - Logo and/or PA inclusion during WITH promos on the video board during NC State football and basketball games
  - Logo placement on the GoPack.com WITH partners page
- In-game replay sponsorship during the 4th quarter of every home football game
- Placement of the "Booze It & Lose It" and "Click It or Ticket" portable signs at the exits of Carter-Finley Stadium for all home football games
- One (1) tri-vision panel on the arena side of the Carter-Finley Stadium main scoreboard

#### Basketball

- Bank of a minimum of 125 :30 spots throughout the men's basketball season across various statewide affiliates
- Two (2) :30 spots during all thirty-six (36) regular season men's basketball game broadcasts on MIX 101.5 WRAL-FM in the Triangle
- One (1) post-game video board message and PSA during every home men's basketball game
- Sponsorship of the NC State Athletics WITH Program
- One (1) tri-vision panel on the arena side of the Carter-Finley Stadium main scoreboard

#### Baseball

- Minimum of one (1) :30 spot per game during all fifty-five (55) baseball radio broadcasts – mid-February to late-May on WKNC-FM in the Triangle
- One (1) "Click It or Ticket" video board feature throughout the entire season



## ***UNC Chapel Hill (\$67,000)***

UNC Chapel Hill's football and basketball seasons occurred from August 2015-April 2016. The media plan was implemented through Tar Heel Sports Marketing.

**Reach:** The six football home games at Kenan Memorial Stadium were attended by over 328,000 fans. Home basketball games at the Smith Center were attended by over 293,723 fans. For both sports, most of the fans who attended games matched our 18-44 target demographic.

### **Elements of the Media Plan:**

- Tar Heel Radio :30 sec Spot and Live Reads ( At the conclusion of each broadcast, a PSA was read urging fans to "Click It or Ticket" or "Booze It & Lose It")
- Four (4) Carolina News Flash Emails through the year (GHSP will have a banner placement on four Carolina News Flash emails throughout the year)
- Mascot Appearance (Ramses will make an appearance at the North Carolina State Fair)
- Partner Benefits (GHSP will receive invitations to partner luncheons upon request and availability)
- Value add: Social media support during enforcement campaigns and throughout the year when able

## **NASCAR**

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### ***NASCAR Total: \$95,000***

GHSP continued its partnership with Charlotte Motor Speedway in Concord. The NASCAR season took place from April-October 2015.

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

### **Elements of the Media Plan:**

- Advertisements in the Souvenir Program for each Event Weekend as specified below.
  - NASCAR Sprint All-Star Race Event Weekend
  - Coca-Cola 600 NSCS Event Weekend
  - Bank of America 500 NSCS Event Weekend
- Signage.
  - Signage at the CMS infield exit tunnel and pedestrian bridge.
  - One (1) East side wing wall sign at zMax Drag way.
  - One (1) East side back of grandstand banner at zMax Drag way.
- Mutually agreed upon public address announcements during each NASCAR Event promoting the "Click It or Ticket" campaign.
- Mutually agreed upon public address announcements during NHRA Events promoting the "Booze It & Lose It" campaign.



## HUDDLE HIGH-SCHOOL SPORTING EVENTS

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### *Huddle High-School Sporting Events Total: \$157,500*

GHSP continued its partnership with Huddle which provides sporting event tickets to all high schools in North Carolina. GHSP receives messaging on all tickets at 300 high schools across the state and targets traffic safety messaging to teens and parents on these tickets. Approximately seven million tickets are being distributed for the 2015-2016 school year.

## OTHER COMPONENTS OF THE MEDIA PLAN

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In the area of occupant protection, North Carolina participated in the national “Click It or Ticket” mobilization in FY15. A primary focus of media efforts was the counties and demographic groups which demonstrated low seat belt usage as indicated in the Occupant Protection section of the Highway Safety Plan. Paid media spots conveyed an enforcement message to compliment the national media placement and were targeted toward passengers in North Carolina who buckled up less often than drivers. Paid media included strategic web advertisements, Pandora radio, traditional radio and social media advertisements.

During Child Passenger Safety week, GHSP partnered with SafeKids NC and BuckleUpNC and continued to use the public service announcement that was created last year. Paid media included strategic web advertisements on Carolina Parent, Pandora radio, and social media.

North Carolina also participated in all national impaired driving mobilizations. A state specific television and radio public service announcement was placed statewide during the holiday campaign on various platforms. In addition, the “20|20 Hindsight” spot was strategically placed in movie theaters across the state airing prior to the feature presentation. This year a summer long media campaign kicked off with *Operation Firecracker* and concluded with the Labor Day campaign. Earned media was gained from kickoff events as well as high visibility checkpoints throughout the campaigns. The campaign was focused on highlighting alternate ways of getting home such as use of a ride sharing app, taxis, public transit and calling a friend.

Social media was used throughout the year and during campaigns to increase awareness. Original PSA content and hashtags were created and shared on Facebook, Twitter, Pinterest and Instagram. Each PSA that was produced for radio and television was also pushed on social media sites including YouTube, Vimeo and SoundCloud. During the May “Click It or Ticket” campaign, our “Every Seat. Every Time.” PSA was one of the most viewed videos on the NCDOT YouTube channel. It encouraged passengers to buckle their seatbelt no matter where they sit in the car.

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



## FUNDED PROJECTS AND ACTIVITIES

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The media plan related projects and activities listed below were funded by GHSP under the FY15 Highway Safety Plan. Also included here are the grant funds that provided funding for the planning and administration of the North Carolina GHSP:

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Project Number(s): 154PM-15-02-01/K8-15-03-01  
Project Title: "Booze It & Lose It" Media Buys  
Agency: Governor's Highway Safety Program (GHSP)  
Project Description: This project provided funding for the purchase of media time/space for the "Booze It & Lose It" Campaign.  
Contribution to Meeting Targets: GHSP purchased TV, radio and online media for the multiple scheduled "Booze It & Lose It" campaigns.

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Project Number(s): M2HVE-15-08-01/K2-15-07-01  
Project Title: "Click It or Ticket" Media Buys  
Agency: Governor's Highway Safety Program (GHSP)  
Project Description: This project provided funding for the purchase of media time/space for the "Click It or Ticket" campaigns.  
Contribution to Meeting Targets: GHSP purchased TV, radio and online media for the multiple scheduled "Click It or Ticket" campaigns. In addition, GHSP added extra buys for the 25 targeted counties for mini campaign initiatives.

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Project Number(s): M2HVE-15-08-10/M5PEM-15-04-01  
Project Title: Sports Marketing  
Agency: Governor's Highway Safety Program (GHSP)  
Project Description: This project provided funding for sponsorships to bring awareness to the importance of buckling up and the dangers of driving after drinking and to promote the "Booze It & Lose It" and "Click It or Ticket" campaigns.  
Contribution to Meeting Targets: GHSP sponsored sports marketing campaigns with college athletic football, basketball and baseball games, the Carolina Panthers (NFL), the Carolina Hurricanes (NHL), the Charlotte Hornets (NBA) and NASCAR. In addition, GHSP partnered with Minor League Baseball and Huddle for the High school sporting events in targeted areas.







## 2015 Highway Safety Related Legislation

Several bills related to traffic safety were introduced or considered during 2015 by the North Carolina General Assembly. This section provides a description of these bills and their outcome (or current status).

### HOUSE BILLS

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#### *House Bill 97- State Budget Bill - Effective: September 18, 2015*

Provisions in this bill directly related to highway safety included:

- \$750,000 is provided to allow the State Crime Laboratory to outsource forensic analysis services, including toxicology and DNA
- Transfers the authority to store, process and sell motor vehicles seized for impaired driving offenses and felony speeding to elude arrest offenses from the North Carolina Department of Public Instruction (DPI) to the State Surplus Property Agency (the North Carolina Department of Administration).
- Provides \$2.6 million in recurring funds and \$695,650 in nonrecurring funds to the State Highway Patrol to install cameras in the remaining enforcement fleet vehicles that do not already have them. These funds also allow the cameras to be replaced every five years.
- Provides \$3.1 million per year to the ABC Commission for the Initiative to Reduce Underage Drinking.
- Amends the amount of court costs collected in criminal cases as well as their use. The effect of these changes is that adult front seat seatbelt violators under G.S. 20-135.2A(e) and helmet and passenger limits for motorcycles and mopeds under G.S. 20-140.4 must pay a fine of \$25.50 and court costs of \$153.50 for a total of \$179.00. This is an increase in court costs of \$18.00.
- Makes numerous increases to the various fees and taxes on drivers licenses and motor vehicle registrations, effective January 1, 2016. Among these changes:
  - The fee for a Class A, Class B, and Class C drivers license is increased from \$4 to \$5. The fee for a motorcycle endorsement is increased from \$1.75 to \$2.30 per year. **The total fee for a regular drivers license is the amount set out above multiplied by the number of years for which the license is issued.**
  - A restoration fee for a revoked drivers license is increased from \$50 to \$65. The restoration fee for a revoked drivers license that was revoked for an impaired driving offense is increased from \$100 to \$130.
  - The fee for a limited learners permit or a limited provisional license is increased from \$15 to \$20.
- Effective October 1, 2015, no person is allowed to sell or operate on the highways of the State any motor vehicle manufactured after December 31, 1955, and on or before December 31, 1970, unless it is equipped with a stop lamp on the rear of the vehicle. Session Law 2015-31 (SB 90) requires that for any vehicle manufactured after December 31, 1970, it must be equipped with two stop lamps, one on each side of the rear of the vehicle. Motorcycles require only a single stop lamp on the rear of the vehicle.



## ***House Bill 6, Autocycle Definition and Regulation, Effective: October 1, 2015***

Amends G.S. 20-4.01 and defines a new type of motor vehicle called an "autocycle." An autocycle is a three-wheeled motorcycle that has a steering wheel, pedals, seat safety belts for each occupant, antilock brakes, air bag protection, completely enclosed seating that does not require the operator to straddle or sit astride, and is otherwise manufactured to comply with federal safety requirements for motorcycles. The operator of an autocycle is required to have a Class C regular drivers license and is not required to have a motorcycle endorsement. An autocycle is not considered a motorcycle in the sense that the operator is not required to wear a helmet or to turn the autocycle's headlight when operated.

## ***House Bill 102, Utility Vehicles/Move-Over Changes, Effective: May 21, 2015.***

- Modifies G.S. 20-171.23 to include "utility vehicles" and allows law enforcement, fire, rescue and emergency medical personnel to operate agency owned utility vehicles, as well as all-terrain vehicles defined in G.S. 14-159.3, on a highway under certain circumstances. A "utility vehicle" is a motor vehicle that is (i) designed for off-road use and (ii) used for general maintenance, security, agricultural, or horticultural purposes. "Utility vehicle" does not include an all-terrain vehicle or golf cart or a riding lawn mower. A common utility vehicle is a "Gator."
- Allows municipal and county employees statewide to operate government owned all-terrain and utility vehicles on highways with a 35 mph speed limit or less. Previously the law was limited to specific municipalities and counties listed in the law.
- Effective October 1, 2015 G.S. 20-157(f) is modified to add public service vehicles being used in the collection of refuse, solid waste, or recycling to the "move over" law. When a vehicle collecting refuse, solid waste, or recycling is operating a flashing amber light, a motorist must move over.

## ***House Bill 148, Insurance Required for Mopeds, Effective: July 1, 2016.***

- This law requires owners of mopeds to have an insurance policy showing financial responsibility for the moped. Mopeds are not required to have certificates of title.
- In the 2014 Legislative Session, House Bill 1145 was passed. This bill became effective July 1, 2015 and amended G.S. 20-53.4 to require mopeds to be registered with DMV. The owner of the moped shall pay the same base fee and be issued the same type of registration card and plate issued for a motorcycle. In order to be registered with the DMV and operated upon a highway or public vehicular area, a moped must have a manufacturer's certificate of origin and be designed and manufactured for use on highways or public vehicular areas.

## ***House Bill 229, Church Tax Exemption/Driving Privileges, Effective: August 5, 2015.***

Amends G.S. 20-179.3 to provide that for limited driving privileges issued on or after October 1, 2015, the court is authorized to allow a person holding a limited driving privilege to drive to and from religious worship. This authorization includes high risk drivers who are required to have the ignition interlock system.

## ***House Bill 232, Study/Update Bicycle Safety Laws, Effective: June 2, 2015.***

- Requires the Department of Transportation (DOT) to study the bicycle laws including the following: (1) how faster-moving vehicles may safely overtake bicycles on roadways where sight



distance may be inhibited; (2) whether bicyclists on a roadway should be required to ride single file or allowed to ride two or more abreast; (3) whether bicyclists should be required to carry a form of identification; and (4) any other issues determined relevant by DOT.

- A working group is established which must include a law enforcement officer, a municipal government employee who may be a law enforcement officer and a county government employee who may be a county law enforcement officer as well as other interested persons including representatives of bicycle, trucking and agricultural industry representatives. DOT must report its findings and recommendations, including any legislative proposals, to the Joint Legislative Transportation Oversight Committee on or before December 31, 2015.

## ***House Bill 273, Clarify Cond. Discharge Law/No DWI Expunge - Effective: December 1, 2015.***

- Amends G.S. 15A-1341(a) to clarify that a person charged with driving while impaired (DWI) pursuant to G.S. 20-138.1 is not eligible for deferred prosecution or conditional discharge.
- G.S. 15A-145.5 is amended to provide that a misdemeanor or felony DWI conviction cannot be expunged.
- G.S. 20-38.7(c) is amended to provide that a new sentencing hearing in a misdemeanor DWI case need not be held when a defendant withdraws his/her appeal to superior court or remands to district court when the prosecutor certifies in writing that the State has no new sentencing factors to offer.

## ***House Bill 350, Restore Driving Privileges/Competency, Effective: October 1, 2015***

- Adds a new G.S. 20-17.1A to require DMV to restore the drivers license of a person who is determined to have been restored to competency after receiving notice from the clerk of court in which the determination is made.
- The DMV is not required to restore the drivers license of a person if: (1) the person's drivers license was revoked because of a conviction or other act requiring revocation and (2) the person has not met the requirements for restoration of the person's drivers license.
- G.S. 35A-1130(d) is amended to require the clerk of court to send the DMV a certified copy of an order that makes the determination that an individual has been restored to competency.

## ***House Bill 529, NC Drivers License Restoration Act, Effective: December 1, 2015***

- Provides that a person would be guilty of the Class 1 misdemeanor of aggravated driving while license revoked (DWLR) if the person's drivers license was originally revoked for an impaired driving offense [G.S. 20-28(a1)]. All other DWLR's are Class 3 misdemeanors. G.S. 20-28(a) and (a2).
- Only Class 1 DWLR's are considered grossly aggravating factors for purposes of DWI sentencing under G.S. 20-179(c)



## ***House Bill 850, Eastern Band of Cherokees/Law Enforcement, Effective: October 23, 2015***

Amends numerous statutes related to the status and jurisdiction of law enforcement agencies of the Eastern Band of Cherokee Indians. G.S. 1E-1 is amended to provide that any limited driving privilege signed and issued by the Cherokee Tribal Courts and filed in the Cherokee Tribal Courts clerk's office is valid and would be given full faith and credit in North Carolina

## ***House Bill 924, Highway Safety/Other Changes, Effective October 20, 2015***

Amends G.S. 20-139.1(b5) to clarify that the requirement that a law enforcement officer request a blood sample when charging the offense of misdemeanor death by vehicle (crashed caused by a violation of any law OTHER than DWI) is amended to apply "at any relevant time after the driving."

## **SENATE BILLS**

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## ***Senate Bill 90, Required Number of Operating Brake Lights, Effective: October 1, 2015***

- Amends G.S. 20-129(g) to require two stop lamps (brake lights) on the rear of a motor vehicle, one on each side. This law is intended to address the North Carolina Court of Appeals ruling in State v. Heien, 214 N.C. App. 515 (2011) which said that North Carolina law only requires one stop lamp and that a motor vehicle cannot be stopped if it has one operable brake light. The stop in the Heien case was later determined to be constitutional because the officer, although mistaken about the law, acted in good faith. The earlier ruling that G.S. 20-129(g) only requires a driver to have one operable brake light was never changed.
- This law also clarifies that motorcycles are only required to have one brake light.
- This new law does not address the third brake light that some motor vehicles have. (HB 97, the budget bill, made a technical correction to cover vehicles manufactured prior to 1970.)

## ***Senate Bill 513, North Carolina Farm Act of 2015, Effective: September 30, 2015***

Makes various transportation and environmental reforms of interest to the criminal justice community, to include the following:

- Amends G.S. 20-116 to allow for the transportation of oversized hay bales. Any vehicle carrying baled hay from place to place on the same farm, from one farm to another, or to or from market that does not exceed 12 feet in width may be operated on the highways of this State. The vehicle may be operated during daylight hours only and must display a red flag or a flashing warning light on both the rear and front ends.
- Amends G.S. 20-51 to increase the highway speed limit from 35 to 45 miles per hour for any agricultural spreader vehicle (any vehicle designed for off-highway use on a farm to spread agricultural products).
- Amends G.S. 20-171.22 to provide that any person may operate all-terrain vehicles or utility vehicles on a public street or highway while engaged in farming operations.



## Federal Funds Spent On Each Project

# Funds Spent On Each Project



# Funds Spent On Each Project



Program Area	Project	Description	HSP Approved Program Funds	State Funds	Previous Balance	Incre/ (Decre)	Current Balance	Share to Local
<b>NHTSA</b>								
<b>NHTSA 402</b>								
<b>Planning and Administration</b>								
	PA-2015-00-01-00	GHSP PLANNING & ADMINISTRATION	\$277,732.00	\$277,732.00	\$277,732.00	\$0.00	\$277,732.00	\$0.00
	<b>Planning and Administration Total</b>		\$277,732.00	\$277,732.00	\$277,732.00	\$0.00	\$277,732.00	\$0.00
<b>Alcohol</b>								
	AL-2015-01-01-00	GHSP BOOZE IT & LOSE IT	\$68,535.00	\$0.00	\$68,535.00	\$0.00	\$68,535.00	\$0.00
	AL-2015-01-02-00	NC DEPARTMENT OF ADMINISTRATION SADD CONF	\$15,000.00	\$0.00	\$15,000.00	\$0.00	\$15,000.00	\$0.00
	AL-2015-01-03-00	CAROLINAS MEDICAL CENTER	\$62,782.00	\$0.00	\$62,782.00	\$0.00	\$62,782.00	\$0.00
	AL-2015-01-04-00	NC DEPARTMENT OF PUBLIC SAFETY-ALE	\$18,053.00	\$600,000.00	\$18,053.00	\$0.00	\$18,053.00	\$0.00
	<b>Alcohol Total</b>		\$164,370.00	\$600,000.00	\$164,370.00	\$0.00	\$164,370.00	\$0.00
<b>Motorcycle Safety</b>								
	MC-2015-11-01-00	GHSP MOTORCYCLE SAFETY	\$22,966.00	\$0.00	\$22,966.00	\$0.00	\$22,966.00	\$0.00
	MC-2015-11-02-00	TOWN OF GARNER	\$26,833.00	\$0.00	\$26,833.00	\$0.00	\$26,833.00	\$26,833.00
	MC-2015-11-04-00	CITY OF HENDERSONVILLE	\$6,535.00	\$0.00	\$6,535.00	\$0.00	\$6,535.00	\$6,535.00
	MC-2015-11-05-00	GUILFORD COUNTY SHERIFF'S OFFICE	\$3,852.00	\$0.00	\$3,852.00	\$0.00	\$3,852.00	\$3,852.00
	MC-2015-11-06-00	CITY OF DURHAM-BIKESAFE	\$5,385.00	\$0.00	\$5,385.00	\$0.00	\$5,385.00	\$5,385.00
	MC-2015-11-08-00	CITY OF JACKSONVILLE PD	\$1,965.00	\$0.00	\$1,965.00	\$0.00	\$1,965.00	\$1,965.00
	MC-2015-11-09-00	CITY OF GREENVILLE	\$5,007.00	\$0.00	\$5,007.00	\$0.00	\$5,007.00	\$5,007.00
	MC-2015-11-10-00	UNC HSRC MOTORCYCLE SAFETY	\$85,837.00	\$0.00	\$85,837.00	\$0.00	\$85,837.00	\$0.00

# Funds Spent On Each Project



Program Area	Project	Description	HSP Approved Program Funds	State Funds	Previous Balance	Incre/ (Decre)	Current Balance	Share to Local
		<b>Motorcycle Safety Total</b>	\$158,380.00	\$0.00	\$158,380.00	\$0.00	\$158,380.00	\$49,577.00
<b>Occupant Protection</b>								
	OP-2015-06-01-00	GHSP CLICK IT OR TICKET	\$75,436.00	\$0.00	\$75,436.00	\$0.00	\$75,436.00	\$0.00
	OP-2015-06-02-00	WNC SAFE KIDS	\$119,205.00	\$0.00	\$119,205.00	\$0.00	\$119,205.00	\$69,205.00
	OP-2015-06-03-00	UNC HSRC-CPS/OP WEBSITE	\$116,404.00	\$0.00	\$116,404.00	\$0.00	\$116,404.00	\$0.00
	OP-2015-06-04-00	NC DEPARTMENT OF INSURANCE-SAFEKIDS	\$369,214.00	\$0.00	\$369,214.00	\$0.00	\$369,214.00	\$0.00
	OP-2015-06-05-00	RESEARCH TRIANGLE INST. SEATBELT SURVEYS	\$197,548.00	\$0.00	\$197,548.00	\$0.00	\$197,548.00	\$0.00
		<b>Occupant Protection Total</b>	\$877,807.00	\$0.00	\$877,807.00	\$0.00	\$877,807.00	\$69,205.00
<b>Pedestrian/Bicycle Safety</b>								
	PS-2015-20-02-00	NCDOT WALK PROGRAM	\$139,276.00	\$0.00	\$139,276.00	\$0.00	\$139,276.00	\$0.00
	PS-2015-20-03-00	NC STATE UNIVERSITY	\$7,350.00	\$2,450.00	\$7,350.00	\$0.00	\$7,350.00	\$7,350.00
		<b>Pedestrian/Bicycle Safety Total</b>	\$146,626.00	\$2,450.00	\$146,626.00	\$0.00	\$146,626.00	\$7,350.00
<b>Police Traffic Services</b>								
	PT-2015-09-01-00	TOWN OF TABOR CITY	\$74,415.00	\$13,132.00	\$74,415.00	\$0.00	\$74,415.00	\$74,415.00
	PT-2015-09-02-00	TOWN OF HOLLY SPRINGS	\$155,578.00	\$27,455.00	\$155,578.00	\$0.00	\$155,578.00	\$155,578.00
	PT-2015-09-03-00	TOWN OF RICHLANDS	\$26,831.00	\$11,499.00	\$26,831.00	\$0.00	\$26,831.00	\$26,831.00
	PT-2015-09-04-00	CITY OF HIGH POINT	\$6,503.00	\$6,503.00	\$6,503.00	\$0.00	\$6,503.00	\$6,503.00
	PT-2015-09-05-00	TOWN OF AYDEN	\$18,277.00	\$0.00	\$18,277.00	\$0.00	\$18,277.00	\$18,277.00
	PT-2015-09-06-00	CITY OF CONOVER	\$26,386.00	\$26,386.00	\$26,386.00	\$0.00	\$26,386.00	\$26,386.00
	PT-2015-09-07-00	GUILFORD COUNTY SHERIFF'S OFFICE	\$14,262.00	\$0.00	\$14,262.00	\$0.00	\$14,262.00	\$14,262.00
	PT-2015-09-08-00	COLUMBUS COUNTY SHERIFF'S OFFICE	\$42,804.00	\$42,804.00	\$42,804.00	\$0.00	\$42,804.00	\$42,804.00
	PT-2015-09-09-00	TOWN OF LELAND	\$67,606.00	\$28,974.00	\$67,606.00	\$0.00	\$67,606.00	\$67,606.00
	PT-2015-09-10-00	TOWN OF STALLINGS	\$29,200.00	\$29,200.00	\$29,200.00	\$0.00	\$29,200.00	\$29,200.00
	PT-2015-09-11-00	CITY OF JACKSONVILLE	\$25,988.00	\$0.00	\$25,988.00	\$0.00	\$25,988.00	\$25,988.00
	PT-2015-09-12-00	TOWN OF FUQUAY VARINA	\$29,813.00	\$29,813.00	\$29,813.00	\$0.00	\$29,813.00	\$29,813.00
	PT-2015-09-13-00	TOWN OF SMITHFIELD	\$8,421.00	\$8,421.00	\$8,421.00	\$0.00	\$8,421.00	\$8,421.00



# Funds Spent On Each Project



Program Area	Project	Description	HSP Approved Program Funds	State Funds	Previous Balance	Incre/ (Decre)	Current Balance	Share to Local
	PT-2015-09-14-00	UNION COUNTY SHERIFF'S OFFICE	\$60,812.00	\$60,812.00	\$60,812.00	\$0.00	\$60,812.00	\$60,812.00
	PT-2015-09-15-00	CITY OF ALBEMARLE	\$38,774.00	\$16,617.00	\$38,774.00	\$0.00	\$38,774.00	\$38,774.00
	PT-2015-09-17-00	MACON COUNTY SHEIRFF'S OFFICE	\$29,329.00	\$29,329.00	\$29,329.00	\$0.00	\$29,329.00	\$29,329.00
	PT-2015-09-18-00	TOWN OF KENLY	\$18,628.00	\$0.00	\$18,628.00	\$0.00	\$18,628.00	\$18,628.00
	PT-2015-09-19-00	ROCKINGHAM POLICE DEPARMENT	\$18,757.00	\$0.00	\$18,757.00	\$0.00	\$18,757.00	\$18,757.00
	PT-2015-09-20-00	TOWN OF GARNER	\$4,012.00	\$4,012.00	\$4,012.00	\$0.00	\$4,012.00	\$4,012.00
	PT-2015-09-21-00	NC DEPARTMENT OF JUSTICE	\$93,514.00	\$0.00	\$93,514.00	\$0.00	\$93,514.00	\$0.00
	PT-2015-09-22-00	NEW HANOVER COUNTY SHERIFF'S OFFICE	\$19,413.00	\$0.00	\$19,413.00	\$0.00	\$19,413.00	\$19,413.00
	PT-2015-09-23-00	TOWN OF BISCOE	\$23,182.00	\$9,935.00	\$23,182.00	\$0.00	\$23,182.00	\$23,182.00
	PT-2015-09-24-00	CITY OF BOILING SPRINGS LAKES	\$21,083.00	\$21,083.00	\$21,083.00	\$0.00	\$21,083.00	\$21,083.00
	PT-2015-09-25-00	DARE COUNTY SHERIFF'S OFFICE	\$48,382.00	\$16,127.00	\$48,382.00	\$0.00	\$48,382.00	\$48,382.00
	PT-2015-09-26-00	HOLLY RIDGE POLICE DEPARTMENT	\$21,421.00	\$21,421.00	\$21,421.00	\$0.00	\$21,421.00	\$21,421.00
	PT-2015-09-27-00	TOWN OF ERWIN	\$18,015.00	\$18,015.00	\$18,015.00	\$0.00	\$18,015.00	\$18,015.00
	PT-2015-09-28-00	CHARLOTTE MECKLENBURG POLICE DEPARTMENT	\$15,288.00	\$0.00	\$15,288.00	\$0.00	\$15,288.00	\$15,288.00
	PT-2015-09-29-00	CITY OF RALEIGH	\$32,420.00	\$10,806.00	\$32,420.00	\$0.00	\$32,420.00	\$32,420.00
	PT-2015-09-30-00	TOWN OF KERNERSVILLE	\$5,815.00	\$5,815.00	\$5,815.00	\$0.00	\$5,815.00	\$5,815.00
	PT-2015-09-31-00	TOWN OF BEULAVILLE PD	\$13,130.00	\$13,130.00	\$13,130.00	\$0.00	\$13,130.00	\$13,130.00
	PT-2015-09-32-00	GHSP POINTS SYSTEM	\$547,516.00	\$0.00	\$547,516.00	\$0.00	\$547,516.00	\$547,516.00
	PT-2015-09-33-00	CITY OF FAIRMONT	\$19,085.00	\$19,085.00	\$19,085.00	\$0.00	\$19,085.00	\$19,085.00
	PT-2015-09-34-00	CITY OF MORGANTON	\$70,178.00	\$30,076.00	\$70,178.00	\$0.00	\$70,178.00	\$70,178.00
	PT-2015-09-35-00	CITY OF GREENSBORO	\$8,928.00	\$2,976.00	\$8,928.00	\$0.00	\$8,928.00	\$8,928.00
	PT-2015-09-36-00	NORTHAMPTON SHERIFF'S OFFICE	\$2,109.00	\$0.00	\$2,109.00	\$0.00	\$2,109.00	\$2,109.00
	PT-2015-09-37-00	TOWN OF EMERALD ISLE	\$14,380.00	\$0.00	\$14,380.00	\$0.00	\$14,380.00	\$14,380.00

# Funds Spent On Each Project



Program Area	Project	Description	HSP Approved Program Funds	State Funds	Previous Balance	Incre/ (Decre)	Current Balance	Share to Local
	PT-2015-09-38-00	TOWN OF HUDSON	\$15,776.00	\$ .00	\$15,776.00	\$ .00	\$15,776.00	\$15,776.00
	PT-2015-09-39-00	NC SHERIFF'S ASSOCIATION	\$14,753.00	\$ .00	\$14,753.00	\$ .00	\$14,753.00	\$ .00
	PT-2015-09-40-00	CITY OF ASHEVILLE POLICE DEPARTMENT	\$17,762.00	\$ .00	\$17,762.00	\$ .00	\$17,762.00	\$17,762.00
	PT-2015-09-41-00	TOWN OF MORRISVILLE	\$11,023.00	\$ .00	\$11,023.00	\$ .00	\$11,023.00	\$11,023.00
	PT-2015-09-42-00	CITY OF MARION	\$17,773.00	\$ .00	\$17,773.00	\$ .00	\$17,773.00	\$17,773.00
	PT-2015-09-43-00	TOWN OF AYDEN	\$8,618.00	\$2,872.00	\$8,618.00	\$ .00	\$8,618.00	\$8,618.00
	PT-2015-09-44-00	TOWN OF MOREHEAD CITY	\$5,407.00	\$1,802.00	\$5,407.00	\$ .00	\$5,407.00	\$5,407.00
	PT-2015-09-45-00	TOWN OF MORRISVILLE	\$16,171.00	\$ .00	\$16,171.00	\$ .00	\$16,171.00	\$16,171.00
	PT-2015-09-46-00	TOWN OF KITTY HAWK	\$19,990.00	\$ .00	\$19,990.00	\$ .00	\$19,990.00	\$19,990.00
	PT-2015-09-47-00	CITY OF GASTONIA	\$10,453.00	\$3,484.00	\$10,453.00	\$ .00	\$10,453.00	\$10,453.00
	PT-2015-09-48-00	TOWN OF RED SPRINGS	\$9,935.00	\$9,935.00	\$9,935.00	\$ .00	\$9,935.00	\$9,935.00
	PT-2015-09-49-00	JACKSON COUNTY SHERIFF'S OFFICE	\$16,822.00	\$ .00	\$16,822.00	\$ .00	\$16,822.00	\$16,822.00
	PT-2015-09-50-00	CITY OF BEVARD	\$3,519.00	\$1,173.00	\$3,519.00	\$ .00	\$3,519.00	\$3,519.00
	PT-2015-09-51-00	COLUMBUS COUNTY SHERIFF'S OFFICE	\$16,000.00	\$ .00	\$16,000.00	\$ .00	\$16,000.00	\$16,000.00
	PT-2015-09-52-00	CRAMERTON POLICE DEPARTMENT	\$9,959.00	\$ .00	\$9,959.00	\$ .00	\$9,959.00	\$9,959.00
	PT-2015-09-53-00	TOWN OF DAVIDSON	\$14,537.00	\$ .00	\$14,537.00	\$ .00	\$14,537.00	\$14,537.00
	PT-2015-09-54-00	GUILFORD COUNTY SHERIFF'S OFFICE	\$8,945.00	\$2,981.00	\$8,945.00	\$ .00	\$8,945.00	\$8,945.00
	PT-2015-09-55-00	TOWN OF PEMBROKE	\$13,370.00	\$ .00	\$13,370.00	\$ .00	\$13,370.00	\$13,370.00
	PT-2015-09-56-00	City of New Bern Police Department	\$34,141.00	\$ .00	\$34,141.00	\$ .00	\$34,141.00	\$34,141.00
		<b>Police Traffic Services Total</b>	<b>\$1,935,209.00</b>	<b>\$525,673.00</b>	<b>\$1,935,209.00</b>	<b>\$ .00</b>	<b>\$1,935,209.00</b>	<b>\$1,826,942.00</b>
<b>Traffic Records</b>								
	TR-2015-14-02-00	UNC HSRC-TRAFFIC RECORDS	\$103,745.00	\$ .00	\$103,745.00	\$ .00	\$103,745.00	\$ .00
	TR-2015-14-03-00	TOWN OF WELDON	\$9,771.00	\$9,771.00	\$9,771.00	\$ .00	\$9,771.00	\$9,771.00
		<b>Traffic Records Total</b>	<b>\$113,516.00</b>	<b>\$9,771.00</b>	<b>\$113,516.00</b>	<b>\$ .00</b>	<b>\$113,516.00</b>	<b>\$9,771.00</b>

# Funds Spent On Each Project



Program Area	Project	Description	HSP Approved Program Funds	State Funds	Previous Balance	Incre/ (Decre)	Current Balance	Share to Local
<b>Driver Education</b>								
	DE-2015-10-02-00	SSOLUTIONS-STREETS SAFE PROGRAM	\$163,378.00	\$ .00	\$163,378.00	\$ .00	\$163,378.00	\$100,000.00
	DE-2015-10-03-00	UNC HSRC-EVALUATE STREETS SAFE	\$85,204.00	\$ .00	\$85,204.00	\$ .00	\$85,204.00	\$ .00
	DE-2015-10-04-00	UNC HSRC-TIME TO DRIVE	\$72,883.00	\$ .00	\$72,883.00	\$ .00	\$72,883.00	\$ .00
	DE-2015-10-05-00	VIP FOR VIP PROGRAM	\$35,000.00	\$ .00	\$35,000.00	\$ .00	\$35,000.00	\$35,000.00
	DE-2015-10-06-00	UNC HSRC-TEENAGE RESEARCH	\$95,753.00	\$ .00	\$95,753.00	\$ .00	\$95,753.00	\$ .00
	DE-2015-10-07-00	DEPARTMENT OF PUBLIC INSTRUCTION	\$19,525.00	\$ .00	\$19,525.00	\$ .00	\$19,525.00	\$ .00
		<b>Driver Education Total</b>	\$471,743.00	\$ .00	\$471,743.00	\$ .00	\$471,743.00	\$135,000.00
<b>Safe Communities</b>								
	SA-2015-17-01-00	GHSP P&E	\$844,820.00	\$ .00	\$844,820.00	\$ .00	\$844,820.00	\$ .00
	SA-2015-17-02-00	UNC HSRC-HSP	\$67,736.00	\$ .00	\$67,736.00	\$ .00	\$67,736.00	\$ .00
	SA-2015-17-03-00	UNC HSRC-TWEENS	\$77,010.00	\$ .00	\$77,010.00	\$ .00	\$77,010.00	\$ .00
	SA-2015-17-04-00	UNC HSRC-SR. DRIVERS	\$61,309.00	\$ .00	\$61,309.00	\$ .00	\$61,309.00	\$ .00
	SA-2015-17-05-00	PITT MEMORIAL	\$70,028.00	\$ .00	\$70,028.00	\$ .00	\$70,028.00	\$70,028.00
	SA-2015-17-06-00	NC STATE UNIVERSITY-ITRE	\$73,921.00	\$ .00	\$73,921.00	\$ .00	\$73,921.00	\$ .00
	SA-2015-17-07-00	UNC HSRC-POINTS SYSTEM	\$73,509.00	\$ .00	\$73,509.00	\$ .00	\$73,509.00	\$ .00
	SA-2015-17-08-00	NC STATE UNIV. VISION ZERO	\$52,811.00	\$ .00	\$52,811.00	\$ .00	\$52,811.00	\$ .00
		<b>Safe Communities Total</b>	\$1,321,144.00	\$ .00	\$1,321,144.00	\$ .00	\$1,321,144.00	\$70,028.00
<b>Pupil Transportation Safety</b>								
	SB-2015-18-02-00	DPI TRANSPORTATION	\$55,803.00	\$ .00	\$55,803.00	\$ .00	\$55,803.00	\$ .00
		<b>Pupil Transportation Safety Total</b>	\$55,803.00	\$ .00	\$55,803.00	\$ .00	\$55,803.00	\$ .00
<b>Distracted Driving</b>								
	DD-2015-19-02-00	MOBILE CINEMA PARK	\$19,250.00	\$ .00	\$19,250.00	\$ .00	\$19,250.00	\$19,250.00
	DD-2015-19-03-00	CITY OF GREENSBORO-TODIE FOR PROGRAM	\$3,604.00	\$3,604.00	\$3,604.00	\$ .00	\$3,604.00	\$3,604.00

# Funds Spent On Each Project



Program Area	Project	Description	HSP Approved Program Funds	State Funds	Previous Balance	Incre/ (Decre)	Current Balance	Share to Local
	DD-2015-19-04-00	Child and Parent Resource Group	\$101,500.00	\$0.00	\$101,500.00	\$0.00	\$101,500.00	\$101,500.00
		<b><i>Distracted Driving Total</i></b>	\$124,354.00	\$3,604.00	\$124,354.00	\$0.00	\$124,354.00	\$124,354.00
		<b>NHTSA 402 Total</b>	\$5,646,684.00	\$1,419,230.00	\$5,646,684.00	\$0.00	\$5,646,684.00	\$2,292,227.00
<b>405 OP SAFETEA-LU</b>								
	K2-2015-07-00-00	NC Department of Public Safety	\$0.00	\$700,000.00	\$0.00	\$0.00	\$0.00	\$0.00
	K2-2015-07-01-00	GHSP CLICK IT OR TICKET MEDIA BUYS	\$32,702.00	\$0.00	\$32,702.01	\$0.00	\$32,702.00	\$0.00
	K2-2015-07-02-00	FAYETTEVILLE POLICE DEPARTMENT	\$143,084.00	\$25,250.00	\$143,084.00	\$0.00	\$143,084.00	\$143,084.00
	K2-2015-07-03-00	BRUNSWICK COUNTY SHERIFF'S OFFICE	\$30,284.00	\$30,284.00	\$30,284.00	\$0.00	\$30,284.00	\$30,284.00
	K2-2015-07-04-00	Nc Judicial-NCDA's	\$39,956.00	\$0.00	\$39,956.00	\$0.00	\$39,956.00	\$0.00
		<b><i>405 Occupant Protection Total</i></b>	\$246,026.00	\$755,534.00	\$246,026.01	\$0.00	\$246,026.00	\$173,368.00
		<b><i>405 OP SAFETEA-LU Total</i></b>	\$246,026.00	\$755,534.00	\$246,026.01	\$0.00	\$246,026.00	\$173,368.00
<b>408 Data Program SAFETEA-LU</b>								
	K9-2015-15-00-00	NC Department of Public Safety	\$0.00	\$48,000.00	\$0.00	\$0.00	\$0.00	\$0.00
	K9-2015-15-01-00	GHSP	\$27,195.00	\$0.00	\$27,195.00	\$0.00	\$27,195.00	\$0.00
	K9-2015-15-02-00	UNC HSRC-QUICK RESPONSE	\$30,000.00	\$0.00	\$30,000.00	\$0.00	\$30,000.00	\$0.00
	K9-2015-15-03-00	UNC HSRC CRASH WEBSITE	\$29,074.00	\$0.00	\$29,074.00	\$0.00	\$29,074.00	\$0.00
	K9-2015-15-05-00	NC Judicial-AOC Printers	\$102,815.00	\$0.00	\$102,815.00	\$0.00	\$102,815.00	\$0.00
		<b><i>408 Data Program Incentive Total</i></b>	\$189,084.00	\$48,000.00	\$189,084.00	\$0.00	\$189,084.00	\$0.00
		<b><i>408 Data Program SAFETEA-LU Total</i></b>	\$189,084.00	\$48,000.00	\$189,084.00	\$0.00	\$189,084.00	\$0.00
<b>410 Alcohol SAFETEA-LU</b>								
	K8-2015-03-00-00	NC Department of Public Safety	\$0.00	\$5,300,000.00	\$0.00	\$0.00	\$0.00	\$0.00
	K8-2015-03-01-00	GHSP BOOZE IT & LOSE IT MEDIA	\$476,793.00	\$0.00	\$476,793.79	\$0.00	\$476,793.00	\$0.00

# Funds Spent On Each Project



Program Area	Project	Description	HSP Approved Program Funds	State Funds	Previous Balance	Incre/ (Decre)	Current Balance	Share to Local
	K8-2015-03-02-00	NEW HANOVER COUNTY SHERIFF'S OFFICE	\$60,336.00	\$60,336.00	\$60,336.00	\$0.00	\$60,336.00	\$60,336.00
	K8-2015-03-03-00	CITY OF WILSON POLICE DEPARTMENT	\$194,961.00	\$34,405.00	\$194,961.00	\$0.00	\$194,961.00	\$194,961.00
	K8-2015-03-04-00	NC DMV FISCAL	\$30,464.00	\$0.00	\$30,464.00	\$0.00	\$30,464.00	\$0.00
	K8-2015-03-05-00	BUNCOMBE COUNTY-TREATMENT COURT	\$88,379.00	\$0.00	\$88,379.00	\$0.00	\$88,379.00	\$0.00
	K8-2015-03-06-00	MADD NORTH CAROLINA	\$183,838.00	\$0.00	\$183,838.00	\$0.00	\$183,838.00	\$0.00
	K8-2015-03-07-00	NC JUDICIAL-BUNCOMBE COURT	\$35,504.00	\$0.00	\$35,504.00	\$0.00	\$35,504.00	\$0.00
	K8-2015-03-08-00	CUMBERLAND COUNTY-TREATMENT COURT	\$28,626.00	\$0.00	\$28,626.00	\$0.00	\$28,626.00	\$0.00
	K8-2015-03-09-00	BRUNSWICK COUNTY SHERIFF'S OFFICE	\$30,285.00	\$30,285.00	\$30,285.00	\$0.00	\$30,285.00	\$30,285.00
	K8-2015-03-10-00	FAYETTEVILLE POLICE DEPARTMENT	\$143,083.00	\$25,250.00	\$143,083.00	\$0.00	\$143,083.00	\$143,083.00
	K8-2015-03-11-00	BRUNSWICK COUNTY SHERIFF'S OFFICE	\$100,817.00	\$19,513.00	\$100,817.00	\$0.00	\$100,817.00	\$100,817.00
	K8-2015-03-12-00	NC Judicial Department Conference of DA'	\$397,448.00	\$0.00	\$397,448.00	\$0.00	\$397,448.00	\$0.00
		<b>410 Alcohol SAFETEA-LU Total</b>	\$1,770,534.00	\$5,469,789.00	\$1,770,534.79	\$0.00	\$1,770,534.00	\$529,482.00
		<b>410 Alcohol SAFETEA-LU Total</b>	\$1,770,534.00	\$5,469,789.00	\$1,770,534.79	\$0.00	\$1,770,534.00	\$529,482.00
<b>2010 Motorcycle Safety</b>								
	K6-2015-12-01-00	CITY OF WILSON	\$108,475.00	\$0.00	\$108,475.00	\$0.00	\$108,475.00	\$108,475.00
	K6-2015-12-02-00	WAKE FOREST POLICE DEPARTMENT	\$77,914.00	\$0.00	\$77,914.00	\$0.00	\$77,914.00	\$77,914.00
	K6-2015-12-03-00	GHSP	\$45,959.00	\$0.00	\$45,959.88	\$0.00	\$45,959.00	\$0.00
		<b>2010 Motorcycle Safety Incentive Total</b>	\$232,348.00	\$0.00	\$232,348.88	\$0.00	\$232,348.00	\$186,389.00
		<b>2010 Motorcycle Safety Total</b>	\$232,348.00	\$0.00	\$232,348.88	\$0.00	\$232,348.00	\$186,389.00
<b>154 Transfer Funds</b>								
	154AL-2015-02-01-00	GHSP	\$6,497.00	\$0.00	\$6,497.00	\$0.00	\$6,497.00	\$0.00
	154AL-2015-02-02-00	NC DEPARTMENT OF HEALTH-BATMOBILES	\$1,833,542.00	\$0.00	\$1,833,542.00	\$0.00	\$1,833,542.00	\$800,000.00

# Funds Spent On Each Project



Program Area	Project	Description	HSP Approved Program Funds	State Funds	Previous Balance	Incre/ (Decre)	Current Balance	Share to Local
	154AL-2015-02-03-00	TOWN OF GARNER	\$77,584.00	\$13,691.00	\$77,584.00	\$0.00	\$77,584.00	\$77,584.00
	154AL-2015-02-04-00	CITY OF RALEIGH	\$318,580.00	\$56,220.00	\$318,580.00	\$0.00	\$318,580.00	\$318,580.00
	154AL-2015-02-05-00	NC JUDICIAL-FORSYTH COUNTY	\$115,851.00	\$0.00	\$115,851.00	\$0.00	\$115,851.00	\$0.00
	154AL-2015-02-07-00	NC JUDICIAL-WAKE COUNTY	\$181,739.00	\$0.00	\$181,739.00	\$0.00	\$181,739.00	\$0.00
	154AL-2015-02-08-00	CITY OF ASHEVILLE	\$325,939.00	\$57,518.00	\$325,939.00	\$0.00	\$325,939.00	\$325,939.00
	154AL-2015-02-09-00	CHARLOTTE MECKLENBURG PD	\$488,349.00	\$86,179.00	\$488,349.00	\$0.00	\$488,349.00	\$488,349.00
	154AL-2015-02-10-00	CITY OF LUMBERTON	\$128,310.00	\$0.00	\$128,310.00	\$0.00	\$128,310.00	\$128,310.00
	154AL-2015-02-11-00	NC DMV FISCAL	\$336,052.00	\$0.00	\$336,052.00	\$0.00	\$336,052.00	\$0.00
	154AL-2015-02-12-00	WAKE CCBI-BLOOD LABS	\$312,569.00	\$0.00	\$312,569.00	\$0.00	\$312,569.00	\$0.00
	154AL-2015-02-13-00	PITT COUNTY-BLOOD LABS	\$66,032.00	\$11,652.00	\$66,032.00	\$0.00	\$66,032.00	\$0.00
	154AL-2015-02-14-00	NC DEPT PUBLIC SAFETY-OVERTIME	\$217,573.00	\$0.00	\$217,573.00	\$0.00	\$217,573.00	\$217,573.00
	154AL-2015-02-15-00	WAKE COUNTY SHERIFF'S OFFICE-DWI TEAM	\$281,755.00	\$49,721.00	\$281,755.00	\$0.00	\$281,755.00	\$281,755.00
	154AL-2015-02-16-00	NC DEPARTMENT OF COMMERCE-ABC	\$74,787.00	\$0.00	\$74,787.00	\$0.00	\$74,787.00	\$0.00
	154AL-2015-02-17-00	CITY OF WILMINGTON-BLOOD LAB EXPANSION	\$140,661.00	\$0.00	\$140,661.00	\$0.00	\$140,661.00	\$0.00
	154AL-2015-02-21-00	GUILFORD COUNTY SHERIFF'S OFFICE	\$127,641.00	\$0.00	\$127,641.00	\$0.00	\$127,641.00	\$127,641.00
	154AL-2015-02-22-00	NC DEPT OF PUBLIC SAFETY	\$866,052.00	\$0.00	\$866,052.00	\$0.00	\$866,052.00	\$0.00
		<b>154 Alcohol Total</b>	\$5,899,513.00	\$274,981.00	\$5,899,513.00	\$0.00	\$5,899,513.00	\$2,765,731.00
<b>154 Paid Media</b>								
	154PM-2015-02-01-00	GHSP BOOZE IT & LOSE IT MEDIA BUYS	\$273,784.00	\$0.00	\$273,784.00	\$0.00	\$273,784.00	\$0.00
		<b>154 Paid Media Total</b>	\$273,784.00	\$0.00	\$273,784.00	\$0.00	\$273,784.00	\$0.00
		<b>154 Transfer Funds Total</b>	\$6,173,297.00	\$274,981.00	\$6,173,297.00	\$0.00	\$6,173,297.00	\$2,765,731.00

# Funds Spent On Each Project



Program Area	Project	Description	HSP Approved Program Funds	State Funds	Previous Balance	Incre/ (Decre)	Current Balance	Share to Local
<b>MAP 21 405b OP Low</b>								
	M2HVE-2015-08-01-00	GHSP CLICK IT OR TICKET MEDIA BUYS	\$510,893.00	\$ .00	\$510,893.00	\$ .00	\$510,893.00	\$ .00
	M2HVE-2015-08-02-00	NC DEPARTMENT OF PUBLIC SAFETY-OVERTIME	\$226,870.00	\$74,000.00	\$226,870.00	\$ .00	\$226,870.00	\$226,870.00
	M2HVE-2015-08-03-00	GUILFORD COUNTY SHERIFF'S OFFICE	\$131,231.00	\$56,242.00	\$131,231.00	\$ .00	\$131,231.00	\$131,231.00
	M2HVE-2015-08-04-00	TOWN OF WAXHAW	\$28,029.00	\$4,946.00	\$28,029.00	\$ .00	\$28,029.00	\$28,029.00
	M2HVE-2015-08-05-00	TOWN OF CARY	\$32,660.00	\$32,660.00	\$32,660.00	\$ .00	\$32,660.00	\$32,660.00
	M2HVE-2015-08-07-00	CITY OF WINSTON SALEM	\$53,244.00	\$159,733.00	\$53,244.00	\$ .00	\$53,244.00	\$53,244.00
	M2HVE-2015-08-08-00	NEW HANOVER COUNTY SHERIFF'S OFFICE	\$70,336.00	\$70,336.00	\$70,336.00	\$ .00	\$70,336.00	\$70,336.00
	M2HVE-2015-08-09-00	BRUNSWICK COUNTY SHERIFF'S OFFICE	\$120,818.00	\$21,321.00	\$120,818.00	\$ .00	\$120,818.00	\$120,818.00
	M2HVE-2015-08-10-00	GHSP SPORTS MARKETING	\$499,813.00	\$ .00	\$499,813.00	\$ .00	\$499,813.00	\$415,184.00
	M2HVE-2015-08-12-00	BRUNSWICK COUNTY SHERIFF'S OFFICE	\$1,950.00	\$ .00	\$1,950.00	\$ .00	\$1,950.00	\$1,950.00
		<b>405b Low HVE Total</b>	\$1,675,844.00	\$419,238.00	\$1,675,844.00	\$ .00	\$1,675,844.00	\$1,080,322.00
		<b>MAP 21 405b OP Low Total</b>	\$1,675,844.00	\$419,238.00	\$1,675,844.00	\$ .00	\$1,675,844.00	\$1,080,322.00
<b>MAP 21 405c Data Program</b>								
	M3DA-2015-16-00-00	NC Department of Public Safety	\$ .00	\$112,000.00	\$ .00	\$ .00	\$ .00	\$ .00
	M3DA-2015-16-01-00	GHSP TRAFFIC RECORDS	\$31,506.00	\$ .00	\$31,506.00	\$ .00	\$31,506.00	\$ .00
	M3DA-2015-16-03-00	NC JUDICIAL-ECITATION	\$41,458.00	\$ .00	\$41,458.00	\$ .00	\$41,458.00	\$ .00
	M3DA-2015-16-04-00	UNC HSRC-STRATEGIC PLAN	\$25,628.00	\$ .00	\$25,628.00	\$ .00	\$25,628.00	\$ .00
	M3DA-2015-16-05-00	NC JUDICIAL-PRINTERS	\$198,262.00	\$ .00	\$198,262.00	\$ .00	\$198,262.00	\$ .00
	M3DA-2015-16-06-00	NC STATE UNIVERSITY-GPS MAPPING	\$140,093.00	\$ .00	\$140,093.00	\$ .00	\$140,093.00	\$ .00

# Funds Spent On Each Project



Program Area	Project	Description	HSP Approved Program Funds	State Funds	Previous Balance	Incre/ (Decre)	Current Balance	Share to Local
	M3DA-2015-16-07-00	UNC HSRC-Quick Response	\$3,111.00	\$0.00	\$3,111.00	\$0.00	\$3,111.00	\$0.00
		<b>405c Data Program Total</b>	\$440,058.00	\$112,000.00	\$440,058.00	\$0.00	\$440,058.00	\$0.00
		<b>MAP 21 405c Data Program Total</b>	\$440,058.00	\$112,000.00	\$440,058.00	\$0.00	\$440,058.00	\$0.00
<b>MAP 21 405d Impaired Driving Mid</b>								
	M5HVE-2015-04-00-00	NC Department of Public Safety	\$0.00	\$155,000.00	\$0.00	\$0.00	\$0.00	\$0.00
	M5HVE-2015-04-02-00	GUILFORD COUNTY SHERIFF'S OFFICE	\$131,232.00	\$56,242.00	\$131,232.00	\$0.00	\$131,232.00	\$131,232.00
	M5HVE-2015-04-03-00	TOWN OF WAXHAW	\$28,030.00	\$4,946.00	\$28,030.00	\$0.00	\$28,030.00	\$28,030.00
	M5HVE-2015-04-04-00	TOWN OF CARY	\$32,659.00	\$32,659.00	\$32,659.00	\$0.00	\$32,659.00	\$32,659.00
	M5HVE-2015-04-06-00	CITY OF WINSTON SALEM POLICE DEPARTMENT	\$53,244.00	\$159,733.00	\$53,244.00	\$0.00	\$53,244.00	\$53,244.00
	M5HVE-2015-04-09-00	Brunswick County Sheriff's Office	\$1,950.00	\$0.00	\$1,950.00	\$0.00	\$1,950.00	\$1,950.00
	M5HVE-2015-04-10-00	New Hanover County Sheriff's Office	\$2,356.00	\$0.00	\$2,356.00	\$0.00	\$2,356.00	\$2,356.00
	M5HVE-2015-04-11-00	Brunswick County Sheriff's Office	\$9,762.00	\$0.00	\$9,762.00	\$0.00	\$9,762.00	\$9,762.00
		<b>405d Mid HVE Total</b>	\$259,233.00	\$408,580.00	\$259,233.00	\$0.00	\$259,233.00	\$259,233.00
<b>405d Mid Court Support</b>								
	M5CS-2015-04-02-00	NC DEPARTMENT OF HEALTH	\$74,193.00	\$0.00	\$74,193.00	\$0.00	\$74,193.00	\$0.00
	M5CS-2015-04-03-00	NC DEPARTMENT OF HEALTH	\$184,837.00	\$0.00	\$184,837.00	\$0.00	\$184,837.00	\$0.00
	M5CS-2015-04-04-00	NC DEPARTMENT OF HEALTH	\$413,470.00	\$0.00	\$413,470.00	\$0.00	\$413,470.00	\$0.00
	M5CS-2015-04-05-00	NC JUDICIAL-CONFERENCE OF DAS	\$202,627.00	\$0.00	\$202,627.00	\$0.00	\$202,627.00	\$0.00
		<b>405d Mid Court Support Total</b>	\$875,127.00	\$0.00	\$875,127.00	\$0.00	\$875,127.00	\$0.00
<b>405d Mid Paid/Earned Media</b>								
	M5PEM-2015-04-01-00	GHSP SPORTS MARKETING	\$499,936.00	\$0.00	\$499,936.00	\$0.00	\$499,936.00	\$415,184.00



# Funds Spent On Each Project



Program Area	Project	Description	HSP Approved Program Funds	State Funds	Previous Balance	Incre/ (Decre)	Current Balance	Share to Local
	<b>405d Mid Paid/Earned Media Total</b>		\$499,936.00	\$ .00	\$499,936.00	\$ .00	\$499,936.00	\$415,184.00
	<b>MAP 21 405d Impaired Driving Mid Total</b>		\$1,634,296.00	\$408,580.00	\$1,634,296.00	\$ .00	\$1,634,296.00	\$674,417.00
<b>MAP 21 405f Motorcycle Programs</b>								
	M9MT-2015-13-02-00	LENOIR COMMUNITY COLLEGE	\$33,671.00	\$ .00	\$33,671.00	\$ .00	\$33,671.00	\$ .00
	M9MT-2015-13-03-00	LENIOR COMMUNITY COLLEGE	\$55,150.00	\$55,150.00	\$55,150.00	\$ .00	\$55,150.00	\$ .00
	M9MT-2015-13-05-00	NC DEPARTMENT OF PUBLIC SAFETY-BIKESAFE	\$17,564.00	\$ .00	\$17,564.00	\$ .00	\$17,564.00	\$ .00
	M9MT-2015-13-06-00	TOWN OF GARNER	\$8,804.00	\$ .00	\$8,804.00	\$ .00	\$8,804.00	\$8,804.00
	M9MT-2015-13-07-00	TOWN OF APEX	\$39,082.00	\$ .00	\$39,082.00	\$ .00	\$39,082.00	\$39,082.00
	M9MT-2015-13-09-00	Wake Forest Police Department	\$730.00	\$ .00	\$730.00	\$ .00	\$730.00	\$ .00
	<b>405f Motorcyclist Training Total</b>		\$155,001.00	\$55,150.00	\$155,001.00	\$ .00	\$155,001.00	\$47,886.00
	<b>MAP 21 405f Motorcycle Programs Total</b>		\$155,001.00	\$55,150.00	\$155,001.00	\$ .00	\$155,001.00	\$47,886.00
	<b>NHTSA Total</b>		\$18,163,172.00	\$8,962,502.00	\$18,163,172.00	\$ .00	\$18,163,172.00	\$7,749,822.00
	<b>Total</b>		\$18,163,172.00	\$8,962,502.00	\$18,163,172.00	\$ .00	\$18,163,172.00	\$7,749,822.00