



NORTH DAKOTA DEPARTMENT OF TRANSPORTATION

Safety Division
ANNUAL REPORT

FISCAL YEAR 2015



Prepared by

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TABLE OF CONTENTS

State Demographics	PAGE 4
Performance Goals	PAGE 6
Traffic Fatalities, Injuries, and Crashes – A Decade in Review	PAGE 12
FFY 2015 Program Summaries and Results	PAGE 17
Planning and Administration	PAGE 17
Police Traffic Services	PAGE 18
Traffic Records	PAGE 21
Occupant Protection	PAGE 25
Motorcycle Safety	PAGE 30
Speed Management	PAGE 32
Youth/Young Adults	PAGE 35
Community Traffic Safety Programs	PAGE 38
Distracted Driving	PAGE 45
Impaired Driving	PAGE 46
FFY 2015 Accomplishments	PAGE 53
Challenges	PAGE 55
Financial Summary	PAGE 56
Attachment 1 - Paid Media Calendar	PAGE 57

NORTH DAKOTA DEPARTMENT OF TRANSPORTATION SAFETY DIVISION FFY 2015 ANNUAL REPORT

STATE DEMOGRAPHICS

The United States Census Bureau estimates that the population of North Dakota is 739,482 on July 1, 2014, a 9.95 percent increase from the 672,591 persons counted in Census 2010.

In North Dakota, 38 of the 53 counties grew in population from 2000 to 2012. These counties consisted of the metropolitan counties, reservation counties, and a handful of western oil-producing counties.

North Dakota is now the second-leading oil producing state in the nation following Texas. Oil production in the state began in late 2008 and has grown to the current level of production in excess of 1,000,000 barrels of oil per day.

Census data show that the oil boom in North Dakota has sparked a population increase that made the state the fastest-growing since 2011.

Population in North Dakota continues to be concentrated. The majority of North Dakotans (54 percent in 2013) reside in the top four populated counties (Cass, Burleigh, Grand Forks and Ward).

Native Americans are the largest minority population but account for just five percent of North Dakota's population.

The oil "boom" has impacted North Dakota in many ways including: an influx of population statewide but primarily in the northwest where the bulk of oil is being produced; a significant increase in commercial and non-commercial vehicle traffic, travel time, and vehicle miles traveled; economic prosperity; and an increase in motor vehicle fatalities.

While the number of annual motor vehicle fatalities in North Dakota has increased in recent years, the fatality rate has remained fairly stable due to coinciding increases in population and vehicle miles traveled.



North Dakota has continued its commitment to traffic safety and has taken additional steps to advance traffic safety by establishing a goal of moving toward zero deaths on North Dakota roads.

To accomplish this, North Dakota has reinvigorated the Strategic Highway Safety Plan (SHSP) process with increased stakeholder involvement, revised processes to identify priority emphasis areas and selection of evidence-based strategies for implementation, and increased resource commitment to the process.

The traffic safety priorities and strategies identified within the Highway Safety Plan (HSP) are consistent with the state's SHSP.

The North Dakota Department of Transportation's (NDDOT) Safety Division receives federal funds through the National Highway Traffic Safety Administration (NHTSA) to administer programs to reduce the number of people injured and killed in motor vehicle crashes on North Dakota roadways each year.

The HSP identifies the traffic safety problems such as lack of seat belt use, impaired driving, speed, distracted driving, etc., that result in the greatest number of motor vehicle deaths and serious injuries to target the greatest resources to the greatest problems.

The HSP describes the projects and activities to be funded to achieve national and state traffic safety goals identified for each priority traffic safety problem area. Grant funds are awarded to eligible entities that have submitted a successful application for funding to complete projects and/or activities within the HSP.

This Annual Report is an account of previous federal fiscal year (FFY) activity and progress toward achieving the goals set forth in the FFY 2015 HSP.

PERFORMANCE GOALS

The HSP includes performance measures established by the state for traffic safety priorities. The Safety Division has adopted the core outcomes measures, core behavior measure, core activity measures, and the core attitude/awareness/behaviors questions established by the Governor's Highway Safety Administration (GHSA) and NHTSA.

North Dakota's progress in meeting FFY 2015 performance measures is shown in the data below and on the following pages.

CORE PERFORMANCE MEASURES

Measure	2009	2010	2011	2012	2013	2014	FY 2015 Target	Goal Met
1. Number of traffic fatalities	140	105	148	170	148	135	152	No
3-year moving average			131	141	155	159		
2. Fatality Rate/100 million Vehicle Miles Traveled (VMT)	1.72	1.27	1.62	1.69	1.47	1.29	1.59	Yes
3-year moving average			1.54	1.53	1.59	1.48		
3. Number of serious injuries in traffic crashes	332	380	462	575	517	518	513	No
3-year moving average			391	472	518	536		
4. Serious injury rate/100 million VMT	4.19	4.58	5.04	5.70	5.12	4.95	3.3	No
3-year moving average			4.6	5.11	5.29	5.25		
5. Number of unrestrained passenger vehicle occupant fatalities, all seat positions	74	46	76	89	66	75	76	Yes
3-year moving average			65	70	77	77		
6. Number of fatalities involving a driver or motorcycle operator with a blood alcohol content (BAC) of .08 and above	54	46	63	72	62	58	64	Yes
3-year moving average			54	60	66	64		
7. Number of speed-related fatalities	32	42	51	62	59	46	57	Yes
3-year moving average			42	52	57	54		
8. Number of motorcyclist fatalities	7	15	14	16	9	10	12	Yes
3-year moving average			12	16	14	12		
9. Number of unhelmeted motorcyclist fatalities	7	12	10	11	3	8	8	Yes
3-year moving average			10	11	8	7		
10. Number of fatal crashes involving a driver age 20 or younger	20	17	22	23	21	23	22	Yes
3-year moving average			20	21	22	22		
11. Number of pedestrian fatalities	4	7	9	7	1	9	6	Yes
3-year moving average			7	8	6	6		
12. Number of bicycle fatalities	1	1	1	0	1	3	0	No
3-year moving average			1	<1	<1	1		

CORE BEHAVIOR MEASURE

Measure	2010	2011	2012	2013	2014	2015	3-Year Average	FFY 2015 Goals	Goal Met (Yes/No)
Percent of observed occupants using a seat belt	74.8%	76.7%	80.9%	77.7%	81.0%	80.4%	79.7%	76.8%	No

CORE ACTIVITY MEASURE

The measures are tracked but no goals are set.

Measure	2009	2010	2011	2012	2013	2014
Number of seat belt citations issued during grant-funded enforcement activities	1,736	2,502	2,442	3,612	3,615	2183
Number of impaired driving arrests made during grant-funded enforcement activities	832	521	525	677	670	644
Number of speeding citations issued during grant-funded enforcement activities	2,603	5,224	5,007	7,188	5,978	5409

CORE ATTITUDE, AWARENESS, AND BEHAVIOR MEASURES 2010- BASELINE DATA 2015 – YEAR 6 OF SURVEY

In the past 60 days, how many times have you driven a motor vehicle within two hours after drinking alcohol?

	2010	2011	2012
Do Not Drink	43.0%	40.0%	56.8%
Do Drink			
0 time	56.0%	59.1%	44.3%
1 time	14.0%	17.5%	21.7%
2-3 times	16.0%	15.5%	21.6%
4-6 times	7.0%	5.5%	8.3%
7 or more times	6.0%	2.4%	4.1%

2010 = 57 percent of respondents

2011 = 57 percent of respondents

2012 = 43.2 percent of respondents

ID-1

In the past 60 days, how many times have you driven a vehicle within two hours after drinking? (This question was reworded with the 2013 survey.)

	2013	2014	2015
None			
1-2 drinks	69.5%	71.3%	66.7%
3+ drinks	92.4%	94.5%	93.4%
1-5 times			
1-2 drinks	26.8%	27.0%	30.1%
3+ drinks	6.6%	5.1%	6.1%
6-10 times			
1-2 drinks	3.0%	1.3%	1.5%
3+ drinks	0.8%	0.2%	.5%
More than 10 times			
1-2 drinks	0.7%	0.4%	.7%
3+ drinks	0.2%	0.2%	.1%

ID-2

Have you recently read, seen, or heard anything about drunk driving enforcement?

	2010	2011	2012	2013	2014	2015
Yes	85.0%	87.0%	89.5%	88.9%	87.1%	89.5%
No	15.0%	13.0%	10.5%	11.1%	12.9%	10.5%

ID-3

What do you think the chances are of someone getting arrested if they drive after drinking alcohol?

	2010	2011	2012	2013	2014	2015
Very likely	25%	31.3%	32.5%	25.9%	29.7%	33.6%
Somewhat likely	26%	26.7%	29.7%	29.1%	31.6%	32.9%
Likely	31%	26.7%	25.9%	26.5%	25.9%	21.3%
Unlikely	15%	12.6%	10.3%	16.7%	11.1%	10.3%
Very Unlikely	4%	2.7%	1.6%	1.8%	1.7%	2.1%

SB-1

How often do you use seat belts when you drive or ride in a vehicle?

	2010	2011	2012	2013	2014	2015
Always	58.0%	67.9%	62.8%	70.5%	72.2%	71.9%
Nearly always	27.0%	23.5%	26.9%	21.3%	19.7%	20.4%
Sometimes	10.0%	5.3%	6.5%	6.0%	5.6%	5.6%
Rarely	3.0%	2.7%	2.9%	1.8%	2.1%	1.6%
Never	1.0%	0.6%	0.9%	0.4%	0.5%	.6%

SB-2

Have you recently read, seen, or heard anything about seat belt law enforcement?

	2010	2011	2012	2013	2014	2015
Yes	77.0%	82.8%	84.7%	80.6%	74.5%	78.2%
No	23.0%	17.2%	15.3%	19.4%	25.5%	21.8%

SB-3

What do you think the chance is of getting a ticket if you don't wear your seat belt?

	2010	2011	2012	2013	2014	2015
Very likely	14.0%	16.0%	17.1%	15.5%	16.5%	16.9%
Somewhat likely	26.0%	22.6%	28.1%	28.8%	24.9%	30.6%
Likely	23.0%	25.3%	26.6%	21.8%	26.8%	21.6%
Unlikely	26.0%	25.0%	23.7%	31.3%	26.3%	26.5%
Very Unlikely	10.0%	11.2%	4.5%	2.7%	5.6%	4.4%

SB-1a

On a road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

	2010	2011	2012	2013	2014	2015
Always	1.0%	1.1%	0.6%	1.3%	0.7%	1.3%
Nearly always	4.0%	3.5%	6.4%	7.6%	5.3%	7.3%
Sometimes	31.0%	32.9%	31.6%	35.5%	33.6%	34.0%
Rarely	47.0%	47.3%	46.3%	42.2%	48.1%	44.6%
Never	17.0%	15.2%	15.2%	13.4%	12.3%	12.8%

SB-1b

On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

	2010	2011	2012	2013	2014	2015
Always	1.0%	1.2%	1.1%	1.3%	1.1%	2.0%
Nearly always	5.0%	6.2%	6.3%	8.8%	6.6%	10.6%
Sometimes	22.0%	27.3%	23.5%	26.0%	26.3%	28.7%
Rarely	45.0%	44.9%	45.6%	45.9%	45.9%	41.3%
Never	28.0%	20.5%	23.5%	18.0%	20.0%	17.4%

SB-2

What do you think the chance is of getting a ticket if you drive over the speed limit?

	2010	2011	2012	2013	2014	2015
Very likely	26.0%	28.0%	28.7%	24.0%	23.9%	24.0%
Somewhat likely	30.0%	31.3%	33.6%	37.5%	34.3%	43.3%
Likely	28.0%	29.1%	28.8%	29.3%	32.7%	25.7%
Unlikely	12.0%	9.5%	7.4%	8.4%	8.1%	6.5%
Very Unlikely	4.0%	2.1%	1.5%	0.9%	1.0%	.5%

SB-3

Have you recently read, seen, or heard anything about speed enforcement?

	2010	2011	2012	2013	2014	2015
Yes	57.0%	35.8%	34.2%	36.3%	38.1%	41.7%
No	43.0%	64.2%	65.8%	63.7%	61.9%	58.3%

Other data sources that are useful in monitoring program outcomes include the North Dakota Behavioral Risk Factor Surveillance Survey (BRFSS) and the North Dakota Youth Risk Behavior Survey (YRBS), both of which ask traffic safety-related questions as follows. The BRFSS and YRBS are conducted every other year.

Most recent data shows significant improvement in self-reported seat belt use and no drinking while driving behaviors among North Dakota students in 9th through 12th grades.

BRFSS

Measure	2008	2010	2012	2014	2015
Percent of respondents who never, seldom or sometimes wore a seat belt when driving or riding in a vehicle	17%	14%	15%	13%	13%

YRBS – 9TH-12TH GRADE

Measure	2005	2007	2009	2011	2013	2015
Percentage of students who never or rarely wore a seat belt when riding in a car driven by someone else	17%	15%	17%	13%	12%	9%
Percentage of students who never or rarely wear a seat belt when driving a car	*	*	16%	13%	12%	10%
Percentage of students who rode one or more times during the past 30 days in a car or other vehicle driven by someone who had been drinking alcohol	37%	32%	28%	25%	22%	18%
Percentage of students who drove a car or other vehicle one or more times during the past 30 days when they had been drinking alcohol	22%	19%	15%	12%	11%	8%
Percentage of students who drove a car or other vehicle while texting or talking on a cell phone on one or more of the past 30 days	*	*	67%	61%	*	*
Percent of students who drove a car or other vehicle while texting or emailing while driving in the past 30 days.	*	*	*	*	59%	58%
Percent of students who drove a car or other vehicle who talked on a cell phone while driving in the past 30 days.	*	*	*	*	68%	61%
*Data is not available. Question was not asked or has changed.						

TRAFFIC FATALITIES, INJURIES AND CRASHES

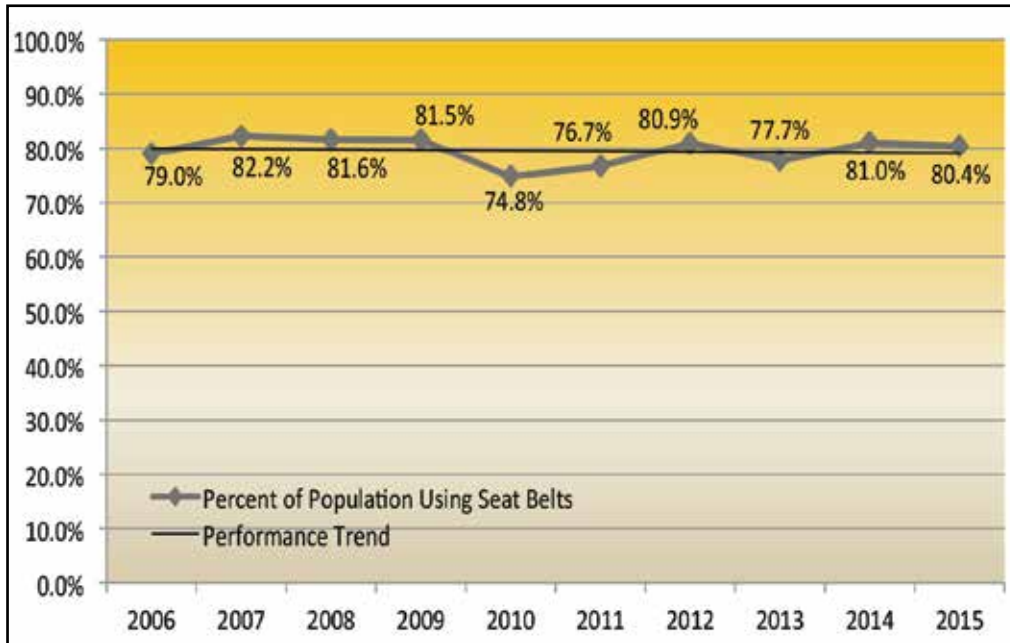
A Decade in Review

Seat Belt Use

Goal: Increase Seat Belt Use

The seat belt use rate in North Dakota is based on an annual observational seat belt use study.

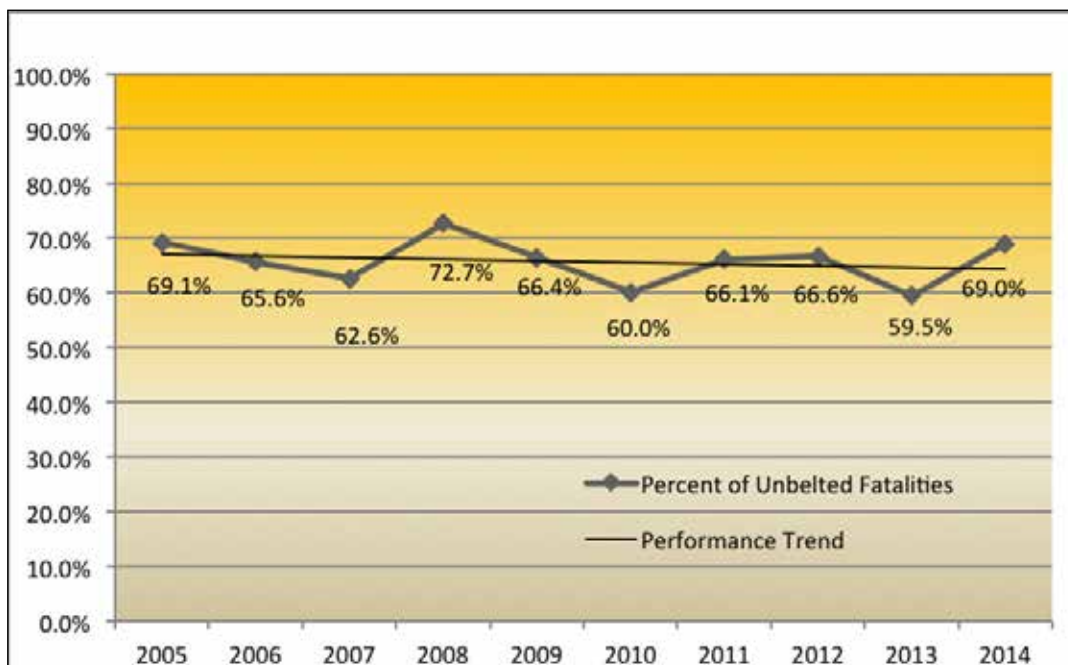
Note: Data includes all passenger vehicles and pickup trucks, it excludes commercial vehicles.



Proportion of Unbelted Motor Vehicle Fatalities

Goal: Reduce Unbelted Fatalities

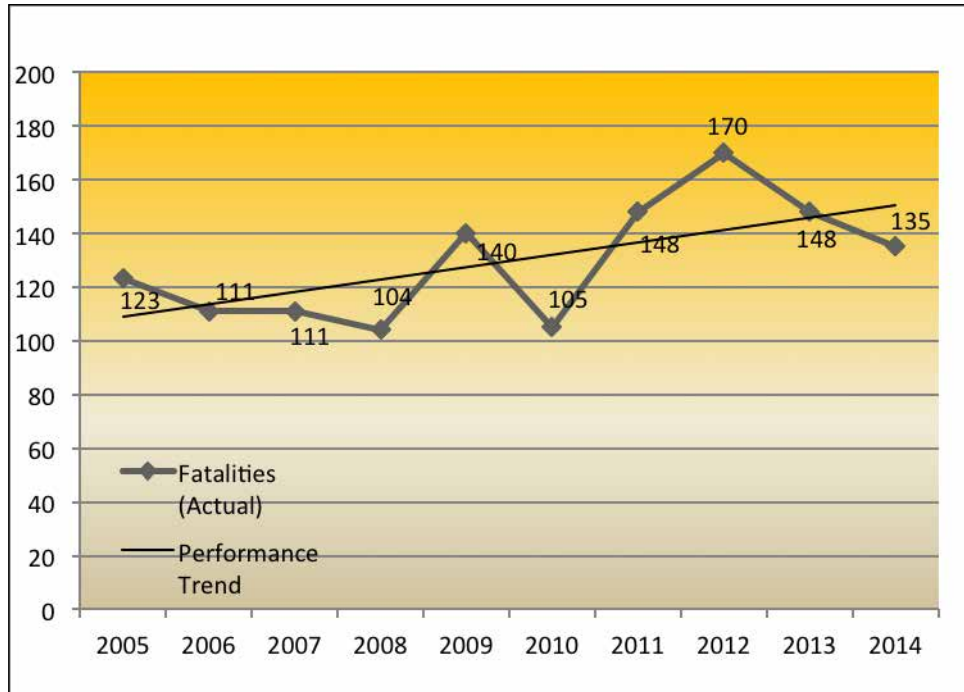
About two-thirds of motor vehicle fatalities are unbelted at the time of the crash.



Actual Number of Fatalities

Goal: Reduce Fatalities

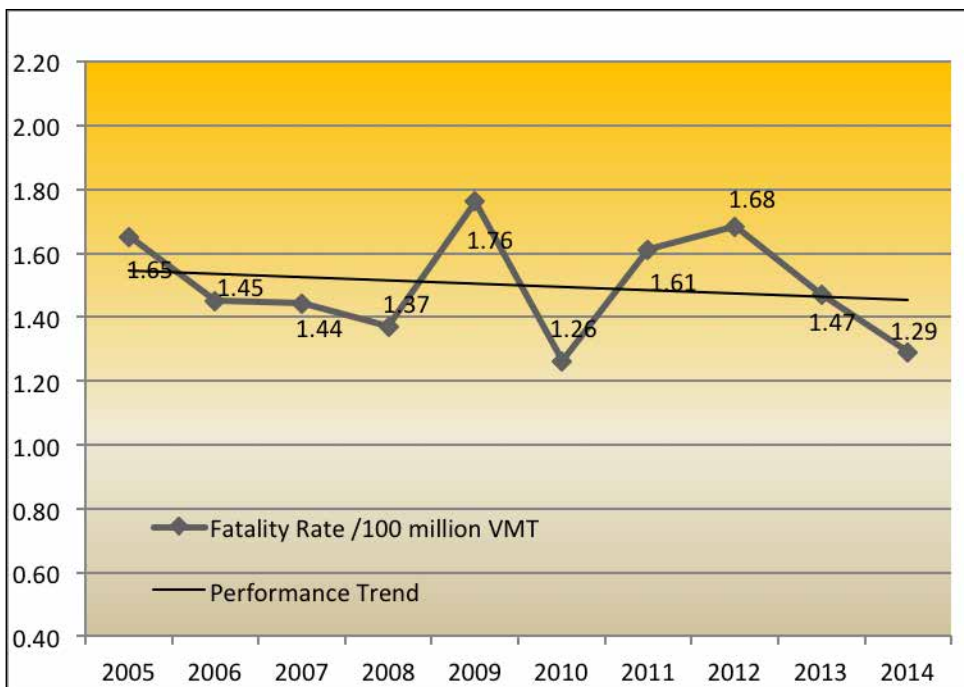
In 2014 North Dakota saw a decrease in the number of fatalities since 2011.



Fatality Rate per 100 Million Vehicle Miles Traveled (VMT)

Goal: Reduce Fatality Rate

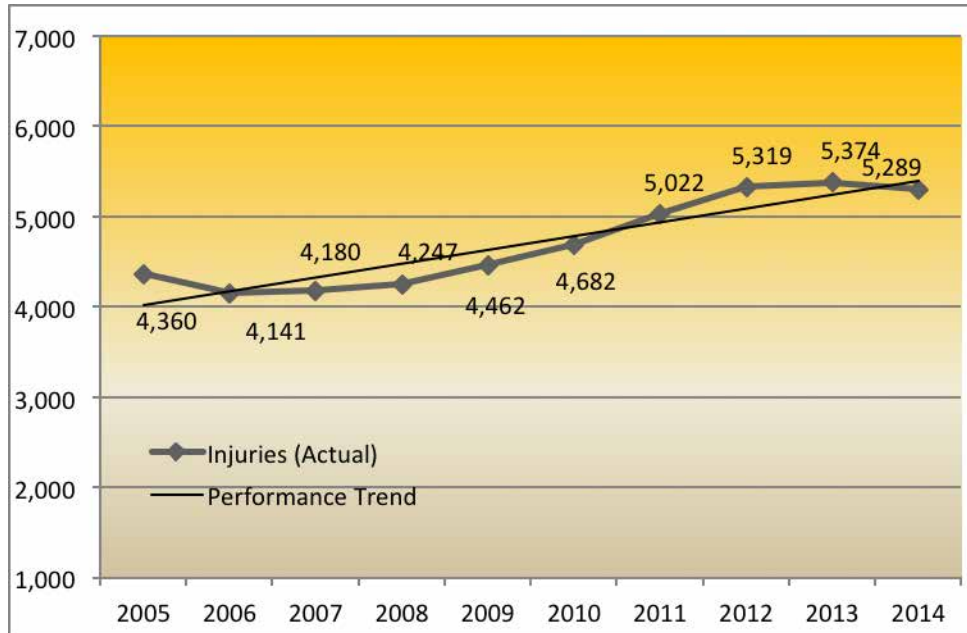
The fatality rate per 100 million VMT decreased for the second consecutive year.



Actual Number of Injuries

Goal: Reduce Injuries

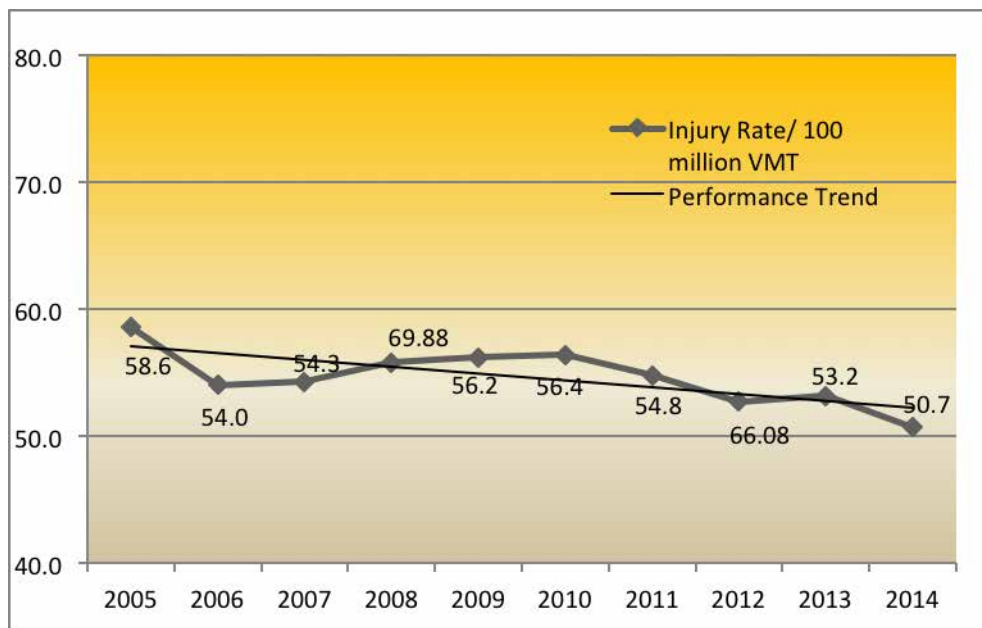
There is an average of 4,707 motor vehicle-related injuries each year in North Dakota.



Injury Rate per 100 Million Vehicle Miles Traveled (VMT)

Goal: Reduce Injury Rate

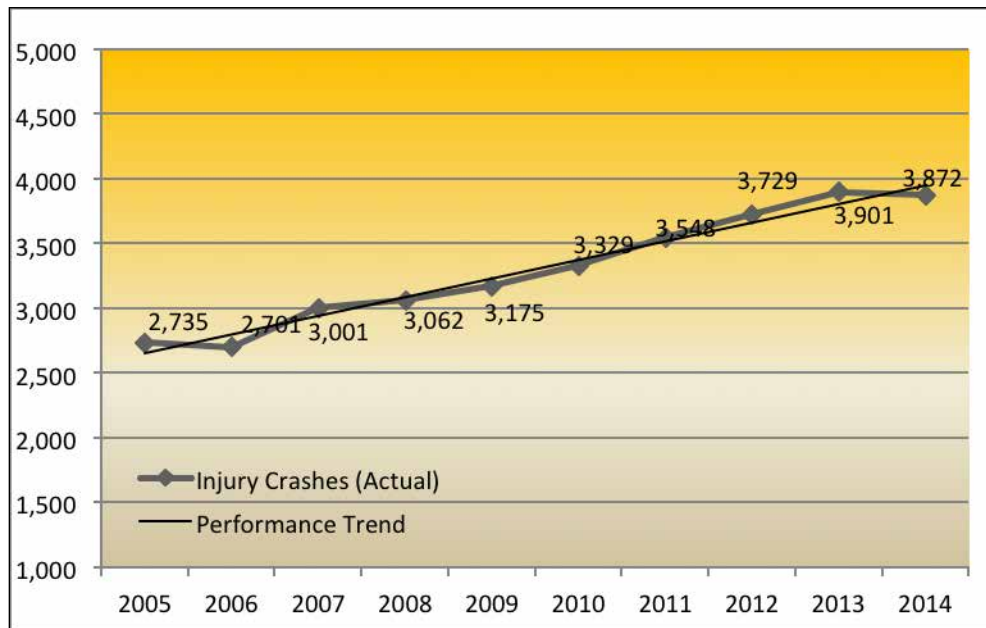
The injury rate per 100 million VMT has decreased 13 percent over the past 10 years.



Actual Number of Injury Crashes

Goal: Reduce Injury Crashes

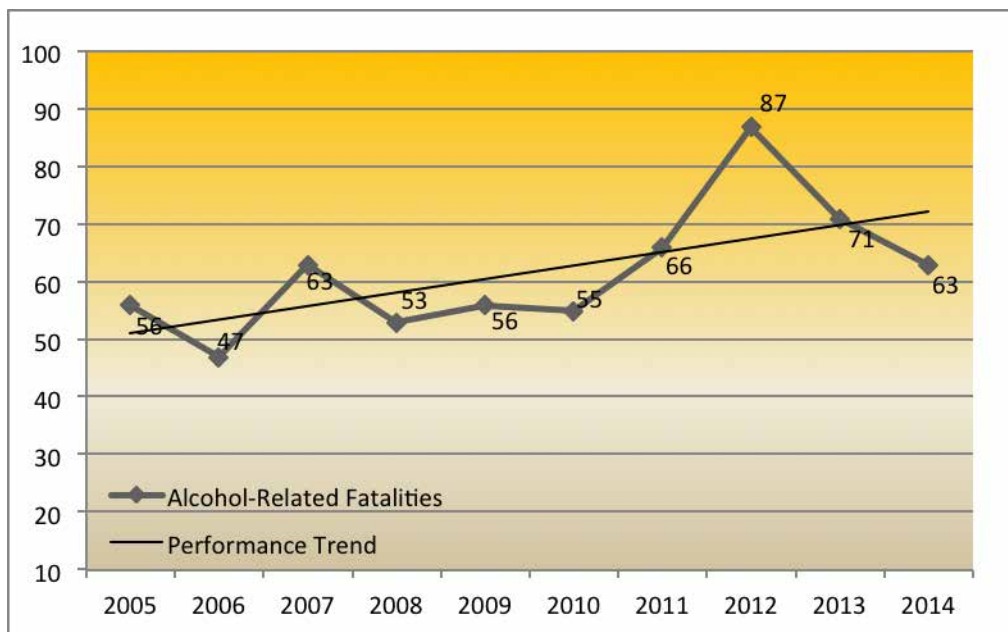
The number of injury crashes decreased from 2013 to 2014.



Alcohol-Related Fatalities

Goal: Reduce Alcohol-Related Fatalities

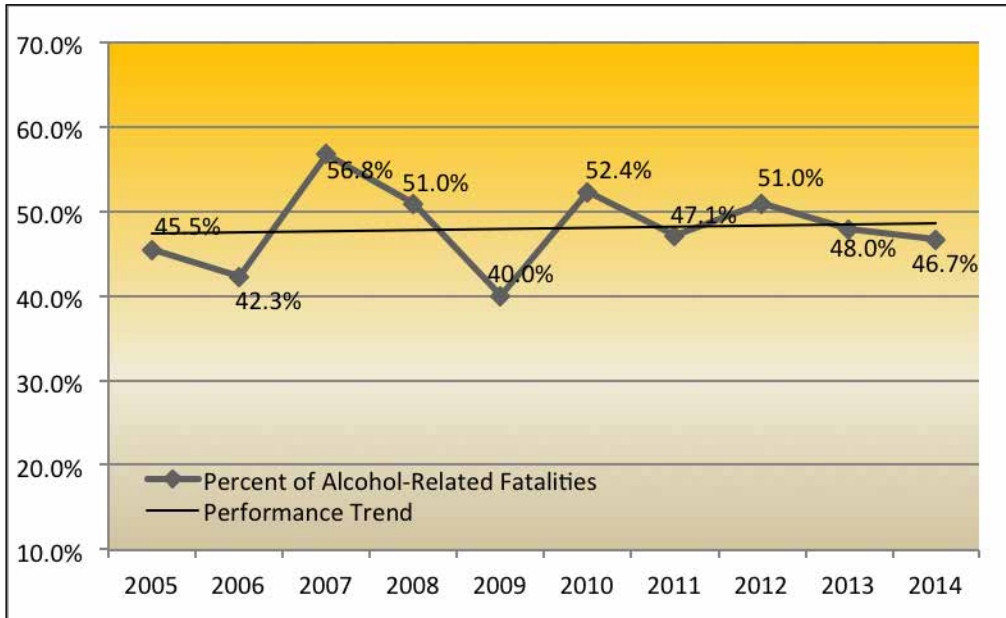
In 2014, there were 63 alcohol-related fatalities. A 13% decrease from previous year.



Proportion of Alcohol-Related Fatalities

Goal: Reduce Percent of Alcohol-Related Fatalities

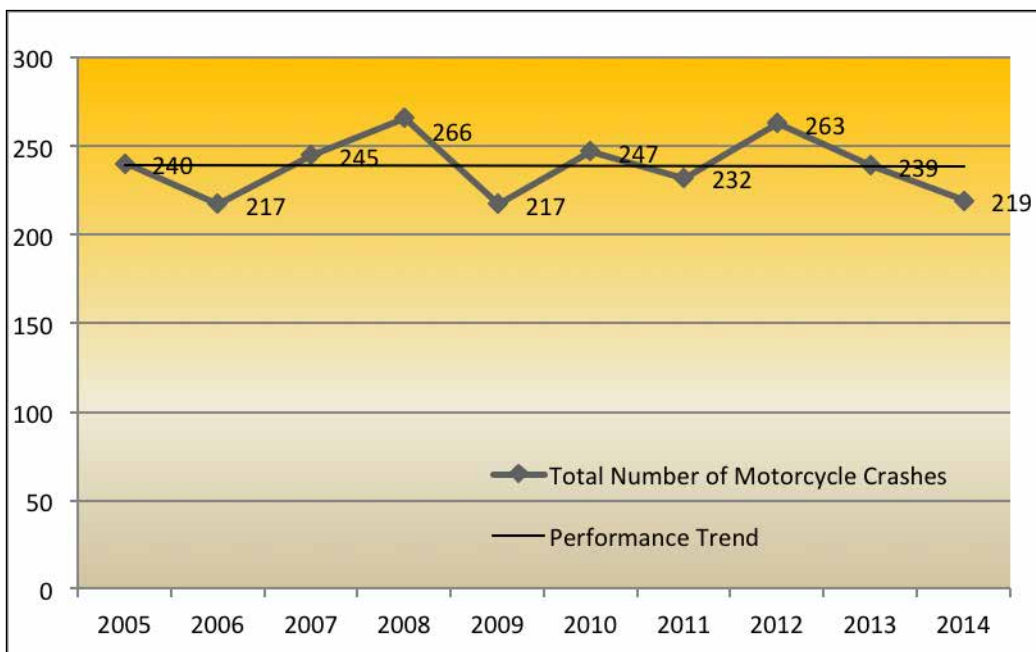
About half of motor vehicle fatalities in North Dakota each year continue to be alcohol-related.



Motorcycle Crashes

Goal: Reduce Motorcycle Crashes

The trend in motorcycle crashes per year in North Dakota has remained relatively unchanged over the past 10 years.



FFY 2015 Program Summaries

PLANNING AND ADMINISTRATION

Program Summary

The Planning and Administration (P&A) program area included activities and costs necessary for the overall management and operations of the NDDOT Safety Division.

Planning and Administration – PA1501-01
Budget Expended: \$139,098

Project Description

The costs under this program consisted of the salaries of the Traffic Safety Program managers and the contract/finance program manager, travel, and miscellaneous expenses for general traffic safety activity not associated to a specific program area.

POLICE TRAFFIC SERVICES

Program Summary

The Police Traffic Services program provides technical assistance, training, and support to build law enforcement capacity to provide quality traffic safety enforcement and education within their jurisdictions.

Program Management- PT1502-01

Budget Expended: \$498

Project Description

Training, technical assistance, and resources were provided to law enforcement to build capacity and expand operational proficiency toward the effective enforcement, arrest, prosecution, and adjudication of traffic safety offenses.

Program costs include salary, travel and operational expenses associated with administering police traffic services projects.

Law Enforcement Liaison – PT1502-02

Budget Expended: \$0

Project Description

In FFY 2015 the Safety Division reorganized and created a full-time Program Manager position responsible for coordination of the enforcement programs. This Program Manager position has a law enforcement background and is able to perform many of the functions of a law enforcement liaison (LEL). As a result, the Safety Division did not contract for the services of an LEL in FFY 2015.

Law Enforcement Training – PT1502-04

Budget Expended: \$15,363

Project Description

Funding was provided to reimburse law enforcement for traffic safety training expenses including travel for trainers and officers, printing of manuals and other expenses.

Traffic Occupant Protection Strategies (TOPS) Training

This program was developed for law enforcement, by law enforcement, to increase the understanding of how officers can save lives and prevent needless injury by doing the job of enforcing traffic safety laws.

Law enforcement work to increase traffic safety in their community whether it is by citing a violator or educating a group of high school students. Enforcing occupant protection laws has more life-saving potential than anything else a law enforcement officer can do.

More than 40,000 people die each year due to motor vehicle collisions. Law enforcement have the potential to save 15,000 lives per year – maybe even their own.

Results

- Funding was provided for trainers to conduct TOPS training to law enforcement officers who participate in the quarterly occupant protection and *Click It or Ticket* overtime enforcement efforts and for the printing of the TOPS manuals.
- Officers who did not meet the performance standard identified for occupant protection were required to take the TOPS training in FFY 2015.
- Officers working the occupant protection overtime grant in FFY 2016 will be required to take the TOPS training if they did not have the course in FFY 2015.

Distracted Driving Training


In 2014 the Safety Division developed and held the first distracted driving training session for law enforcement agencies under contract to conduct distracted driving enforcement. All agencies under contract were required to attend the training to ensure consistency and full knowledge of North Dakota's distracted driving law.

The Safety Division also included the Traffic Safety Resource Prosecutor to interpret the law, define reasonable suspicion for stopping an individual suspected of texting and driving, and elements of search.

The training was well received and continued in FFY 2015 for agencies participating in distracted driving enforcement efforts.

Results

- Funding was provided for agencies to attend the training
- Best practices among agencies was shared
- Agencies acquired knowledge of the distracted driving law



**Maintenance of Web-Based Law Enforcement
Reporting System – PT1502-03
Budget Expended: \$52,378**

Project Description

A web-based law enforcement reporting system is maintained to facilitate grant reporting by participating law enforcement agencies for high visibility enforcement programs. The system allows for enforcement data and reimbursement to be managed electronically. Maintenance includes any revisions to the existing system deemed necessary.

Results

- Added the Underage Drinking and Distracted Driving grant programs to the web-based law enforcement reporting system. This allows agencies to input their shift log sheets, develop and submit vouchers, and create reports based on performance.
- Participating agencies are able to access the web-based reporting system 24 hours a day and enter their enforcement results. Agencies also have the ability to create a report that identifies each officer within their agency and how that officer is performing and whether that officer is meeting the performance standard for the program area.

TRAFFIC RECORDS

Program Summary

Effective traffic safety intervention is dependent on accurate, timely, complete, and accessible traffic analyzed to monitor existing traffic safety problems and to identify emerging trends.

Program Management – TR1504-01

Budget Expended: \$4,362

Project Description

The Safety Division is responsible for the direct management of the traffic records program including: (1) data management and analysis including crash data editing and entry into the Crash Reporting System, the development of the annual crash summary, provision of data to respond to data requests from within the NDDOT and from other state, local and federal agencies and the general public, and analyzing traffic safety data for the statewide problem identification included in the annual HSP; (2) maintenance of the Traffic Records Coordinating Committee (TRCC) and continuation of priority projects identified within the Traffic Records Strategic Plan (TRSP); (3) procurement and monitoring of information technology (IT) services to support TRSP projects; and (4) working with law enforcement and NDDOT staff to identify and correct frequent data errors and to provide technical assistance and resources to assure accurate, timely, complete, uniform, accessible and integrated reporting of crash report data elements.

Costs include travel and other expenses. Staff salaries are covered through Federal Highway Administration (FHWA) funds.

Results

- Managed the Crash Reporting System (CRS) and developed of the 2014 Crash Summary.
- Held quarterly meetings with the TRCC.
- Added additional law enforcement agencies using TraCS. Currently 89 of 112 are using TraCS.
- North Dakota's Traffic Records Coordinating Committee (TRCC) continued to work toward the objectives of the state's Traffic Records Strategic Plan (Plan).
- The TRCC also began to revise the Plan to incorporate recommendations obtained through a requisite NHTSA Traffic Records Assessment (TRA) completed in February 2011. NHTSA requires an assessment be completed every five years. An assessment is scheduled to be completed January-May 2016.
- The revised Plan will continue to include projects to address timeliness, accuracy, completeness, uniformity, integration, and accessibility of the CRS, driver system, vehicle system, adjudication/court system, roadway information quality system, and injury surveillance system.

Crash Data System Enhancement – TR1504-02

Budget Expended: \$35,001

Project Description

This project provides for the system enhancements necessary to allow remote data entry of crash reporting via TraCS (Traffic and Criminal Software). Integration of TraCS with the existing CRS enhances timely reporting, crash data reliability and access by state and local agencies. The CRS continues to be improved with the identification and correction of program errors. Various software packages are used for the traffic records manager to access data from the mainframe computer for identification and correction of data errors. This allows for flexibility and provides for enhanced problem identification of motor vehicle crash data.

The report generation segment of the CRS has an online query function and multiple reporting functions. Reports generated on a desktop personal computer are “print-ready,” to substantially reduce the amount of time spent creating and editing desktop publishing documents. Further reports will be developed as needed.

The crash report form and the officer’s instruction manual will be reviewed, updated, and reprinted as needed. Revisions to the crash report will include guidance from the TRCC for maximum adoption of MMUCC elements and attributes.

Costs include in-house information technology hourly fees to complete necessary changes to the CRS.

Results

- Some of the enhancements made to the TraCS crash report required enhancements to the CRS. These enhancements were made by the Information Technology Section within NDDOT.

TraCS – TR1504-03

Budget Expended: \$292,069

Project Description

The State of North Dakota uses the TraCS (Traffic and Criminal Software) electronic crash reporting software.

An information technology vendor is under contract with the NDDOT Safety Division for the maintenance of TraCS and associated TraCS modules (incident location tool, electronic citations, Report and Notice form, etc). The vendor also coordinates with local law enforcement agencies throughout the state to install the software, provide training to law enforcement officers, and to provide ongoing technical assistance and resources to facilitate efficient TraCS use.



Results

- The Traffic Records Program continued to deploy TraCS (Traffic and Criminal Software), North Dakota's electronic crash reporting system. The Traffic Records Program Manager worked with an information technology (IT) vendor to install TraCS software at the local level, train law enforcement officers and administrative staff, and provide IT support for agencies using TraCS.
- North Dakota currently has 89 of 112 law enforcement agencies using TraCS for electronic submission of crash reports to the NDDOT. All of those agencies have been upgraded to TraCS 10.0 – a new version of TraCS with additional flexibility and functionality. Sixty-eight of these agencies are also using TraCS to electronically submit citation data to the courts and all agencies have access to the electronic Report and Notice form for DUI arrests. About 90 percent of all crash reports received by the NDDOT are electronic.
- North Dakota has begun the move to TraCS Web, thereby allowing law enforcement to have the most recent crash form. TraCS Web allows for the timely correction to validation rules in the crash form thereby improving the accuracy. The TraCS Web crash report has been completely redone to include most of the MMUCC elements and attributes and to ensure that it meets the Federal Motor Carrier Safety Administration recommendations. Currently 59 of the agencies have been transitioned to TraCS Web. The remaining agencies will be transitioned to TraCS Web by early 2016.
- Each of North Dakota's four tribes (Standing Rock, Three Affiliated Tribes/MHA Nation, Turtle Mountain Band of Chippewa, and Spirit Lake Nation) has expressed an interest to use TraCS in the near future. Two of the four tribes have TraCS installed and are being encouraged to submit their crash reports to NDDOT.

Annual TraCS License Fee – TR1504-04
Budget Expended: \$0

Project Description

The State of North Dakota uses the TraCS (Traffic and Criminal Software) electronic crash reporting software through a Memorandum of Understanding (MOU) with the State of Iowa – the software licensor.

Costs are limited to the payment of the annual licensing fee.

Results

- The annual license fee has not been paid to the software licensor at the time of this report.

EMS Data Analyst - Traffic Records Strategic Plan – TR1504-05

Budget Expended: \$79,437

Project Description

This project provides funds to the North Dakota Department of Health Division of Emergency Medical Services and Trauma (DEMST) to fund a full-time EMS (emergency medical services) data analyst. The position is responsible to analyze data from the North Dakota Trauma Registry and the Statewide Online Ambulance Reporting (SOAR) system, provide training to end-users, and to identify and complete necessary quality assurance projects to assure data integrity and accuracy.

Funds are provided to DEMST to pay the salary, benefits, travel and administrative costs associated with the EMS Data Analyst position.

Results

- Improved EMS and trauma data allows for improved evaluation of program functions to build capacity within the state's EMS and trauma systems for improved response to motor vehicle crashes.

Annual Crash Summary

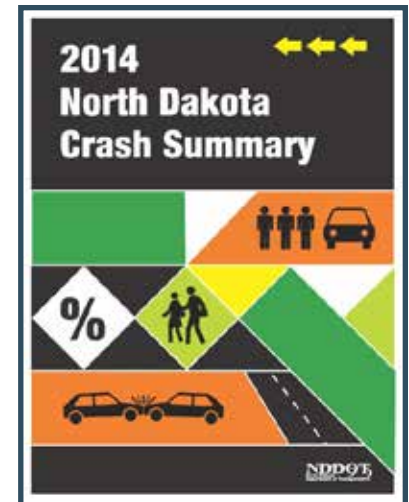
Other Funds – Staff Salaries through FHWA funds

Budget Expended: \$0

Project Description

The NDDOT Safety Division published the annual North Dakota 2014 Crash Summary which combines numerous crash analysis documents into a single comprehensive analysis of annual and historical crash data in North Dakota.

This document is a valuable reference for the NDDOT and traffic safety partners for problem identification, planning, evaluation, and media inquiries. The document is available on the NDDOT website at: <http://www.dot.nd.gov/divisions/safety/docs/crash-summary.pdf>



OCCUPANT PROTECTION

Program Summary

The Safety Division's Occupant Protection Program continues to support the goals of increasing seat belt and child passenger safety restraint system use, both statewide and among key segments of the driving population.

Seat belts dramatically reduce the risk of death and serious injury in motor vehicle crashes. Among drivers and front-seat passengers, seat belts reduce the risk of death by 45 percent, and cut the risk of serious injury by 50 percent. (Source: NHTSA) But, about two-thirds of those killed in motor vehicle crashes in North Dakota are unbelted at the time of the crash. This requires that significant resources be allocated to strategies that will increase seat belt use in the state as described below.

Program Management – OP1505-01 Budget Expended: \$42,621

Project Description

The Occupant Protection Program is administered by Traffic Safety Program Manager, Carol Thurn. The costs under this project consisted of the salary of the program manager, travel, and miscellaneous expenses for the program.

Child Passenger Safety Program - OP1505-02 Budget Expended: \$148,603

Project Description

The Child Passenger Safety (CPS) Program goal is to increase the use of car safety seats, booster seats, and seat belts by infants, toddlers, children, and tweens (children aged eight through 12). The North Dakota Department of Health (NDDoH) provides community CPS services to parents and caregivers applicable to the safety of children.

Results

- Provided technical assistance and resources to the public related to child restraint devices and North Dakota's CPS law.
- Promoted CPS education as a routine component of other programs including Women, Infant, and Children (WIC), immunization, pre-school screening, and other programs through use of a variety of materials including audiovisual aids, exhibits, newsletters, etc.



- Maintained partnerships with agencies including local law enforcement agencies, local public health agencies, childcare providers, WIC programs, Head Start programs, Safe KIDS North Dakota, and schools for program outreach.
- Completed CPS Month activities resulting in 479 classroom presentations and distribution of CPS materials to classrooms. Total outreach efforts are estimated to have reached 18,219 children.
- Purchased and provided car seats and supplies to local agencies to distribute to families in their communities. A total of 528 car seats were purchased. The seats were provided to 32 distribution programs including three Native American reservations.
- Conducted a variety of CPS workshops and courses including four 32-hour NHTSA standardized courses with 59 participants completing all course requirements. Conducted numerous other CPS workshops and training throughout the state for law enforcement, hospital staff, social workers and other professionals.
- Conducted CPS trainings, presentations and events throughout the state.
- Assisted certified CPS technicians to maintain their certification.
- Promoted booster seats for children through 24 billboards throughout the state during February.
- Participated in the Global Road Safety – a national initiative, by sharing activities with stakeholders.
- Mentored three CPS techs to become cps technician proxies. There are currently 5 proxies in the state. Proxies are able to sign off on CPS technician installs for recertification.
- Used the NDDoH Injury Prevention Program’s Facebook site to send out current CPS information/campaigns.
- Continued the CPS Advisory Committee to provide technical assistance to the current CPS program and activities. The committee has 22 professional/public members including child care providers, physician, advocates, EMS, law enforcement, government agencies, and other partners. The committee identified priority strategies using the NHTSA Countermeasures That Work guide as follows:
 - Strengthen Child/Youth Occupant Restraint Laws
 - Short-Term High-Visibility Child Restraint/Booster Law Enforcement
 - Communications and Outreach Strategies for Booster Seat Use
- Held a CPS Conference with approximately 85 CPS technicians and instructors attending the two-day conference. The conference offered a variety of presentations geared towards CPS technicians, proxies and instructors.
- Coordinated car safety seat checkups throughout the state in partnership with local programs and auto dealerships. The NDDH assisted with 69 car seat checkups, inspecting 838 car seats.
- Data from car seat checkups statewide demonstrated:
 - 78 percent of car seats checked were misused
 - 62 percent of children were incorrectly secured in the child restraint
 - 64 percent of car seats were installed incorrectly
 - 7 percent of the car seats were not appropriate for the child

Annual Statewide Observational Seat Belt Survey – OP1505-03

Budget Expended: \$49,389

Project Description

The Safety Division conducted an annual statewide seat belt observation survey to determine North Dakota's seat belt use rate as a measure to evaluate the success of occupant protection programs. This survey was conducted June 1-7, 2015.

Results

- North Dakota's seat belt use of front and outboard passengers is estimated at 80.4 percent.

Observational Seat Belt Survey of Rural Roadways – OP1505-04

Budget Expended: \$10,075

Project Description

North Dakota's rural roads provide vital social and commercial links for a widely dispersed population. Approximately two-thirds of the state's travel takes place on rural roads. The Safety Division conducts an annual observational seat belt survey on rural local roads (non-state system) to determine seat belt use rates in rural locations. North Dakota continues to measure seat belt use on non-interstate rural roads.

Results

- The observed seat belt use rate on North Dakota's rural roads is lower than the annual statewide observed seat belt use rate. Seat belt use for drivers on rural highways and towns was 67 percent and 43 percent respectively.

Seat Belt Enforcement – Click It or Ticket Program – OP1505-05

Budget Expended: \$260,489

Project Description

Law enforcement agencies (state, county, city and tribal) conducted quarterly sustained statewide high visibility enforcement of North Dakota's occupant protection laws in an effort to reduce the number of unrestrained fatalities statewide.

Results

- Conducted four annual *Click It or Ticket* campaigns – including participation in the national *Click It or Ticket* campaign in May.
- The quarterly campaigns included participation from 43 law enforcement agencies (city, county, and state law enforcement). The agencies worked to conduct nearly 5,667 overtime seat belt enforcement hours and issued a total of 9,440 citations with 3,451 seat belt and child restraint citations issued.

Media – Paid/Earned/PI&E – OP1505-06 & OP1505-07

Budget Expended: \$233,155

Project Description

Paid and earned media are integral to the success of traffic safety programs. This project provided sustained seat belt use messages to the public through the placement of enforcement and non-enforcement messages at frequent intervals through the fiscal year. The FFY 2015 paid media calendar and associated campaign information is included as Attachment 1.

Results

- Media buys and in-kind match were negotiated based on the promotional strategy and target audience for each campaign period. All media purchases were based on Nielson, Arbitron, and Scarborough ratings, as well as counsel from NHTSA. A primary target audience for each campaign was male pickup truck drivers aged 18-34. This population has lower seat belt use rates than other populations in the state.
- The Safety Division worked with a media consultant to develop promotional plans that included defined partnerships and collateral materials to be used by the and other traffic safety partners for campaign outreach activity to assure campaign messages were consistent and widespread.
- Extensive earned media for each enforcement campaign was garnered by local community programs, law enforcement, and other traffic safety partners through PSAs, news releases, news conferences, live radio or television remotes, and other earned media activities.
- In FFY 2015, social media marketing including Facebook, Twitter and YouTube was used to promote the “Code for the Road” messages.
- The *Code for the Road* ad aired at defined periods in FFY 2015 via TV, radio, Pandora, Facebook, Hulu, and Hulu+. *Code for the Road. Follow the Rules. Follow the Law.* is a traffic safety theme that focuses on driver behaviors. According to a 2015 traffic safety behavior survey, 45 percent of respondents had seen the *Code for the Road* ad.

Occupant Protection Program Assessment – OP1505-08

Budget Expended - \$24,371

Project Description

The Safety Division hosted a NHTSA assessment of the North Dakota Occupant Protection Program. Expenses were for reimbursement of travel, per diem and other fees for the assessment team.

Results

- A technical assessment team of five individuals from across the nation and a NHTSA representative conducted the assessment.
- Thirty-one people were interviewed during the process.
- The Safety Division received the final report from the NHTSA facilitator and is working toward implementation of some of the identified recommendations.

**Tween Seat Belt Outreach Program – Other Funds
– North Dakota State University Extension Service
Budget Expended: \$0**

Project Description

The North Dakota State University (NDSU) Extension Service 4-H Youth Development Program developed and implemented the *Stay Alive, Click Then Drive*. curriculum to encourage seat belt use among pre-driving youth. The curriculum included two sessions and seven interactive activities delivered by classroom teachers or school counselors.

Results

- NDSU expanded the program in additional regions of the state.



MOTORCYCLE SAFETY

The North Dakota Motorcycle Safety Program (NDMSP) exists to keep North Dakota's roadways safe for motorcyclists. The Safety Division contracts with American Bikers Aiming Toward Education (ABATE) of North Dakota, Inc. to administer the NDMSP. ABATE is responsible to coordinate local and mobile motorcycle training courses to assure statewide access to training by the public. The NDMSP prepares motorcyclists who participate in the course to develop skills and attitudes to assist them to reduce their riding risk.

This contract has been in place for many years allowing for ABATE to build program capacity to expand the quality and reach of motorcycle education to motorcyclists statewide.

The NDDOT partially funds the NDMSP through the state's motorcycle education fund. This fund exists through a legislative mandate requiring the NDDOT to collect ten dollars from each motorcycle registration for use to provide statewide motorcycle safety education. The remainder of the program is funded through fees paid by course participants, and in-kind funds and services donated by ABATE.

Program Management – MC1506-01

Budget Expended: \$4,575

Project Description

The NDMSP contract was administered by Traffic Safety Program Manager, Carol Thurn.

The costs under this project consisted of the salary of the manager, travel, and miscellaneous expenses for the program.

Statewide Awareness/Education Campaign – MC1599-01 & MC1506-02

Budget Expended: \$536,800

Project Description

ABATE coordinated local and mobile motorcycle training courses to assure statewide access to training by the public. The NDMSP prepares motorcyclists who participate in the course to develop skills and attitudes to assist them to reduce their riding risk. ABATE was tasked with increasing the public's awareness of motorcycles on the roadway. An awareness campaign entitled, *Share the Road*, with motorcyclists was conducted during the peak riding season.

Results

- The NDMSP employed 19 rider coaches statewide and provided them updated training in preparation for the training season which begins in May.
- Rider coaches taught 203 courses with a total of 1,846 students.
- The NDMSP certified three new rider coaches.
- ABATE maintained and was involved with several organizations in an effort to create a better public awareness of the NDMSP. Some of the groups include: Bismarck/Mandan Safety Council and the Bismarck/Mandan and Fargo Chambers of Commerce. ABATE partnered with motorcycle dealerships to conduct open houses and safety events to promote the NDMSP.
- The NDMSP displayed 10 motorcycle safety billboards throughout North Dakota.

- ABATE worked with MidContinent Communications to secure 80,933 commercial ads for an in-kind value of \$617,034 to promote these campaigns. ABATE also partnered with local and Fargo radio stations using their PSAs to promote motorcycle safety awareness.
- Continued a partnership with the North Dakota National Guard (NDNG) to provide motorcycle safety education to military personnel per U.S. Department of Defense requirements.

Paid Media and Outreach – MC 1506-03

Budget Expended: \$98,489

Project Description

The media and outreach plan was designed to expand the statewide safety campaign, *Code for the Road*, and media outreach to motorcycle riders and the general public to include topics such as licensing, training, motorcyclist conspicuity, impaired riding prevention and the benefits of personal protective gear.

Results

- Public information and education material was created to support existing programs run by ABATE and the NDMSP as well as encourage motorcyclists to take personal responsibility for their safety.
- Media buys and in-kind match were negotiated based on promotional strategy and target audience.
- Social media was used for further reach to motorcyclists. Email blasts were sent encouraging motorists and riders to be alert and share the road. Facebook, Twitter, and YouTube were used to promote motorcycle safety campaign efforts.
- Ads geared toward motorcyclists were developed and placed in bathroom stalls in establishments along the most traveled routes to Sturgis, SD. A total of 186 signs were placed in 93 locations in ND.



SPEED MANAGEMENT

Program Summary

Speed is a contributing factor in about 30-40 percent of fatal crashes in North Dakota each year..

The North Dakota SHSP states that over a recent five-year period (2007-2011) speeding and aggressive driving accounted for approximately 27 percent of all fatal and severe injury crashes in North Dakota. Seventy-three percent of speed-related fatal and serious injury crashes occurred in rural areas with 62 percent on local roads. And males, accounted for 74 percent of drivers involved in fatal and serious crashes involving speed.

Radar Equipment to Law Enforcement – SC1507-01

Budget Expended: \$0

Project Description

Funds were used to pay for costs including salary, travel and operational expenses associated with administering the speed management projects.

Radar Equipment to Law Enforcement – SC1507-02

Budget Expended: \$179,871

Project Description

To assist law enforcement in speed enforcement, this project provides grants to law enforcement agencies for use toward the purchase of radar/LIDAR units to identify speeding motorists. Eighteen grants were provided to local law enforcement agencies and the North Dakota Highway Patrol for the purchase of radar/LIDAR in FFY 2015.

Results

- Agencies participating in the multi-agency enforcement effort for occupant protection were given priority for equipment funding. North Dakota's occupant protection law is a secondary violation for adults (18 and older). Officers typically use speed as a primary offense when making occupant protection stops.

North Dakota's Strategic Highway Safety Plan

Speed/Aggressive Driving Strategies

No Project Number
Budget Expended: \$0

Project Description


The North Dakota SHSP identifies the following strategies that will be pursued through the SHSP implementation by stakeholders beginning in FFY 2015 and using other state and federal resources, yet to be determined.

- Educate state and local leadership and the public on the problem of speed in North Dakota to facilitate the enactment and support of legislation to strengthen penalties such as increased fines for right-of-way and speed violations.
- Strengthen speed detection and public perceived risk of being stopped and ticketed through sustained, well-publicized high visibility speed enforcement campaigns.
- Address the perception of widespread speeding by heavy vehicles by first conducting a statewide assessment of commercial vehicle speeds. In response to the assessment results, examine enforcement, safety education, and outreach safety strategies for priority regions or corridors identified as needing improvement.
- Install speed signing using variable message signs in school zones once selected.



Results

- Coordinated with the North Dakota Highway Patrol and North Dakota Petroleum Council to develop a message targeting aggressive driving and passing when unsafe. This campaign was titled *Pass on the Pass* and was tagged with the *Code for the Road. Follow the Rules. Follow the Law.* message. Paid media was placed with a focus on Williams and McKenzie Counties (see CP1409-04). The North Dakota Petroleum Council provided funding for the development of the media.
- Expanded the *Code for The Road* to include a page on speeding/aggressive driving.



**LE Overtime TACT Program – Other Funds
– Federal Motor Carrier Safety Administration
Budget Expended: \$0**

Project Description

The Ticketing Aggressive Cars and Trucks (TACT) program is a high-visibility traffic enforcement program that uses communication, enforcement, and evaluation activities to reduce CMV-related crashes, fatalities, and injuries.

Results

- The North Dakota Highway Patrol works in coordination with the Federal Motor Carrier Safety Administration to conduct high visibility enforcement focused on commercial motor vehicle related crashes. The NDHP conducted the enforcement efforts with their own funding.

YOUTH/YOUNG ADULTS

Program Summary

Over the past five years (2010-2014), teen drivers accounted for an average of 13 percent of all fatal crashes and 21 percent of all crashes resulting in injury in the state. In 2014, 20 percent of alcohol-related fatal crashes involved a driver under the age of 25. Eighty-three percent of teen fatality victims under age 18 were unbelted at the time of the crash.

As a result, the Safety Division has incrementally increased emphasis on youth/young driver programs by assigning a Co-Manager to build capacity in youth programming and identifying and allocating additional financial resources.

Program Management – TSP1508-01

Budget Expended: \$22,083

Project Description

The Youth/Young Adult Program was administered by Traffic Safety Manager, Carol Thurn. Funds were used to pay for costs including salary, travel and operational expenses associated with administering youth/young adult projects.

Teen Media and Outreach –TSP1508-02

Budget Expended: \$74,702

Project Description

This project consisted of development of a media and outreach campaign targeting teens.

Results

- The *Speak Up! Against Distract Driving* campaign message was developed to empower teens to be proactive in driving safely, whether behind the wheel or a passenger in a vehicle.
- The *Code for the Road* and *Speak Up! Against Distracted Driving* messages were displayed at all sporting and scholastic tournaments throughout the year through a partnership with the North Dakota High School Athletics Association.
- Graphic elements were developed for use on the Internet in support of the teen campaign.
- *Code for the Road* teen television and radio ads were placed throughout the year.
- Online advertising was targeted to specific North Dakota communities and teens age 13-19. Reached the teens through mobile game ads, Pandora, Hulu, You Tube and Facebook.
- Hologram boards were developed to promote seat belt use among teens. The boards help young drivers understand what happens when vehicle control is lost and occupants are not wearing seat belts. The hologram board portrays four different viewpoints of an incident which created a realistic visualization of a crash.



Project Description

The Safety Division provided grant funds to the North Dakota Driver and Traffic Safety Education Association (NDDTSEA) over a several year period to tailor the driver's education curriculum used in the State of Oregon for use by driver's education programs throughout North Dakota. In Oregon, the curriculum contributed toward reducing motor vehicle fatalities among new drivers.

The curriculum, *North Dakota Driver Risk Prevention Curriculum*, moves beyond skills-based driver's education to include behavioral safety skills and parent education.

Results

- NDDTSEA adapted the curriculum in FFY 2009 and the curriculum was reproduced, promoted, and distributed to driver's education instructors throughout the state each year since then. NDDTSEA has continued to provide training, technical assistance, and resources to driver's education instructors to encourage use of the curriculum through continued funding through the Safety Division.
- Developed a multimodal interface for teachers and learners called the Playbook. This interface blends 3D animations, real-world videos, interactive presentations and engaging student activities; all accessible through the Instructor DVD ROM.
- Assisted NDDTSEA with their annual conference.
- Continue to update the NDDTSEA website. It is responsive to the screen size of the device it is being accessed from. Placed teen and parent information on this site as well as information for the driver education instructors. There is a specific folder for mobile apps that parents can place on the teen's phone so they cannot use the phone while driving.

Ford Driving Skills for Life – Other Funds – Ford Motor Company Budget Estimated -\$5,000

Project Description

Grant funds through the Ford Motor Company were used to offer the *Ford Driving Skills for Life* (DSFL) program in North Dakota.

Results

- Held the 5th annual DSFL in Dickinson, ND in June 2015 over a full day with two sessions for participants to attend. The event consisted of a ride and drive session conducted via Dickinson Police Department, Stark County Sheriff's Department and the North Dakota Highway Patrol. Teens had the opportunity to drive through the course under normal conditions and then again while being distracted while receiving and sending text messages along with taking selfies. Additional distractions for the driver included the radio being on in the vehicle and the officers talking to them as they drove to simulate many distractions that a driver can experience while operating a vehicle.
- Participants were escorted through a series of traffic safety information, interactive activities and photo opportunity stations.
- Partnered with the local Ford dealership and event sponsors. The North Dakota National Guard (NDNG) also sponsored an activity station for participants to learn more about the NDNG. They also provide a number of NDNG volunteers to assist.
- Garnered media attention through a media alert and news release.
- Social media was used prior to the event and the day of the event.
- A promotional video was developed to be used to promote future participants to the Driving Skills For Life events.



COMMUNITY TRAFFIC SAFETY PROGRAMS

Program Summary

The goal of Community Traffic Safety Programs (CTSP) is to provide outreach in the form of media advocacy, training, community mobilization, environmental/policy strategies, and other activities to positively influence the knowledge, attitudes, behaviors, and beliefs of North Dakotans related to traffic safety.

Eighty-five percent of fatal crashes occur on North Dakota's rural roads. Therefore, it is important that outreach activity extend broadly to reach North Dakota's rural communities.

CTSPs conduct various outreach activities within their service areas including the coordination of earned media in support of overtime enforcement campaigns and other media campaigns.

Earned media activities include: (1) news releases, news conferences, live radio and television remotes, television and radio interviews, etc., (2) internet marketing activities including blogging, postings to social networking websites like Facebook, email blasts, etc., and (3) other public awareness activities such as partnerships with local entities pertinent to the target populations including businesses, sports venues, health and social services programs, community-based organizations, and other locally identified venues that would appropriately advance the campaign messages.

Program Management – CP1509-01

Budget Expended: \$52,880

Project Description

CTSPs are administered by Traffic Safety Manager, Carol Thurn. Funds were used to pay for costs including program manager salary, travel and operational expenses associated with administering CTSPs.

County Outreach Program – CP1509-02

Budget Expended: \$238,599

Project Description

The Safety Division provides a grant to the North Dakota Association of Counties (NCACo) to provide county-level traffic safety outreach to county leadership (i.e., commissioners), employees, and communities to increase support for traffic safety policies and intervention at the local level.

Activity occurs through diverse partnerships governed by the NDACo including the Institute of Local Government, the County Employers Group (CEG), and CEG Risk Managers Group and other partnerships within the counties including law enforcement, businesses, sports venues, media, and other entities.

Results

- The North Dakota High School Activities Association (NDHSAA) offered a unique opportunity to connect with the high school system. The traffic safety message – *Code for the Road* – was at every sport and scholastic tournament throughout the year. Under this partnership the message was delivered through banners, program ads, informational booths and announcements at 22 athletic state tournaments, 8 fine art championships and numerous other regional and district

events. The estimate reach is over 41,000 students at these tournaments.

- Continued sports venue partnerships to promote traffic safety messages through universities and amateur athletics as follows.
 - Fargo Force Hockey (3,902 average attendance)
 - North Dakota State University (14,629 enrollment)
 - University of North Dakota (15,143 enrollment)
 - Minot State University (3,666 enrollment)
 - Dickinson State University (2,572 enrollment)
- Continued the partnership with McQuade’s softball tournament – the largest single-weekend softball tournament in the country is held in Bismarck, ND. This tournament has over 450 teams and 15,000 fans. Traffic safety announcements were made throughout the tournament, an ad appeared in the tournament handbook, and banners were placed at softball diamonds throughout the venue in the cities of Bismarck and Mandan. The primary message was Softball is a game, life is not. Buckle Up. Designate a Driver.
- Provided policy updates for use in each individual county handbook in North Dakota. The policies focus was on: seatbelt, distracted driving, and impairment.
- Re-wrote the “Workplace Driver Safety” document. This toolkit provides businesses the ability to complete a worksite traffic safety program.
- County traffic safety information was distributed via bi-monthly articles in County News and in the CEG Newsletter.

Tribal Outreach Program – CP1509-03

Budget Expended: \$82,565

Project Description

North Dakota’s Native American population is disproportionately impacted by motor vehicle fatalities. Native Americans represent 5.4 percent of North Dakota’s population but account for an average of 18 percent of the state’s motor vehicle fatality victims from 2010-2014.

In 2014, 82 percent of Native American fatality victims were unbelted at the time of the crash and of the 17 Native Americans killed, 70 percent were alcohol-related.

To advance the planning, coordination, implementation, and evaluation of traffic safety programs on each reservation, the Safety Division provided a grant to two of North Dakota’s four tribes (Ft. Berthold and Turtle Mountain) to maintain a Tribal Traffic Safety Outreach coordinator in FFY 2015 to conduct traffic safety outreach.

Results

- Traffic Safety Outreach Coordinators:
 - Conducted traffic safety presentations at schools on reservation.
 - Sent newspaper releases to the local papers for all national and state campaigns.
 - Developed and distributed radio PSAs
 - Posted traffic safety information to the Tribal Traffic Safety Program Facebook pages.

- Sent out email blasts and fact sheets on traffic safety to all tribal employees.
- Assisted with the implementation and training for the TRacS system to other law enforcement agencies on the reservation.
- Participated in the NDDOT Local Road Safety program regarding the reservations.
- Placed traffic safety posters around the reservation and at casinos.
- The Coordinator on the Ft. Berthold Reservation is a CPS technician and sits on the CPS Advisory Committee.
- The Coordinator on the Ft Berthold Reservation was a speaker on the *Native America Calling Live* call-in radio program that reaches 70 public, community and tribal stations in the US and Canada.
- Ft. Berthold Reservation passed a primary seat belt law.

Oil Country Partnership – CP1509-041
Budget Expended: \$49,347

Project Description

This partnership was developed between the NDDOT, the North Dakota Petroleum Council, and the North Dakota Highway Patrol to address the significant number of traffic crashes in the northwest part of the state. This campaign focused on the message of *Pass on the Pass*. The ad portrayed the lives saved by making a decision to not pass when is not safe to do so.

Results

- Purchased radio, television, billboard and print ad.
- Placed online advertising –banner ads– news websites (television stations and newspapers).



Native American Media – CP1509-05

Budget Expended - \$89,719

Project Description

Native Americans represent the largest minority population in North Dakota. Census estimates from October 2015, indicate that the Native American population in North Dakota is about 5.4 percent of total population of the state. Almost 60 percent of the current Native American population in North Dakota lives on reservations and over 40 percent are under the age of 20. Native Americans accounted for an average of 18 percent of North Dakota's motor vehicle fatality victims over the past five years (2010-2014).

Results

- Tribal traffic safety print ad campaigns were developed specific to each reservation.
- Advertising on Tribal Transit buses for the Standing Rock Reservation. The exterior "*Buckle Up*" ads were placed on the rear of the transit vehicles.
- A portable tabletop display for each of the four reservations were developed with each reservations local Community Traffic Safety Program logo.
- Materials were developed for educating the community at events and basketball games. Each item was customized for each reservation.
- Traffic safety ads were placed on GoodHealthTV. This is a subscription-based health information network focused on raising health literacy rates through culturally competent programming. It provided viewers with practical tools to improve their health and wellness. This is placed in hospitals, clinics, schools or community centers, and all Indian Health Service waiting rooms in North Dakota.
- Radio ads were placed during the basketball season along with Graduation Impaired Driving Prevention ads on all reservations.
- Display advertising and news articles were used to reach community members through local and tribal newspapers where available.
- Facebook is extremely popular among the Indian populations in North Dakota. Each reservation has a Facebook page.
- Radio ads branding the Community Traffic Safety Program (CTSP) for all reservations.
- Facebook ads for CTSP branding and graduation.
- Posters were distributed for each reservation reaching the different audiences, i.e. Casino Flyer, Responsible Young Driver, Back to School/CPS, and Impaired Driving Prevention.



Program Development and Evaluation – CP1509-06
Budget Expended: \$40,020

Project Description

The North Dakota State University Upper Great Plains Transportation Institute (UGPTI) Rural Transportation Safety and Security Center (RTSSC) completed program evaluation functions for the Safety Division including the following:

- A public opinion survey consistent with NHTSA/Governors Highway Safety Association (GHSA)-established performance reporting requirements. The survey establishes the public’s knowledge, attitude, behaviors and beliefs (KABB) regarding traffic safety. This survey is conducted annually. The results from the core survey questions are included on page 8.
- Analyzed crash records and produced individual agency reports for their use in programming and resource allocations related to traffic safety.
- Analyzed and interpreted driver record data to validate arrest and conviction data for accuracy, completeness, and assessment of conviction rates and use in program evaluation.

Strategic Highway Safety Plan – CP1509-07

Budget Expended: \$21,140

Project Description

The Safety Division contracted with Clearwater Communications to coordinate the annual SHSP/Traffic Safety Partners Summit (TSPS).

Results

- The TSPS occurred in April 2015. Clearwater Communications coordinated all aspects of the TSPS including reserving rooms, making arrangements with presenters, design and distribution of marketing materials, on-line registration, preparation of conference packets, and on-site support.

Mini-Grants to School Resource Officers– CP1509-08

Budget Expended: \$ 0

Project Description

Teen drivers account for 5.3 percent of all licensed drivers in North Dakota but were involved in 17.7 percent of all crashes and 13.2 percent of fatal crashes. This project consist of various types of student education and outreach including peer-to-peer activities and parent education to establish positive social norms. School Resource Officers enforce positive driver and passenger behavior on school grounds.

Results

- Developed project application document to solicit applications at a later date.

Corporate/Business Outreach Program – CP1509-09

Budget Expended: \$ 0

Project Description

This project will provide traffic safety outreach to businesses to work together to strengthen commitment to ensuring motor vehicle safety throughout the state. Participating businesses will receive technical assistance and resources to educate employees about traffic safety and to strengthen internal traffic safety policies to change employee behavior on and off the job.

Results

- This project is in the planning stage. A Traffic Safety Partner Network will be developed in FFY 2016 consisting of private and public partners through employers, associations, groups and individuals. The TSPN will exist to protect the health and safety of families, employees, and the community by preventing motor vehicle crashes through education, enforcement and policy activities.





North Dakota Association of Counties – CP1509-10

Budget Expended: \$ 0

Project Description

The Safety Division contracted with the NDACo for the services of the Traffic Safety Resource Prosecutors. This project provided for alternate funding to provide training for non-impaired driving enforcement legal matters.

Results

- Provided clarification of traffic safety laws to law enforcement officials.

DISTRACTED DRIVING

Distracted Driving Program Management – DD1511-01 **Budget Expended: \$937**

The Distracted Driving program provided training, technical assistance, and resources to law enforcement to build capacity and expand operational proficiency toward the effective enforcement, arrest, prosecution, and adjudication of traffic safety offenses.

Program costs include salary, travel and operational expenses associated with administering the distracted driving program.

Overtime Enforcement – DD1511-02 **Budget Expended: \$33,958**

Project Description

Law enforcement agencies conducted overtime enforcement of North Dakota's anti-texting law. This program was conducted in the urban areas.

Results

- Seven of the major cities police departments and one county Sheriff's agency participated in the overtime enforcement. The participating agencies were Bismarck PD, Dickinson PD, Minot PD, Devils Lake PD, Jamestown PD, Fargo PD, Grand Forks PD, University of ND PD, North Dakota State University PD and Burleigh County Sheriffs Department.
- A total of 622 citations were issued with 384 distracted driving citations during 676 overtime hours.

Media – Paid/Earned – DD1511-03 **Budget Expended: \$123,911**

Project Description

Media was used to increase awareness of North Dakota's primary enforcement of the state's anti-texting law and its \$100 penalty. The focus of the messages was on safe driving behaviors and the risks of distracted driving.

Results

- Overtime was conducted at identified intervals from April through September 2015.
- Media buys and in-kind match were negotiated based on the promotional strategy and target audience for each campaign period. Primary demographics were both genders, ages 18-54, parents of teen drivers, and educators.
- News releases were sent before and after each high visibility enforcement campaign.
- Other media included email blasts to stakeholders, social and on-line media (including Facebook, on-line ads/banners ads on news websites, Pandora, and Hulu), television spots featuring a rural teen, and accompanying radio spots.



IMPAIRED DRIVING

Program Summary

In 2014 there were 135 fatalities with 63 of these fatalities or 47 percent, being alcohol-related.

Historically, about 40 to 50 percent of motor vehicle fatalities in the state are alcohol-related.

The goal of the Impaired Driving Prevention Program is to decrease alcohol-related crashes resulting in serious injury and death through improved prevention, education, enforcement, arrest, prosecution, and adjudication of DUI offenders.

Program Management – ID1510-01

Budget Expended: \$83,072

Project Description

The Impaired Driving Program is administered by Traffic Safety Manager, Sandy Wilson and Law Enforcement Program Manager, Lori Malafa.

The costs under this project consisted of the salary of the program managers, travel, and miscellaneous expenses for the program.

Media - Paid/Earned/PI&E (Media Vendor) – ID1510-02

Budget Expended: \$444,204

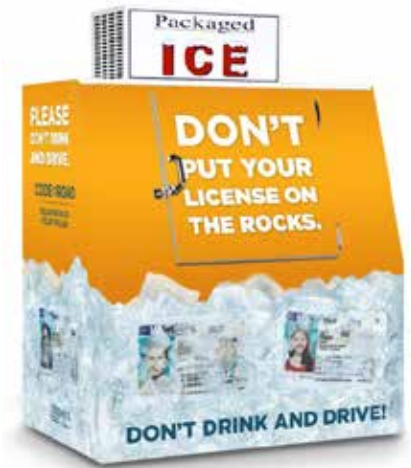
Project Description

The Safety Division contracted with a media vendor to develop messaging for the impaired driving program. This messaging was to be used for paid media, earned media, and PI&E to complement and enhance the impaired driving enforcement efforts that were taking place statewide.

Results

- Developed the *Empty Spaces* campaign. This campaign included several short videos that tell the story of two young men whose lives ended in a crash caused by an impaired driver. Interviews were conducted with first responders, parents, trooper and the driver of the van that killed the two young men.
- Developed the *Crash Memorial Wall* page within the *Code for the Road* website. The Crash Memorial Wall is a way to host an ongoing effort where real stories can be shared to highlight the personal impact that crashes have. The launch of the *Crash Memorial Wall* was incorporated with the kick-off of the *Drive Sober or Get Pulled Over Labor Day* campaign.
- Content was generated around two campaign efforts in FFY 15. Emails were distributed through Mailchimp services under the cover of the NDDOT. Emails provided the NDDOT stakeholder list with information about additional enforcement in March and during the Labor Day Crackdown.
- Point of sale marketing was used as a strategic messaging opportunity to draw attention to the issue of impaired driving in North Dakota. Messages to deliver the consequences of drinking and driving were placed on gas pump toppers, pump fillboards, wraps on ice chests, and clings that went on the glass cooler doors inside convenience stores.
- Mobile game app ads were placed on over 100 specific websites. This placement garnered 1,359,576 impressions and a total of 1,193 clicks.

- Media campaigns were developed and branded with “Code for the Road. Follow the Rules. Follow the Law” tagline.
- Media news releases were developed and issued statewide prior to, and after, each of the scheduled quarterly enforcement events.
- Social media messages were developed and distributed via Facebook and Twitter.
- Media messaging was developed and distributed during the *Drive Sober or Get Pulled Over* national campaign.
- Messaging was placed on radio, television (broadcast and cable), Internet banner ads, Hulu, Hulu+, Pandora, and point of purchase venues. Messaging through Internet services allows more direct access to our target audience. Website messaging acquired a total of 1,365,431 impressions. Hulu messaging acquired a total of 1,771,590 impressions.
- Research was conducted to clearly identify the demographics of impaired drivers in North Dakota and to then identify the best messaging and media venues to reach those demographics.



High Visibility Enforcement – Regional DUI Task Forces – ID1510-03 Budget Expended: \$445,350

Project Description

This project coordinated Year 5 of a statewide sustained multi-agency DUI enforcement initiative that was implemented in October 2010. The program provides coordinated impaired driving enforcement through Regional DUI Task Forces including state, county, tribal, and city law enforcement agencies statewide with a goal to assure high visibility of law enforcement, even in the most rural and frontier areas of the state – where about 86 percent of fatal crashes occur.

The Regional DUI Task Forces continue to build their capacity through training and regular planning meetings to identify enforcement periods and improve upon earned media activity to better inform the public when enforcement is underway.

All activity of the Regional DUI Task Forces facilitates the arrest, prosecution, and adjudication of DUI offenders in North Dakota and impresses upon the public that impaired driving will not be tolerated in the state.

Results

- Fifty law enforcement agencies and the North Dakota Highway Patrol were under contract to participate as members of a Regional DUI Task Force in FFY 2015. This is approximately 50 percent of all city, county, state, college/university and tribal agencies.
- All agencies under contract for impaired driving enforcement participated in the national *Drive Sober or Get Pulled Over*. campaign. They conducted enforcement over the Labor Day holiday, as well as quarterly high visibility enforcement (HVE) activities scheduled around high-risk community events throughout the year.
- The Regional DUI Task Forces completed an excess of 1,000 saturation patrols and about 12 sobriety checkpoints resulting in 843 DUI and other alcohol-related arrests during overtime efforts.

- Agencies who received funding for underage drinking enforcement conducted enforcement efforts above and beyond the scheduled impaired driving enforcement during high-risk times such as proms and graduations.
- There were 388 compliance checks conducted during FFY 2015.
- A total of 10,759 overtime hours were dedicated to impaired driving enforcement.
- Officers issued over 733 total citations during underage drinking overtime shifts, 42 of those being DUI arrests.

Video Camera Surveillance Equipment – ID1510-05

Budget Expended: \$197,279

Project Description

Agencies participating in the multi-agency enforcement regional efforts were eligible to apply for funds to purchase in-car digital video surveillance systems based on demonstrated need.

Funding was provided to 12 local law enforcement agencies and the North Dakota Highway Patrol.

Results

- In-car video camera surveillance units have proven to decrease officers time spent in court and is a best practice.

Toxicology Equipment – ID1510-06

Budget Expended: \$296,542

Project Description

The North Dakota Attorney General’s Office, Crime Laboratory Division, and Toxicology Section was funded through the Safety Division to purchase evidentiary equipment for the analysis of specimens to determine the presence and/or levels of alcohol and drug impairment. Funding was also allowed for the Forensic Scientists to attend certification training for the equipment purchased.

With the spike in population resulting from the oil boom, the Toxicology Section had seen an increase in the number of samples received by law enforcement for highway safety purposes.

Results

- With the purchase of the evidentiary equipment, the Toxicology Section is able to test the samples received in a more efficient and timely manner. The new equipment provides a faster turnaround time and more accurate results than the previous manual testing provided.
- The faster turnaround time means that DUI and DUI drug cases are prosecuted in a judicious manner.

Traffic Safety Resource Prosecutor Program – ID1510-07

Budget Expended: \$142,756

Project Description

This project contracts for the services of two (one half-time and one quarter-time) Traffic Safety Resource Prosecutors (TSRPs). The TSRP program provides training, technical assistance, and resources to court personnel (prosecutors, state's attorneys, judges, juvenile court administrators, etc.), law enforcement, and toxicology lab personnel, to assure appropriate prosecution and adjudication of DUI cases.

Results

- In FFY 2015 North Dakota's TSRP program provided training to over 1,000 court personnel, law enforcement, and toxicology lab personnel related to legislative updates, 4th Amendment updates, administrative case law updates, and criminal and traffic legislation.
- Recorded on DVD the Administrative Hearing "From Start to Finish" and provided copies of this training to all LE agencies. This DVD is used for new officers and as a refresher.
- The TSRPs participated in the distracted driving training that was held prior to the enforcement effort. The TSRPs were able to provide insight into the legalities of the new distracted driving law.
- The TSRP program continues to be a vital line of communication from the state level to prosecutors and law enforcement and is considered a reliable source of information. As a result, the TSRP is often consulted regarding complex impaired driving cases, clarification of laws, and interpretation of supporting case law.
- A TSRP web page in development and is planned to be made live in FFY 16. The web page will serve as a resource for officers to get answers to frequently asked questions, view webinars and recorded training and for a way to give officers direct access to the TSRPs.

Program Development and Evaluation – ID1510-08

Budget Expended: \$12,599

Program Development and Evaluation

The Contractor will access behavioral experts and resources within the university to design DUI prevention behavioral interventions for pilot-testing in a selected area of the state. Pilot projects will be designed, implemented, and evaluated for outcomes as they relate to deterrence of impaired driving, and if successful, more broadly distributed to identify risk populations.

Evaluation of DUI data and strategies continue to analyze and validate arrest and conviction data of the NDDOT for accuracy, completeness and assessment of conviction rates for use to evaluate DUI strategies in place throughout the state.

Results

- Analyzed crash records and produced individual reports for specific law enforcement agencies. These reports helped agencies in their programming and resource allocations related to traffic safety.
- Analyzed and interpreted driver record data to validate arrest and conviction data for accuracy, completeness, and assessment of conviction rates.
- An evaluation of the North Dakota's implied consent law was conducted. The analysis compared North Dakota's laws, sanctions and administrative processes for suspending or revoking the driver's license of impaired drivers with four neighboring states. This analysis provided NDDOT information that can be used to improve our process.

Events Coordination – ID1510-09

Budget Expended: \$13,331

DUI Enforcement Training

North Dakota is seeing an increase in driving while under the influence of drugs (DUI-D) resulting in additional training needs for law enforcement to develop skills to assure effective enforcement, prosecution, and adjudication of DUI-D offenders.

The Safety Division will provide training materials such as books and duplication of handouts for Standardized Field Sobriety Testing (SFST) (Full Course, Instructor Course and Refresher Course).



Results

Drug Recognition Expert (DRE) Program

- In FFY 2015, there were 142 DRE enforcement evaluations completed.

- The Safety Division continues to commit resources to support law enforcement to become Drug Recognition Experts (DREs). There are currently 47 certified DREs in North Dakota and seven DRE instructors. The instructors provide Advanced Roadside Impaired Driving Enforcement (ARIDE) training statewide annually.
- Several DREs attended the DRE Annual Conference, which is supported by the local agencies. The conference provides information on partnering with prosecutors, case preparation for the toxicologist, the effects of various drugs (marijuana, methamphetamine, dextromethorphan, etc.), and updates on the latest policies and procedures, innovative technology, and research.
- Three DRE Instructors attended the Denver Green Lab DRE Edition training in Colorado. The oil-boom in North Dakota has brought many changes to North Dakota including the amount of illegal drugs. The DRE instructors were able to glean valuable information from the workshop that they were able to pass along to other officers will be useful to our DRE officers in the state.

Advanced Roadside Impaired Driving Enforcement (ARIDE)

- The Advanced Roadside Impaired Driving Enforcement (ARIDE) training was held depending on the needs of the law enforcement agencies during FFY 2015, with approximately 140 law enforcement officers being trained in advanced drug enforcement. ARIDE is an intermediary level of training.

North Dakota's Strategic Highway Safety Plan Impaired Driving Strategies — Other Funds Budget Expended: \$0

Project Description

The North Dakota SHSP identifies the following impaired driving strategies that will be pursued through the SHSP implementation by stakeholders beginning in FFY 2015 and using other state and federal resources, yet to be determined.

Conduct a comprehensive assessment of impaired driving laws to strengthen administrative license sanctions and criminal penalties against best practices and recommend impaired driving policy changes.

Included in this assessment will be the following key elements:

- Extend/strengthen administrative license suspension of DUI offenders including first-time offenders.
- Continue to research and determine the best sanctions for impaired drivers.
- Remove the option of BAC test refusal or establish stronger penalties for BAC test refusal than for test failure. (Note: NDs DUI law effective July 1, 2013 criminalized the refusal. Also, based on federal court ruling states cannot remove the option of refusal.)



- Impose increased penalties for a 0.15 BAC and higher. (Note: Through the passage of North Dakota's DUI law in 2013, DUI offenders with a BAC of 0.16 will receive more stringent sanctions.)
- Strengthen impaired driving detection and public perceived risk of arrest in rural communities and on local roads by expanding the use of sobriety checkpoints during high visibility saturation patrols to combat impaired driving.
- Apply holistic or ecological approaches (via persons, families, cultures, communities, and policies) to create a cultural awareness of risk and to educate the motoring public during high visibility enforcement campaigns.
- Conduct highly publicized compliance checks and training for alcohol retailers and merchants to reduce sales to underage persons.
- Conduct public outreach on accessible safe-ride alternative transportation services during highvisibility enforcement campaigns.

Results

- The Traffic Injury Research Foundation (TIRF) conducted an analysis of North Dakota's current laws and policies to determine the steps needed to implement an Ignition Interlock program. The results from this analysis will be used to determine the policy and laws and structure that is needed.
- High visibility enforcement and saturated media continue to be a priority.
- Strategic Prevention Framework State Incentive Grant (SPF-SIG) funding is being utilized to expand and enhance the current server training program in North Dakota.
- Public information and education pertaining to alternatives rides and compliance checks and server training continues to be a priority and is conducted by agencies who participate in these programs.

Accomplishments

Through the efforts of the NDDOT, grantees, and traffic safety partners throughout the state, the following traffic safety activity was accomplished through the in FFY 2015.

- Applied for and received funding through NHTSA under the new federal requirements of MAP-21 (Moving Ahead for Progress in the 21st Century) – the federal transportation bill – for the following grant programs to support traffic safety programming statewide. These grants totaled \$3,714,535 in new funds for FFY 2015.
 - o Section 402, *Highway Safety Programs*
 - o Section 405(b), *Occupant Protection Low Belt Use*
 - o Section 405(c), *Data Program*
 - o Section 405(d), *Impaired Driving High Fatality*
- Coordinated Year 5 of a sustained, multi-agency impaired driving law enforcement crackdown to decrease alcohol-related motor vehicle fatalities.
- Continued to conduct quarterly *Click It or Ticket* high visibility enforcement campaigns to increase seat belt use in North Dakota.
- Completed significant data analysis and evaluated several programs to determine program improvements for more targeted, effective programming in subsequent years.
- Developed new media ad campaigns to sustain traffic safety messages to the public.
- Provided resources to law enforcement to increase the number of Advanced Roadside Impaired Driving Enforcement (ARIDE) training and Drug Recognition Experts (DREs) in the state to improve the identification, arrest, and prosecution of drug-impaired drivers.
- Provided continued grant support to the North Dakota Driver and Traffic Safety Education Association (NDDTSEA) to advance driver education in the state. And, obtained funding support through private sector businesses for the purchase of in-car video used to record teen driving experiences for use in classroom activities such as simulated driving situations, situational awareness, movies, discussion and role-playing.
- Conducted the annual Traffic Safety Partners Summit. The Summit provides training and resources to law enforcement, engineers, EMS and educational professionals. An awards banquet was held acknowledge law enforcement officers, media, and citizens for their contributions to traffic safety. The banquet was sponsored by Oxy Oil and Gas and AAA.
- Conducted traffic safety outreach to young drivers through the annual *Ford Driving Skills for Life* event.
- Provided grant funds in support of tribal outreach through public information and education activities. Grants were provided to Three Affiliated Tribes and Turtle Mountain Band of Chippewa for Tribal Community Traffic Safety Programs.

- Provided grant funds to the North Dakota Association of Counties to provide outreach through public information and education activities to county-level leadership and employees.
- Promoted Parents LEAD (Listen, Educate, Ask, Discuss), an underage drinking prevention program for parents or caregivers that provides resources and information to assist them to prevent underage alcohol consumption. The program is jointly administered between four state agencies: the NDDOT, the North Dakota University System, the North Dakota Department of Human Services, and North Dakota State University Extension Service.
- Deployed electronic crash reporting software, TraCS (Traffic and Criminal Software), to law enforcement agencies statewide. To date, 89 law enforcement agencies, including the North Dakota Highway Patrol, are using TraCS for crash reporting and 100 percent of those agencies have been upgraded to TraCS 10.0. North Dakota currently receives about 90 percent of all crash reports electronically. Currently two tribes have TraCS available for crash reporting and the other two have expressed interest in using TraCS. There are 68 agencies using the citation module within TraCS and all agencies have access to the electronic Report and Notice form.
- Continued to participate as the lead stakeholder in North Dakota's Strategic Highway Safety Plan (SHSP) and the resultant Local Road Safety Program to develop plans for each county in North Dakota that identify priority traffic safety emphasis areas and evidence-based, low-costs strategies for implementation.
- Conducted overtime enforcement efforts for the enforcement of North Dakota's Distracted Driving law. Agencies were solicited to participate in this enforcement effort to address the use of electronic devices while driving.
- Continued the use of the media tag, *Code for the Road. Follow the Rules. Follow the Law* to be utilized as the umbrella message for the SHSP statewide efforts. Media campaigns for occupant protection, aggressive driving, and impaired driving have been developed using this tag. This tag is designed to empower the driving public to follow the rules and drive safely.

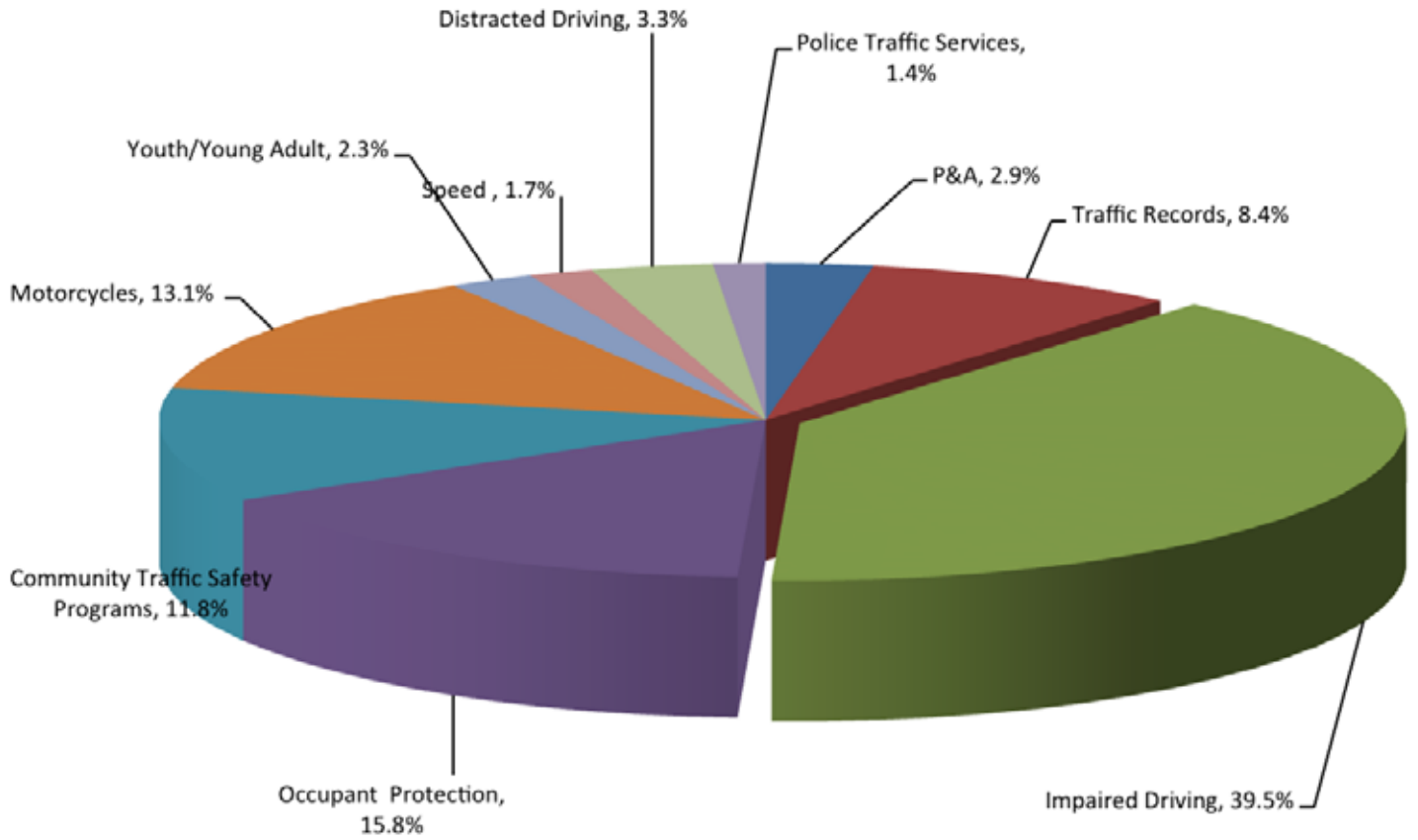
Challenges

The Safety Division will be faced with the following challenges in FFY 2016.

- North Dakota's motor vehicle fatalities had continued to increase due to an increase in population and vehicle miles traveled as a result of oil production in the state. In 2014, there were 135 fatalities in the state. While this number is lower than 2012 it is more fatalities than we have historically experienced.
- With the increase in the number of fatalities in recent years. It is critical for the state to better coordinate the 4E areas (education, enforcement, engineering, and EMS) and to adopt more stringent traffic safety legislation to drastically deter behavioral traffic safety issues.
- North Dakota was again one of 10 states in the nation with the highest rate of alcohol-related crash fatalities based on the most recent data (2014) from the national Fatality Analysis Reporting System (FARS). North Dakota has been a high-fatality rate state for the past five data years.
- About two-thirds of motor vehicle fatalities in North Dakota are unbelted at the time of the crash. And, this statistic has held constant over many years. It will be difficult to impact seat belt use beyond status quo without more stringent seat belt use laws, increased fines for lack of seat belt use, and substantial increases in funds to expand OP programming.
- Male pickup-truck drivers aged 18-34 continue to have the lowest seat belt use rates in the state.
- Teen drivers accounted for 13.2 percent of fatal crashes in North Dakota in 2014, which is a 5.0 percent increase from 2013 and nearly 17.7 percent injury crashes in 2014.
- The number of registered motorcycles in North Dakota increased by 3.8 percent over from 2013 to 2014. As a result, motorcycle crashes continue to increase resulting in a need to expand the reach of motorcycle safety courses throughout the state.
- North Dakota's Native American population continues to be disproportionately impacted by fatal crashes. Native Americans account for 5.4 percent of North Dakota's population but about 18 percent of the state's total crash fatalities over the past five years.
- The use of electronic devices while driving is of great concern nationally and in North Dakota as well. However, North Dakota crash data does not yet identify the use of electronic devices as a significant factor in motor vehicle fatalities or serious injuries. This is due, to some degree, to underreporting. But, in the absence of supporting data, it is difficult to justify and commit significant resources to address the problem.
- Interim continuing resolution obligation limitations make it difficult to assure traffic safety projects are funded without interruption.

Financial Summary

Figure 1 shows expenditures by program area as a portion of total FFY 2015 expenditures.



Media Calendar

2015-2016 NDDOT Media Calendar

