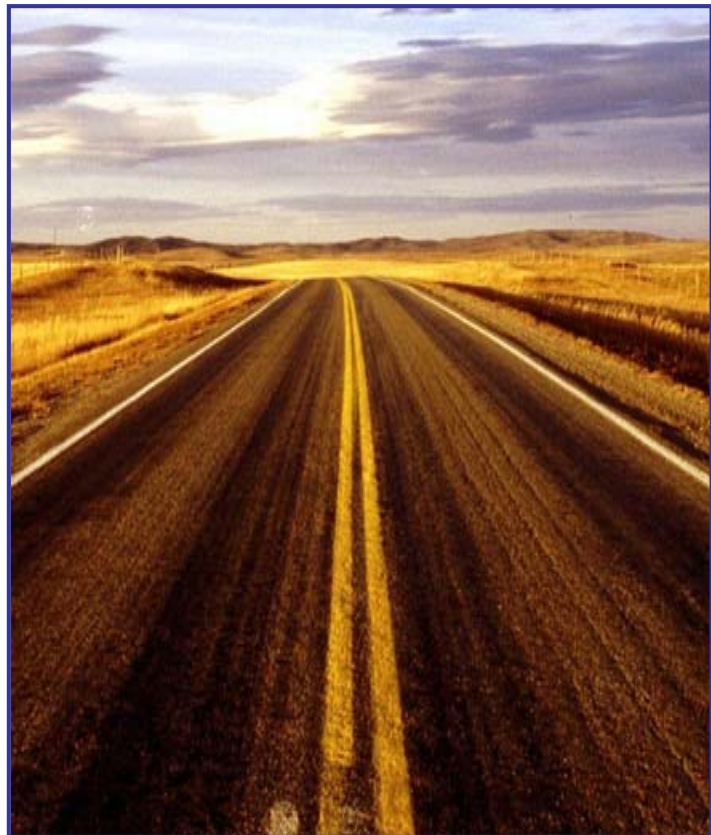


FY 2007

**STATE OF NORTH
DAKOTA**



Highway Safety

Annual Report

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Crash Data / Trends

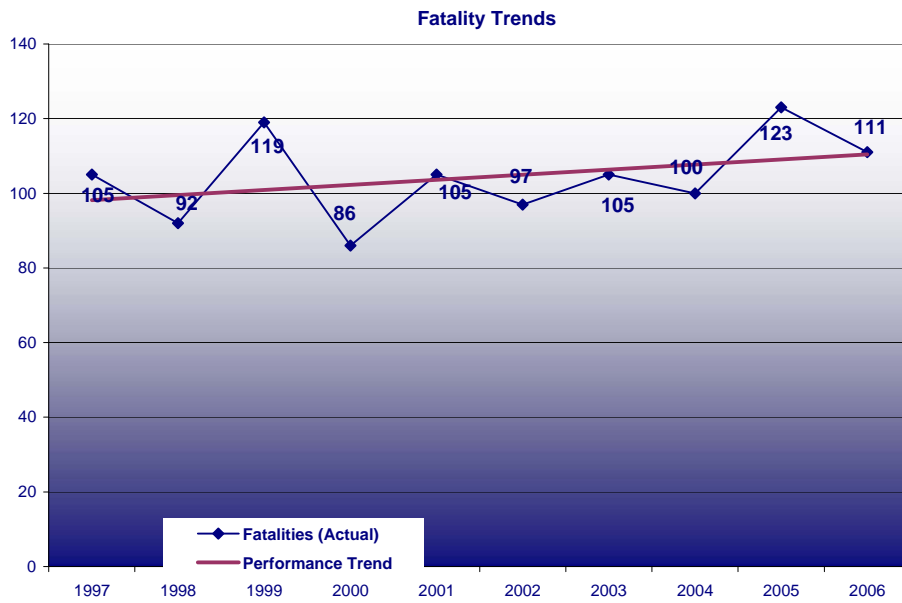
	Baseline Data 1997-1998				Progress Report Data 1999-2006					
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatalities (Actual)	105	92	119	86	105	97	105	100	123	111
Fatality Rate/100 million VMT	1.51	1.30	1.68	1.22	1.48	1.37	1.44	1.34	1.65	1.45
Injuries (Actual)	5,900	4,917	4,962	4,619	4,608	4,886	4,817	4,611	4,360	4,141
Injury Rate/100 million VMT	84.98	69.32	69.88	65.42	65.05	68.88	66.08	61.98	58.59	54.03
Injury Crashes (Actual)	3,984	3,394	3,312	3,153	3,129	3,252	3,244	2,701	2,735	2,701
Total Crash Rate	239.98	203.34	203.22	205.74	208.34	227.15	227.05	227.48	212.15	196.94
Alcohol Related Fatalities	47	43	58	42	52	48	53	38	56	47
Percentage of Alcohol Related Fatalities	44.8%	46.7%	48.7%	35.3%	49.5%	49.5%	50.5%	38.0%	45.5%	42.3%
Total Number of Motorcycle Crashes	122	118	112	91	123	143	163	175	240	217
Percent of Population Using Safety Belts*		46.7%	47.7%	57.9%	63.4%	63.7%	67.4%	76.3%	79.0%	82.2%

* Survey methodology before 1999 was not comparable to current methods

Performance Goals and Trends

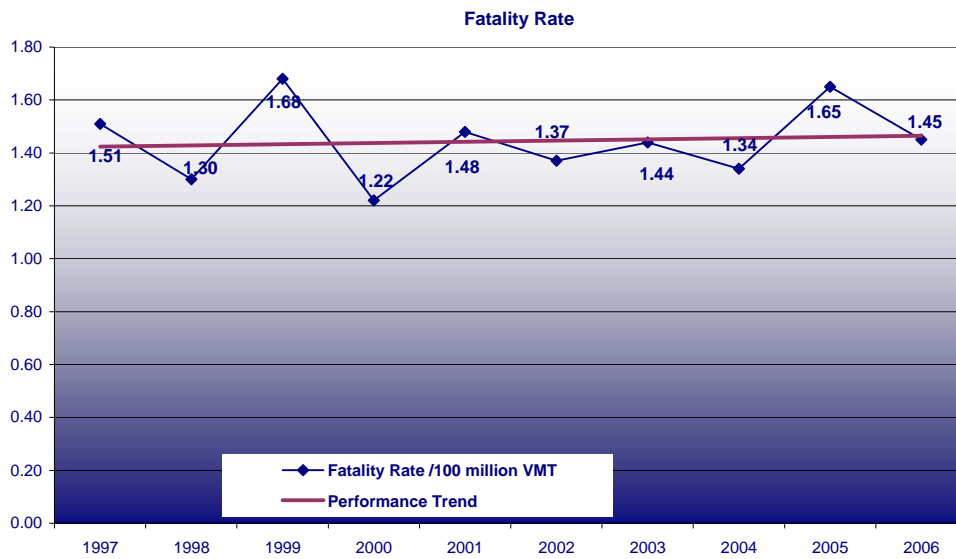
Goal: Fatalities
Baseline

Reduce Fatalities
Baseline Data 1997-2006



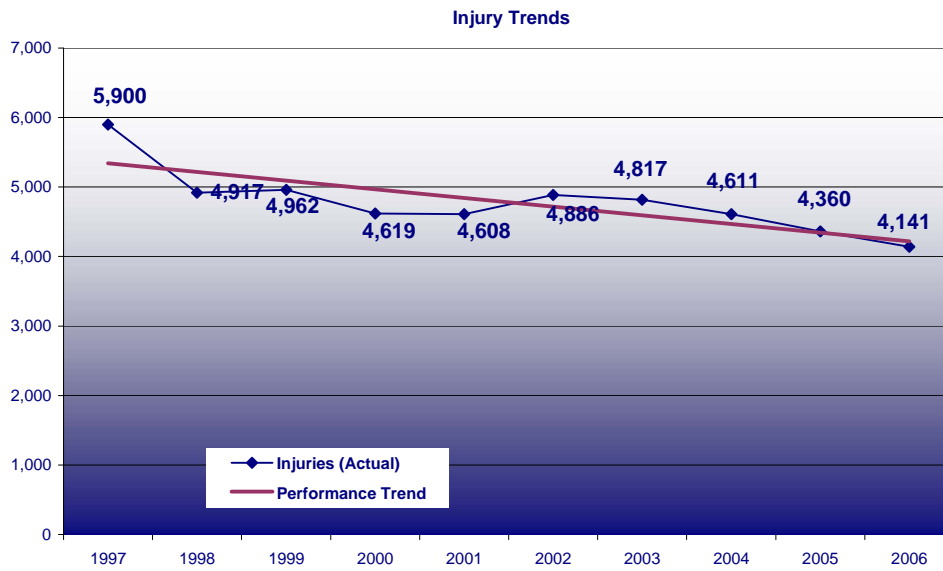
Goal: Fatality Rate/VMT
Baseline

Reduce Fatality Rate
Baseline Data - 1997-2006



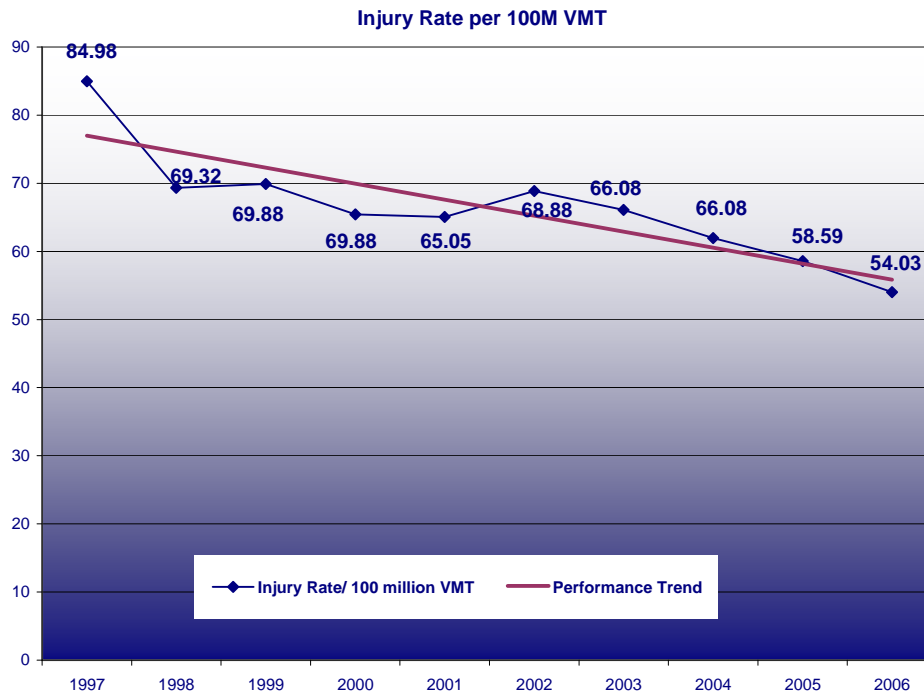
Goal: Injuries (Actual)
Baseline

Reduce Injuries
Baseline Data - 1997-2006



Goal: Injury Rate/VMT
Baseline

Maintain Downward Trend in Injury Rate
Baseline Data - 1997-2006

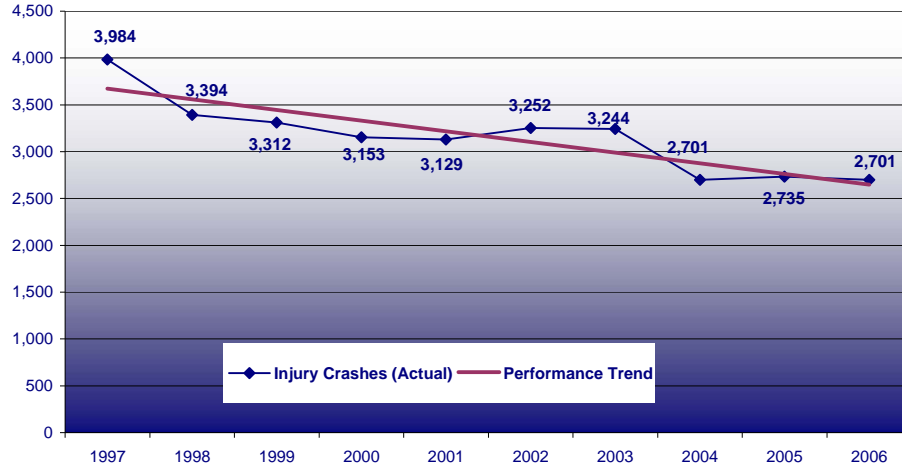


**Goal: Injury Crashes
Baseline**

Maintain Downward Trend on Injury Crashes

Baseline Data - 1997-2006

Injury Crashes



**Goal: Total Crash Rate/100 VMT
Baseline**

Reduce Crash Rate

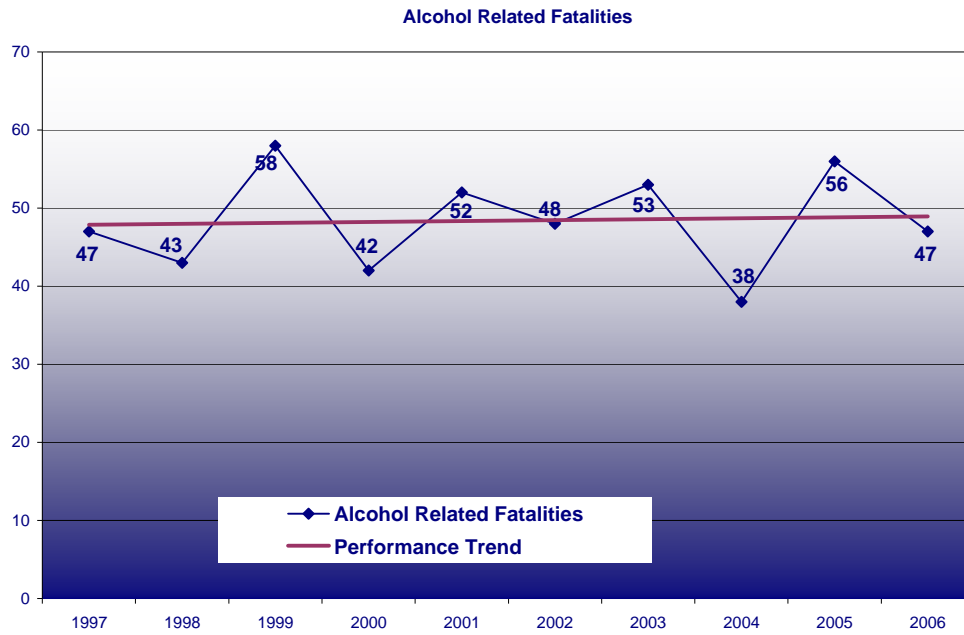
Baseline Data - 1997-2006

Total Crash Rate/100 Million VMT



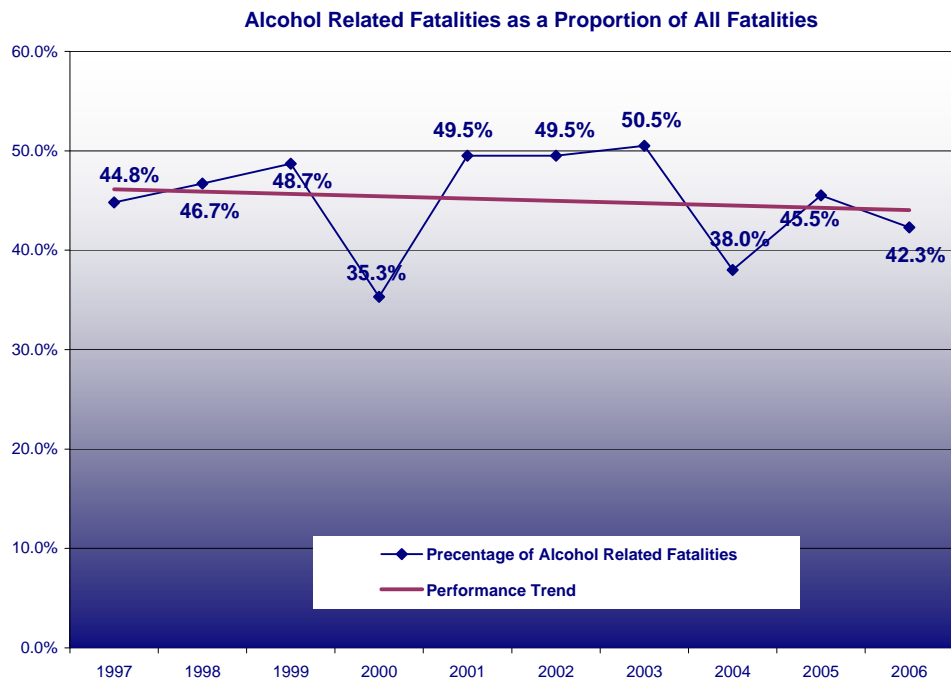
Goal: Alcohol-related Fatalities
Baseline

Reduce Alcohol Related Fatalities
Baseline Data - 1997-2006



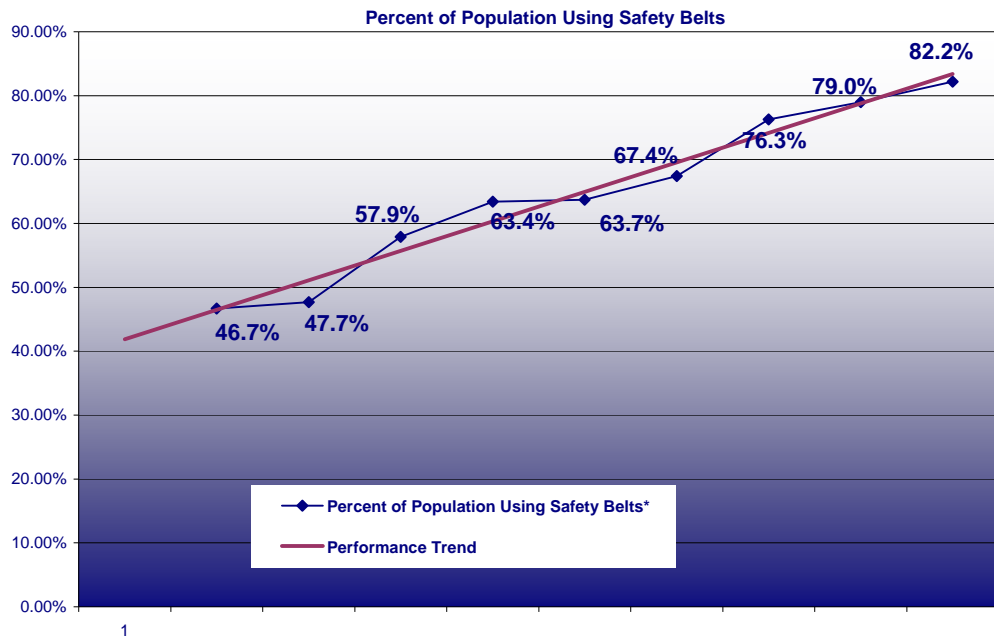
Goal: Alcohol Fatality Proportion
Baseline

Maintain Downward Trend on % of Alcohol Related Fatalities
Baseline Data - 1997-2006



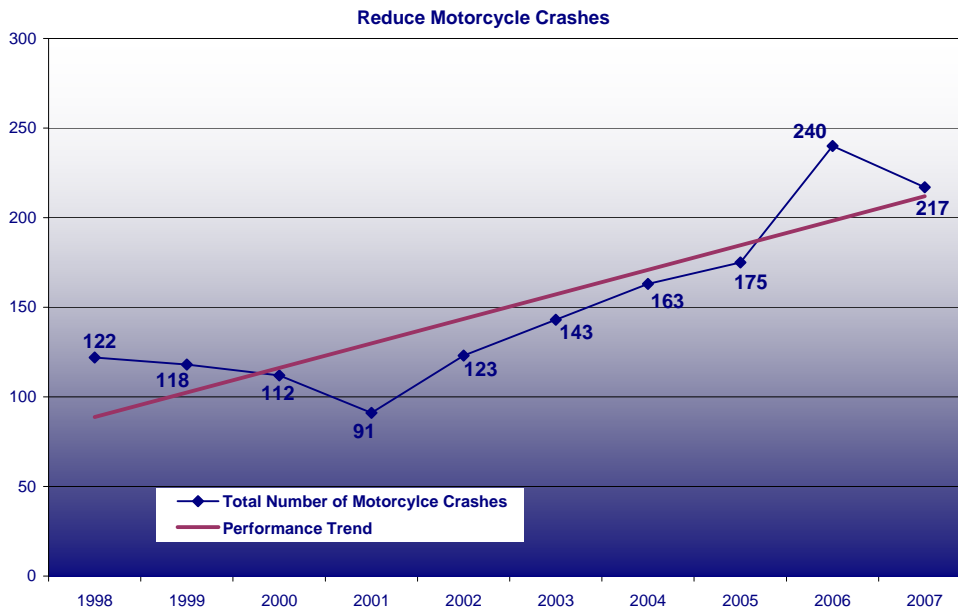
Goal: Safety Belt Use
Baseline

Maintain Steady Increase in Safety Belt Use
Baseline Data - 1999-2007

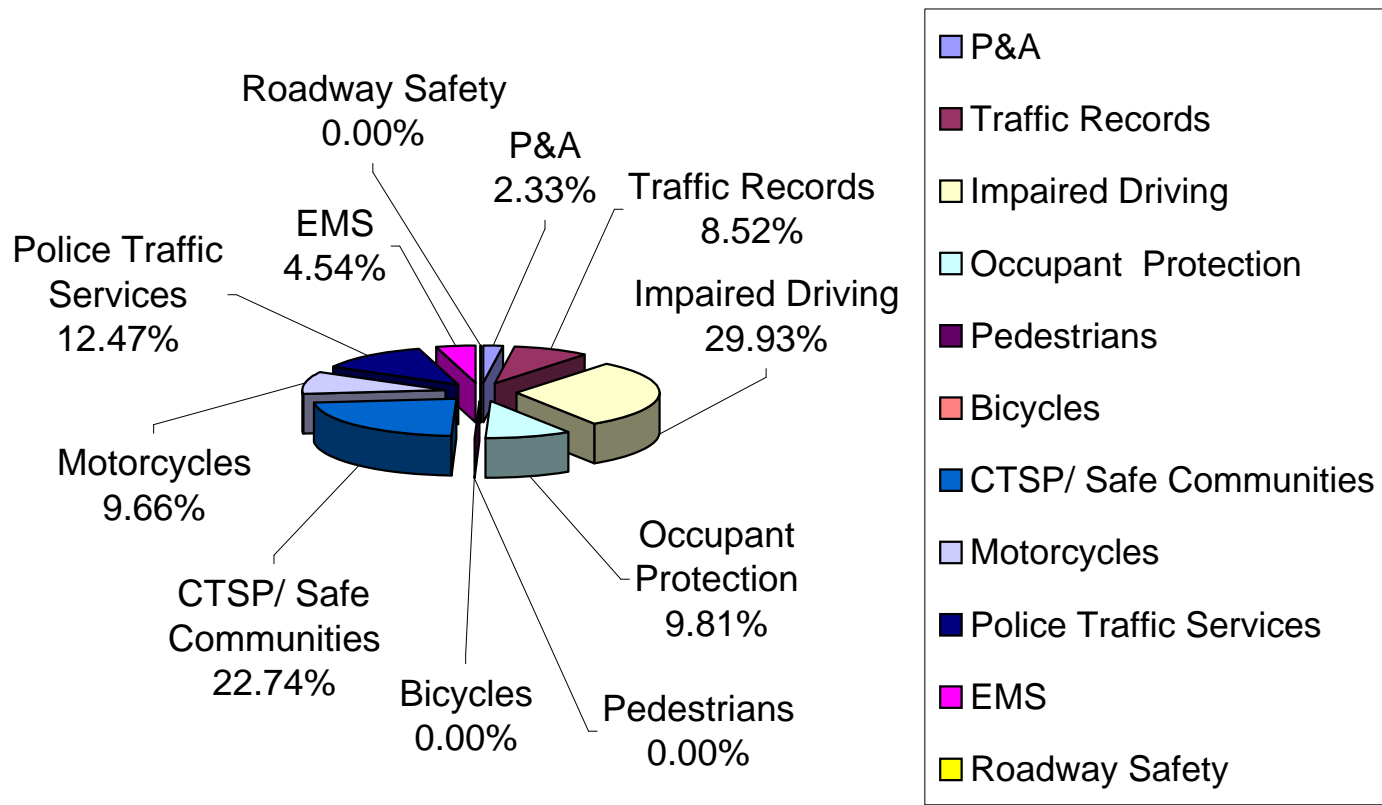


Goal: Motorcycle Crashes
Baseline

Reduce Number of Motorcycle Crashes
Baseline Data - 1997-2006



Financial Summary										
	402	410	157 Inc	408	State	163	164	2010	Total	% of Total
P&A	\$42,291	\$19,422							\$61,713	2.3%
Traffic Records	\$0			\$140,957		\$85,070			\$226,027	8.5%
Impaired Driving	\$121,647	\$565,505	\$49,404				\$57,696		\$794,252	29.9%
Occupant Protection	\$260,416								\$260,416	9.8%
Pedestrians	\$0								\$0	0.0%
Bicycles	\$0								\$0	0.0%
CTSP/ Safe Communities	\$603,439								\$603,439	22.7%
Motorcycles	\$18,134				\$238,316			\$96,329	\$256,450	9.7%
Police Traffic Services	\$330,960								\$330,960	12.5%
EMS	\$120,609								\$120,609	4.5%
Roadway Safety	\$0								\$0	0.0%
TOTAL	\$1,497,496	\$584,927	\$49,404	\$140,957	\$238,316	\$85,070	\$57,696	\$96,329	\$2,653,866	100.00%



**North Dakota Department of Transportation (NDDOT)
Office of Traffic Safety (OTS)
Fiscal Year (FY) 2007 Annual Report**

PERFORMANCE GOALS AND TRENDS

The charts on pages 2-6 of this document show North Dakota's progress in meeting established performance measures identified in the FY 2007 (October 1, 2006-September 30, 2007) Highway Safety Plan (HSP).

The charts show a negative trend increase in motor vehicle fatalities, alcohol-related fatalities, and motorcycle crashes. There is a positive trend increase in North Dakota's seat belt use rate.

The charts also show a positive trend decrease in motor vehicle injury crashes, injuries, the injury rate per 100 million vehicle miles traveled (VMT) and the total crash rate per 100 million VMT.

FY 2007 ACCOMPLISHMENTS

1. Increased statewide seat belt use to 82.2 percent – the highest use rate in North Dakota's history (Source: *2007 Survey of Seat Belt Use in North Dakota*, June 2007).
2. Completed an 18-month National Highway Traffic Safety Administration (NHTSA) Section 403 (S403) *Western Multi-State Low Belt Use* demonstration project that resulted in a substantial increase in seat belt use in the four priority counties in which it was conducted.
3. Applied for and received Year 2 funding for the following grant programs:
 - Section 410 (S410), *Alcohol Incentive*
 - Section 408 (S408), *Traffic Safety Information System Improvement*
 - Section 2010 (S2010), *Motorcycle Safety Incentive*
4. Established a part-time Traffic Safety Resource Prosecutor (TSRP) contract position to provide training, technical assistance and resources to prosecutors on a statewide basis related to the effective prosecution of Driving Under the Influence (DUI) cases.
5. Developed and implemented the First Offender Assistance Program (FOAP). FOAP provides technical assistance and education to first-time DUI offenders to assist them with reinstatement of their drivers license within applicable state laws. FOAP case managers encourage alcohol evaluation and completion of appropriate alcohol treatment as a component of the case management process.

6. Completed a NHTSA assessment of North Dakota's Standard Field Sobriety Testing (SFST) program. Recommendations from the assessment will be implemented in FY 2008.
7. Continued TraCS (Traffic and Criminal Software) deployment and TraCS enhancements to law enforcement agencies on a statewide basis. To date, 26 law enforcement agencies, including the North Dakota Highway Patrol (NDHP), are using TraCS. As a result, 42 percent of crash reports received by the OTS are submitted electronically.
8. Maintained a five-year average fatality rate (1.45 fatalities per 100 million VMT) below the national average (1.49 per 100 million VMT).

FY 2007 PROGRAM SUMMARIES

A. IMPAIRED DRIVING

1. Objective(s)

Reduce alcohol-related fatalities in North Dakota through prevention, education, and enforcement activities.

2. Noteworthy Programs

High Visibility Enforcement

The OTS entered into contracts with 20 of the larger city and county law enforcement agencies and the North Dakota Highway Patrol (NDHP) to conduct impaired driving enforcement activities including saturation patrols and sobriety checkpoints through FY 2007. Agencies were required to participate in the national **Drunk Driving Over the Limit. Under Arrest.** campaign conducted over the Labor Day and the Christmas/New Year holiday and to conduct quarterly high visibility enforcement (HVE) activities scheduled around high-risk community events.

The NDHP conducted 13 sobriety checkpoints (as the lead agency) and committed 1,325 overtime hours to saturation patrols. The cities of Bismarck, Fargo, Grand Forks, Dickinson, Wahpeton, Minot, Mandan, West Fargo, and Valley City, along with the counties of Burleigh, Cass, Grand Forks, Richland, Pembina, Bottineau, Ward, Stark, Morton, and Williams, participated in saturation patrols. All agencies combined for a total of 3,318 overtime hours and 596 alcohol-related citations through the year.

Fargo Police Department (PD) conducted nine sobriety checkpoints (as the lead agency). The Fargo PD collaborated with the Fargo District Highway Patrol and Mothers Against Drunk Drivers (MADD) to conduct these checkpoints. The Fargo PD continues to receive support from the media, and the checkpoints were very successful to deter drinking and driving. Survey cards handed out at the checkpoint showed

support from the public for the Fargo PD's efforts. The Fargo PD made 13 DUI arrests through the checkpoint activities. Data collected by the Fargo PD shows that the checkpoints appear to be deterring impaired driving; fewer DUIs were issued during checkpoints in FY 2007 than FY 2006.

The Three Affiliated Tribes (TAT) COPS FAST Program committed the most overtime hours (207 hours), followed by Stark County (149 hours). TAT was the only tribe conducting impaired driving enforcement under contract with the OTS in FY 2007. With the transfer of TAT's law enforcement from the Bureau of Indian Affairs (BIA) to the tribe, TAT has notified the OTS that they will increase impaired driving enforcement efforts in FY 2008.

Other Alcohol Countermeasures

The following agencies received funds through the OTS to conduct alcohol compliance checks and server training programs through FY 2007: (1) Bismarck PD, (2) Jamestown PD, (3) Mandan PD, and (4) Burleigh County Sheriff's Office (SO). Other communities conduct server training as required through city or county ordinances (communities include Dickinson, Fargo, Grand Forks and Williston).

The OTS entered into a contract with a marketing firm to develop a Roll Call DVD for law enforcement entitled, "*Spot and Stop*." The DVD informs law enforcement about new security features on the North Dakota drivers license and identification card to facilitate law enforcement's recognition of fake identification cards to reduce access to alcohol by minors.

The Head of the Red Safe Communities (HRSC) in Richland County developed a Victim Impact Panel (VIP) program in partnership with the Safe Communities Coalition of the Red River Valley which operates a self-sufficient VIP program. The HRSC will conduct VIPs in FY 2008.

Two Safe Communities programs in North Dakota each purchased a **S**imulated **I**mpaired **D**riving **E**xperience (SIDNE) through funds received outside of the OTS. The SIDNE is a battery-powered vehicle that simulates the effects of impairment from alcohol or other drugs on a motorist's ability to drive. SIDNEs are intended for use at schools and other locations to educate drivers and/or soon to be drivers. The Safe Communities coordinators have trained several law enforcement officers and coalition members to operate the SIDNE to conduct SIDNE events in their communities. The SIDNE is rented through the Safe Communities programs to generate funds to assist the Safe Communities to become self-sustainable. To-date, roughly over 1,500 North Dakotans have participated in SIDNE events.

Each Students Against Destructive Decisions (SADD) chapter statewide conducted a traffic safety event including either a mock car crash, "*Grim Reaper Day*," or a seat belt awareness project. Many of the high school SADD students go on to assist to form and expand the college/university College SADD Initiative (CSI) program. SADD has

received support from the North Dakota Higher Education Consortium for Substance Abuse Prevention for the expansion of SADD chapters on college/university campuses. The college/university CSI program is currently in 50 percent of the higher education facilities.

The North Dakota Higher Education Consortium for Substance Abuse Prevention received funds through the OTS to conduct a project targeted to the parents of college/university freshman. The project involved the development of a handbook entitled, "*A Parent Handbook for Talking with Teens About Alcohol Before They Enter College.*" The handbook was mailed to the parents of incoming freshman through several colleges/universities throughout the state. A quantitative analysis of the project is underway with results available in the first quarter of FY 2008.

The OTS conducted the Fourth Annual Statewide Alcohol Forum in Bismarck on February 21-22, 2007. The Forum focused on building bridges between community coalitions, law enforcement, and college/university campuses. There were approximately 75 participants. National speakers, including Carl McDonald, National Law Enforcement Initiative Coordinator for Mothers Against Drunk Driving (MADD), presented issues and interventions related to alcohol. Local presenters, including Dr. Karin Walton, Director of the North Dakota Higher Education Consortium for Substance Abuse, shared successful program information within their communities. "Hot Topic" sessions included underage drinking solutions, effects of prescription drugs, easy program evaluation, emerging issues with DUIs, *Cops and Docs*, project marketing, resident assistant peer mentoring, and working with the North Dakota Hospitality Association and local beverage retailers. Participants were also able to network and share program ideas.

The Drug Recognition Expert (DRE) program continued through FY 2007. There are 21 certified DREs in North Dakota (six new DREs) and a DRE instructor with the NDHP. Several DREs attended the DRE Annual Conference in Las Vegas, July 31-August 2, 2007. The conference provided information on partnering with prosecutors, case preparation for the toxicologist, the affects of various drugs (marijuana, meth, dextromethorphan, etc.), and updates on the latest policies/procedures, innovative technology and research.

The Crime Laboratory Division, Toxicology Section, of the North Dakota Attorney General's Office, was funded through the OTS to purchase four *Intoxilyzer 8000s*. The *Intoxilyzer 8000* is a portable evidentiary unit that is designed to be used during sobriety checkpoints and enables officers to process impaired motorists on-site. Two analysts attended the *Intoxilyzer 8000* training in Owensboro, Kentucky, and are now qualified to repair, calibrate, and certify the *Intoxilyzer 8000* for North Dakota. Also purchased were 120 SD5 preliminary breath test (PBT) screening devices. The SD5 is easier to operate, calibrate, and maintain in the field and will enable the upgrade of existing technology in the field.

Funds provided by the North Dakota Department of Human Services, Office of Juvenile Justice and Delinquency Prevention (OJJDP), allowed some law enforcement agencies to deter underage drinking through: “*Cops ‘n Shops*,” shoulder taps, and saturation patrols aimed at underage drinkers.

3. Future Strategies

- Continue with HVE of impaired driving through:
 - Participation in the national ***Drunk Driving. Over the Limit. Under Arrest.*** campaign conducted over Labor Day and the Christmas/New Year holiday.
 - Overtime grants to law enforcement to conduct quarterly impaired driving enforcement activity including saturation patrols, sobriety checkpoints, compliance checks and server training.
 - Increased contracts with local law enforcement agencies that have historically not participated in impaired driving enforcement to further deter impaired driving through greater HVE on a statewide basis.
- Conduct Rural Law Enforcement Summits to orientate new law enforcement agencies under contract with the OTS to grant management and effective impaired driving enforcement techniques. Rural Law Enforcement Summits will be conducted in partnership with NHTSA and MADD and will be held in Bismarck and Fargo respectively on January 16 and 17, 2008.
- Build capacity within the state’s alcohol server training program to conduct the training on a statewide basis in partnership with local law enforcement and Safe Communities programs. Capacity-building activities will include the development of: (1) materials to market the benefits of server training to bar owners, (2) updated server training curriculum, resources and certification cards, and (3) a tool kit for communities to use to educate their city and county council members about the benefit of alcohol enforcement programs including server training, saturation patrols, sobriety checkpoints, and compliance checks.
- Continue to fund community-based impaired driving prevention programs through Safe Communities programs and colleges/universities.
- Develop a strategic plan to identify appropriate traffic safety intervention on North Dakota’s Native American reservations. The strategic plan will be developed in partnership with a liaison agency and a Tribal Advisory Committee convened for this purpose. The strategic plan will identify data-driven goals, objectives and interventions to be implemented to achieve the goals.
- Actively participate as a member of the Governor’s Prevention Advisory Council and the State Epidemiological Outcomes Workgroup (SEOW) to identify gaps and leverage prevention resources on a statewide basis to deter underage drinking, alcohol abuse, impaired driving and other alcohol-related consequences.
- Provide law enforcement with equipment grants to purchase in-car video or digital surveillance units to facilitate enforcement and adjudication of impaired driving offenders.

- Conduct the Fifth Annual Statewide Alcohol Forum on February 20-21, 2008, to provide professionals involved in alcohol prevention efforts in the state with technical assistance and resources related to proven prevention strategies.
- Build capacity within the Traffic Safety Resource Prosecutor (TSRP) program to provide further technical assistance and resources to law enforcement and judicial partners on a statewide basis to more effectively prosecute impaired-driving cases.

B. OCCUPANT PROTECTION

Statewide public information and education (PI&E) programs continued to promote and emphasize the importance of occupant protection (OP). Statewide activities paralleled and complemented national campaigns during special emphasis periods. North Dakota's ***Click It or Ticket*** campaign served as the primary PI&E vehicle for seat belt programs.

1. Objective(s)

Increase statewide awareness, enforcement and correct use of occupant protection devices.

2. Noteworthy Programs

North Dakota's ***Click It or Ticket*** (May Mobilization) campaign included 21 law enforcement agencies working the HVE period on a statewide basis. The agencies included city and county law enforcement agencies and the NDHP. Participating agencies accounted for just 13 percent of the total number of law enforcement agencies in the state but covered 50 percent of the statewide population. The agencies worked 2,690 hours of overtime and issued a total of 3,448 citations (1.28 citations per hour) with 1,419 OP citations issued (0.53 citations per hour). LoAnn's Marketing, Inc. was under contract to coordinate the paid and earned media associated with May Mobilization. Media placement exceeded NHTSA's recommended Gross Rating Point (GRP) level of six hundred. Combined overall media resulted in 2,627 GRPs. A total of \$94,747 of negotiated in-kind match and waived agency discounts enhanced the paid media.

In September 2007, the OTS completed participation in NHTSA's S403 *Western Multi-State Low Belt Use* 18-month demonstration project. The project goal was to increase the seat belt use rate for motorists within North Dakota by concentrating on selected counties that had the greatest potential for increasing the overall use rate. Four priority counties were selected to participate; and two counties were used as comparison counties for evaluation purposes. Project activity included enforcement and media (both paid and earned) with five week-long HVE campaigns conducted from March 2006 through May 2007. Safe Communities programs in the priority counties developed local campaigns to further distribute the seat belt use message. Quantitative evaluation through observational seat belt surveys indicated that priority counties consistently

demonstrated a higher use rate than did the comparison counties and the priority counties also had an overall higher increase in seatbelt use from the beginning of the demonstration grant to the end of the project.

The OTS continued its partnership with the North Dakota Department of Health (NDDH), Safe Communities programs, and state and local law enforcement agencies to increase seat belt use rates statewide. OP program activities included increased public awareness and promotion of proper use of OP devices through routine distribution of education materials. The NDDH, under contract with the OTS, provided technical assistance and resources to the public related to child restraint devices and North Dakota's child passenger safety (CPS) law. OP partners completed various media interviews with radio, television, and news media on these OP issues.

The CPS 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). FY 2007 activities were as follows:

- Supported CPS Month activities by developing and distributing educational materials and resources to over 80 agencies reaching approximately 33,995 individuals.
- Provided ongoing education about CPS by making available a variety of materials, audiovisual aids, exhibits, etc., and encouraging their use by integrating child transportation as a part of routine agency activities; i.e., WIC, immunizations, pre-school screenings, etc.
- Continued the **Boost, Then Buckle** campaign to encourage the use of booster seats for children from 40 to 80 pounds.
- Provided car seats and supplies to local agencies to distribute to families in their communities. A total of 1,718 car seats were purchased including 842 convertible seats, 546 combination seats, 228 backless boosters, 92 infant seats and 10 modified EZ-On vests. The seats were provided to 41 distribution programs. Provided car seats to four Native American reservations and one Indian Health Service (IHS) unit in the state to distribute to families. Approximately \$10,000 worth of car seats was distributed to the reservations and IHS. Spirit Lake, Three Affiliated Tribes, Turtle Mountain, and Standing Rock reservations received 46 each, and Trenton Service Area received 48 car seats.
- Coordinated car safety seat checkups throughout the state. The NDDH assisted with 91 car seat checkups, inspecting 1,460 car seats.
- Provided a variety of child passenger safety workshops and courses throughout the state. Three, 32-hour NHTSA standardized courses were conducted with 50 participants attending and 48 completing all requirements. Twenty-one other workshops were conducted throughout the state with over 700 participants attending.
- Purchased supplies to use for training and car seat checks.
- Assisted certified CPS technicians to maintain their certification with one additional certified technician becoming a CPS-certified instructor this project period.

- Purchased the Classroom Performance System to enhance the NHTSA Standardized CPS courses.
- Completed a report entitled, “How North Dakota Children Ride.”
- Conducted a self-reported, multiple choice survey to measure occupant protection practices and attitudes from children ages eight through 12 (tweens).

This year, North Dakota SADD completed a seat belt project that included development of a video and peer-facilitated lesson for newly-licensed drivers that addresses seat belt use and distracted driving. This lesson was implemented by more than half of the SADD chapters statewide.

The OTS partnered with the NDDH to promote the OP Rally “Buckle for Life” on November 8-9, 2006. Approximately 70 individuals participated. National speakers and presentations, included: (1) Charles Satterfield, Public Information Officer for the State Highway Safety Office in Vermont, presented material about how to reach, teach and enforce OP, (2) Carol Bufton, President of the Minnesota Safety Council, presented information on MN’s statewide coalition and their work to advance a primary seat belt law, and (3) Richard Malone, Senior Deputy Medical Investigator for New Mexico, presented “Choosing to Live: Wearing Your Seat Belt Can Save Your Life.” Local presenters shared successful community programs.

3. Future Strategies

- Complete a NHTSA assessment of North Dakota’s OP program and implement appropriate recommendations from the assessment.
- Participate in the national **Click It or Ticket** campaign (May Mobilization) in FY 2008.
- Conduct outreach to counties bordering *Safe Communities* programs to develop and participate in OP projects.
- Develop a strategic plan to identify appropriate traffic safety intervention on North Dakota’s Native American reservations. The strategic plan will be developed in partnership with a liaison agency and a Tribal Advisory Committee convened for this purpose. The strategic plan will identify data-driven goals, objectives and interventions to be implemented to achieve the goals.

C. POLICE TRAFFIC SERVICES

The North Dakota Peace Officer’s Association (NDPOA) Traffic Safety Committee is involved in an advisory capacity related to the Police Traffic Services (PTS) program area. The committee is composed of nine state and local law enforcement officers from around the state and provides the OTS: (1) technical assistance regarding enforcement or related activities, and (2) review of equipment and enforcement grant proposals submitted by state and local law enforcement agencies with recommendations on grant recipients and award amounts.

1. Objective(s)

Support North Dakota law enforcement agencies to reduce traffic violations and crashes and to promote traffic safety.

2. Noteworthy Programs

During FY 2007, the NDPOA Traffic Safety Committee granted nine radar contracts to as many law enforcement agencies.

The ASSISTS (Alcohol, Seatbelt, and Speed Intervention to Support Traffic Safety) incentive program entered its' second year. ASSISTS recognizes law enforcement agencies for extraordinary efforts in traffic safety. Agencies submit an application documenting their efforts in enforcement, media, public information and education, and continued training of staff. The applications are reviewed by OTS staff. The OTS presented three ASSISTS awards in FY 2007. The awards were presented to the following law enforcement agencies during city council meetings in January 2007: (1) Rolla PD, (2) Devils Lake PD, and (3) Grafton PD. The ASSISTS incentive program will continue in FY 2008.

Funds were used to support law enforcement attendance at enforcement-related conferences. North Dakota's law enforcement liaison (LEL) attended the Western States Law Enforcement Liaison Summit in Denver, CO on February 7-8, 2007.

North Dakota's LEL, Capt. Mike Argall of the Cass County Sheriff's Office, works on an informal basis (i.e., not under contract with the OTS) to gain support from city and county law enforcement agencies to conduct traffic safety activities within their jurisdiction. Capt. Argall addresses various concerns with the agencies including whether they have the staff to commit to traffic safety or whether they have support from their city or county commissioners to conduct enforcement programs. Capt. Argall promotes the ASSISTS incentive program to agencies that are not under contract with the OTS to encourage them to conduct various traffic safety activities for recognition through the program. Capt. Argall has made several contacts in the eastern part of the state with Chiefs in Mayville, Lisbon and Hillsboro and Sheriffs in Traill and Ransom counties. Each Chief and Sheriff was amenable to the information provided by the LEL. The informal arrangement between the OTS and Capt. Argall to provide LEL services without cost to the OTS speaks to the dedication of Cass County Sheriff's Office, and many other law enforcement agencies throughout the state, and their commitment to traffic safety. Capt. Argall plans to increase his contacts with law enforcement agencies throughout the state in FY 2008.

The OTS requested and received a NHTSA assessment of the Standard Field Sobriety Testing (SFST) program in July 2007. Some of the priority recommendations from the SFST assessment included: (1) establish a state SFST coordination function to manage and maintain the North Dakota SFST program, (2) establish a multi-disciplinary group to serve in an advisory capacity to the state, (3) recommend the creation of

processes to provide SFST updates to instructors and practitioners every two years, (4) ensure the current NHTSA/International Association of Chiefs of Police (IACP) SFST curriculum is in use, (5) recommend that officers working state-funded impaired driving enforcement activities be trained in accordance with established standards of the NHTSA/IACP SFST curriculum, (6) recommend the establishment of a communication network at the state level for the exchange and dissemination of information among law enforcement, highway safety, and prosecutors regarding impaired driving issues, and (7) recommend the participation of prosecutors in providing training to academy recruits and during in-service training to address issues related to impaired driving to enhance the quality of understanding and application of techniques in the detection, investigation, and documentation of impaired driving cases. These recommendations will be implemented in FY 2008.

3. Future Strategies

- Continue to provide funding for law enforcement to purchase equipment needed to conduct speed enforcement, seat belt, and child restraint enforcement.
- S402 funds have been allocated to support speed management interventions including HVE in FY 2008. OTS will enter into contracts with law enforcement agencies to conduct a HVE campaign in September 2008. The national ***Obey the Sign or Pay the Fine*** campaign slogan will be used.
- Further develop and market the ASSISTS incentive program.
- Provide training to law enforcement pertinent to enforcement and adjudication of traffic safety laws.

D. EMERGENCY MEDICAL SERVICES

Emergency Medical Services (EMS) projects are implemented by the NDDH Division of Emergency Medical Services (DEMS). DEMS staff provide training, testing, and certification for EMS personnel statewide.

Training EMS providers poses challenges. Ninety-five percent of EMS providers are volunteers resulting in a high level of attrition. With North Dakota's population decreasing and shifting from rural to urban areas, there are fewer people in the potential pool of volunteers to staff rural EMS services. Also, volunteers in rural areas tend to be older.

1. Objective(s)

Provide support and training for North Dakota's Emergency Response System.

2. Noteworthy Programs

The following courses were conducted in FY 2007:

North Dakota Automobile Extrication (NDAE) Course

First Responder Course
Emergency Medical Technician-Basic (EMT-B) Course
Emergency Medical Technician-Intermediate (EMT-I) Course
Emergency Medical Technician-Paramedic (EMT-P) Course
Emergency Medical Services (EMS) Instructor Course
Emergency Vehicles Operations (EVO) Course

Depending upon the level of the course, a local or centralized practical examination test site is prepared. On January 1, 2007, a computer-based testing (CBT) exam was adapted, and three sites were set up. CBT will replace the written test and offers more convenience for the individual taking the test and a more secure testing method. CBT has improved the delivery of cognitive examinations and additional test sites are expected to be established in 2008.

The Emergency Medical Services Advisory Committee (EMSAC), formed in late 2003, met in 2007 to discuss: (1) the scope of practice for North Dakota EMS providers, (2) multi-lumen vs. King airways, (3) administrative rule changes, and (4) distribution of the training grant funding appropriated through the legislature. An EMSAC Strategic Planning Subcommittee was formed to develop a process for distribution of funds to be awarded to ambulance services in the form of staffing grants.

The EMSAC continues to be a valuable asset to determine goals and direction for EMS in North Dakota.

In FY 2007, the OTS provided funds to DEMS to support a full-time data analyst position to manage EMS system data including the North Dakota Trauma Registry and the Statewide Online Ambulance Reporting (SOAR) system. This allows the OTS and traffic safety partners improved access to EMS systems data that is accurate, complete and timely. This position is funded through NHTSA S408 funds.

3. Future Strategies

- Continue to provide funds to DEMS to support the training of EMS providers on a statewide basis and for the data analyst position.

E. TRAFFIC RECORDS

Traffic safety intervention is based on accurate, timely, and complete traffic records. Traffic crash data includes crash and drivers license records which is reviewed for emerging problems and issues on an ongoing basis. Access to the crash records and the capability to query multiple factors simultaneously is necessary to conduct effective crash trend analyses.

1. Objective(s)

Analyze and use state, regional and local crash data to determine appropriate traffic safety intervention.

Establish and maintain accurate, reliable, and consistent data collection, analysis, and reporting processes.

2. Noteworthy Programs

The Traffic Records Coordinating Committee (TRCC) continued to work toward the objectives of the Traffic Records Strategic Plan (Plan). The Plan was revised and approved by the TRCC following the Traffic Records Assessment (TRA) completed in March 2006 with the majority of the significant recommendations from the TRA incorporated into the Plan. The revised Plan includes projects to address timeliness, accuracy, completeness, uniformity, integration, and accessibility of the Crash Reporting System (CRS), driver system, vehicle system, adjudication/court system, roadway information quality system, and injury surveillance system.

TraCS (Traffic and Criminal Software), North Dakota's electronic crash reporting system, deployment continued through FY 2007. The OTS worked with Affinity Global Solutions (AGS), an information technology vendor, to install TraCS software, train officers and administrative staff, and support the installation of TraCS for several law enforcement agencies in FY 2007.

- In October 2006, TraCs software was installed and training was provided to the traffic section of the Fargo PD. Additional training was provided to the Fargo PD in June 2007, allowing an additional 15 officers to use TraCS.
- In February 2007, the Incident Location Tool (ILT) software was provided to each agency using TraCS. The ILT will provide more accurate crash location reporting.
- In August 2007, TraCS software was installed and training was provided to: (1) Rolla PD, (2) Rolette County SO, (3) Renville County SO, and (4) Bottineau County SO
- The electronic citation module within TraCs was developed during this contract period. The electronic citation module will be pilot-tested with Burleigh County Sheriff's Office prior to deployment to all TraCS agencies. Testing will begin in early FY 2008.

North Dakota currently has 26 law enforcement agencies using TraCS to electronically submit crash reports to the OTS. Approximately 42 percent of all crash reports received by the OTS are electronic.

In June 2006, the OTS published the *North Dakota 2006 Crash Summary* which consolidates and replaces prior crash analysis documents (i.e., *North Dakota Crash Facts* and *North Dakota Traffic Trends*) into a single comprehensive analysis of annual and historical crash data in North Dakota. This document has been an invaluable

reference for the OTS and traffic safety partners for program identification, planning, evaluation, and media inquiries. The document is available on the NDDOT Web site at: <http://www.dot.nd.gov/divisions/dlts/tsmanuals.htm>.

3. Future Strategies

- Continue with quarterly meetings of the TRCC.
- Continue with enhancements to CRS to provide timely reporting, via electronic submission.
- Continue to implement projects from the Traffic Records Strategic Plan, with immediate focus on a project to convert the NDDOT's current node-based crash location to a Geographic Information System (GIS)-based location system. This will assure more accurate crash locations. Five years of historical crash data will be converted from node to GIS locations.

F. MOTORCYCLE SAFETY

The Motorcycle Safety program exists to keep North Dakota's highways safe for motorcyclists. The OTS contracts with ABATE of North Dakota, Inc., to administer a comprehensive, statewide Motorcycle Safety program and coordinate local and mobile motorcycle training courses as needed. The Motorcycle Safety program helps motorcyclists, who participate in the safety course, develop skills and attitudes that help them reduce their risk while riding their motorcycles.

1. Objective(s)

To provide training and education programs to motorcyclists to decrease motorcycle crashes, injuries and fatalities in North Dakota.

2. Noteworthy Programs

Rider coach preparation and update courses were provided in FY 2007. ABATE employed 30 rider coaches statewide. The rider coaches taught 225 courses with a total of 2,193 students. Ten dollars from each motorcycle registration went to the state's motorcycle education fund, which fully supports the cost of motorcycle training courses.

During the riding season, ABATE continued to promote May as "Motorcycle Safety and Awareness Month" by integrating a motorcycle safety message into a traffic safety campaign. ABATE worked with MidContinent Communications and secured over \$200,000 in contributions to promote this campaign.

LoAnn's Marketing worked with ABATE to promote the "Share the Road" campaign. Midcontinent Cable aired the television spot from the campaign. "Share the Road" campaign posters were designed to let people know that motorcyclists come from all walks of life.

ABATE established new training sites in the Minot, Fargo, Grand Forks, and Devils Lake areas and secured two new trailers to transport the motorcycle fleet. ABATE partnered with the North Dakota National Guard (NDNG) and integrated a pilot program for military personnel to meet their U.S Department of Defense (DOD) requirements. The program allowed the NDNG to achieve record numbers for motorcycle training of their personnel and has been reviewed with great enthusiasm from the National Headquarters in Washington D.C. ABATE is in the process of working on an agenda with the NDNG for several marketing and safety campaigns. The NDNG has opened Camp Grafton Post to conduct the education program.

During the 2007 riding season, eight additional rider coaches were trained and a total of 16 new motorcycles were added to the fleet. Ten of the motorcycles were donated by the NDNG and have the NDNG logo wrap on them (Figure 1) and are divided between the permanent sites. One motorcycle will be used as a touring display to promote motorcycle safety. ABATE continued to show their commitment to the program by contributing a total of \$109,950 in-kind funding.

Figure 1



3. Future Strategies

- Apply for Year 3 of NHTSA's S2010 incentive grant for motorcycle programs to reduce the number of single- and multi-vehicle crashes involving motorcyclists.
- Continue the "Share the Road" awareness campaign during the FY 2008 riding season.
- Build capacity to serve additional participants in the training courses by adding motorcycles to the fleet.

G. SAFE COMMUNITIES

Traffic safety is advanced at the local level through a network of community-based Safe Communities coalitions.

1. Objective(s)

Promote and support community-based, traffic safety and injury prevention networks and programs.

2. Noteworthy Programs

Safe Communities programs have proven to be very successful in advancing traffic safety and injury-prevention messages in North Dakota. Safe Communities programs are data-driven, evaluation-based and incorporate seven elements of a Safe Community into their processes: (1) use of multiple data sources, (2) citizen involvement, (3) expanded partnerships, (4) comprehensive injury prevention and control, (5) program planning, (6) program effectiveness, and (7) self-sufficiency. Data is gathered, priorities addressing problem areas are determined, and solutions are delivered through grassroots efforts of local citizens serving on Safe Communities coalitions. This program ownership has helped develop the local capacity required to conduct statewide and local traffic safety projects. In North Dakota, there are eight regional and three county-based Safe Communities programs serving the following counties:

1. **Southwest Coalition of Safe Communities** – Stark, Dunn, Billings, Golden Valley, Slope, Bowman, Adams, and Hettinger
2. **Region I Safe Communities Coalition** – Williams, Divide, and McKenzie
3. **Region 7 Safe & Drug Free Communities Coalition (Region VII)** – Burleigh, Morton, Oliver, Mercer, McLean, Sheridan, Kidder, Emmons, Sioux, and Grant
4. **Safe Communities of North Central North Dakota** – Ward & Bottineau
5. **Jamestown Safe Communities Coalition** – Stutsman and Wells
6. **Region III Safe Communities** – Rolette, Towner, Cavalier, Ramsey, Benson, and Eddy
7. **Sheyenne Valley Safe Communities** – Barnes, Griggs, Steele, and Ransom
8. **Northern Valley Safe Communities** – Grand Forks, Nelson, Walsh, and Pembina
9. **Safe Communities Coalition of the Red River Valley** – Cass
10. **Traill County** – Traill
11. **Head of the Red Safe Communities** – Richland

Safe Communities programs are supported through the OTS with technical assistance and resources. The OTS also contracts with DLN Consulting to provide consultation and outreach coordination to each Safe Communities coordinator and coalition.

Emphasis is placed on data collection and analysis, council development, citizen involvement, and program planning and evaluation.

The North Dakota Safe Communities Web site, www.safecommunities.org, is an increasingly popular site that is gaining more features and users. This Web site is mainly used by Safe Communities' coordinators, coalition members, and injury prevention professionals.

3. Future Strategies

- Expand Safe Communities programs to cover every county in North Dakota.
- Complete a statewide focus group study of males aged 21-34 regarding their knowledge, attitude, behaviors, and beliefs about impaired driving and occupant protection. Focus group results will be used to guide program development at the local level to assure programs are effectively reaching this population. The focus groups were conducted in FY 2007 with the results to be published in the first quarter of FY 2008.
- Safe Communities programs will develop a partnership with five SADD chapters in North Dakota.
- Develop partnerships with four Indian Reservations.
- Complete a medical services cost study, in partnership with the Upper Great Plains Transportation Institute's Rural Transportation Safety and Security Center, to determine the cost of motor vehicle injuries and fatalities on private and public health insurance payors in North Dakota, particularly Medicaid. The results of the study will be used to inform legislators about the impact of motor vehicle crashes on the state's Medicaid program, which already accounts for one-third of the state's budget. The cost study may be the impetus for legislators to consider the benefit of passing a primary seat belt law in North Dakota.

H. MEDIA

1. Objective(s)

To increase public awareness related to traffic safety problems – primarily impaired driving and occupant protection.

Paid and Earned Media

Paid media is an integral part of the impaired driving and OP programs. The seat belt use rate in North Dakota increased from 79.0 percent in 2006 to 82.2 percent in 2007 – the highest seat belt use rate in North Dakota's history. The increase is attributed to the ***Click it or Ticket*** campaign and other OP programs operating statewide.

The OTS used NHTSA's ***Drunk Driving. Over the Limit. Under Arrest.*** campaign theme for national impaired driving HVE events conducted in FY 2007.

As the primary enforcement messages in North Dakota, ***Click It or Ticket*** and ***Drunk Driving. Over the Limit. Under Arrest.*** were used during HVE periods throughout FY 2007. The following social-norming messages were used during non-enforcement periods:

- ***Buzzed Driving is Drunk Driving.***
- ***You Are the One.***
- ***Buckle Up. Every Trip. Every Time.***

Media buys and in-kind match were negotiated based on the promotional strategy and target audience identified by NHTSA and/or the OTS. For example, male pickup truck drivers aged 18-34 in North Dakota have low seat belt use and higher impaired driving rates than other populations. This group was a target for many of the media campaigns conducted through FY 2007.

All media purchase decisions were based on Nielson, Arbitron, and Scarborough ratings, as well as counsel from NHTSA and the OTS.

Through FY 2007, the OTS' marketing consultant, LoAnn's Marketing, Inc., developed various promotions, partnerships, and materials to be used by the OTS and their traffic safety partners during the following campaign periods in FY 2007:

Event	Dates	Message	Campaign Type
National Drunk and Drugged Driving (3D) Prevention Month	December 1-31, 2006	<i>You Are the One.</i>	Impaired driving – social-norming
National Holiday Crackdown	December 15, 2006-January 1, 2007	<i>Drunk Driving. Over the Limit. Under Arrest.</i>	Impaired driving – enforcement
Super Bowl	January 28-February 4, 2007	<i>You Are the One.</i>	Impaired driving – social norming
St. Patrick's Day	March 12-18, 2007	<i>Buzzed Driving is Drunk Driving.</i>	Impaired driving – social-norming
4 th of July	June 25-July 7, 2007	<i>You Are the One.</i>	Impaired driving – social-norming
National Labor Day Crackdown	August 17-September 3, 2007	<i>Drunk Driving. Over the Limit. Under Arrest.</i>	Impaired driving – enforcement
National Memorial Day Mobilization	May 7-20, 2007	<i>Click It or Ticket.</i>	Occupant protection – enforcement

Resources and promotional materials were developed by LoAnn's Marketing, Inc. and provided to traffic safety partners in order to maintain a consistent message throughout statewide traffic safety initiatives. The Safe Communities programs and many others

benefit from the numerous resources available and partnerships developed through these campaigns.

LoAnn's Marketing, Inc. and the OTS worked with Safe Communities programs, law enforcement and other traffic safety partners statewide to gain earned media in support of traffic safety campaigns through PSAs, news releases, news conferences, live radio or television remotes, and other earned media activities.

Click It or Ticket.

In-kind partnerships developed for the 2007 Memorial Day Mobilization valued \$78,014.98. The enhanced total value of media buy for Memorial Day Mobilization was nearly 100 percent.

A. Media Buy:	\$ 95,411.75
B. Negotiated In-kind Match:	78,014.98
C. Waived Agency Discounts:	<u>16,731.94</u>
D. Total Value of Media Buy:	<u>\$190,158.67</u>

Drunk Driving. Over the Limit. Under Arrest. and other Impaired Driving Campaigns

In-kind partnerships developed for the FY 2007 impaired driving campaigns valued \$71,038.90. The enhanced total value of media buy for these campaigns was 90 percent.

A. Media Buy:	\$ 94,717.74
B. Negotiated In-kind Match:	71,038.90
C. Waived Agency Discounts:	<u>15,650.80</u>
D. Total Value of Media Buy:	<u>\$181,407.44</u>

You Are the One Campaign

The "You Are the One" campaign was launched in FY 2007 during Drunk and Drugged Driving Prevention Month (3D Month). The campaign included paid/earned media (television and radio) and print materials (three-part poster series, table tent and keychain) supporting the media.

"You Are the One" was developed as a social-norming message and utilized the "Friends Don't Let Friends Drive Drunk" nationally-recognized tagline. The campaign message encouraged individuals to "take the keys...call a cab...friends don't let friends drive drunk."

The campaign received top honors from several organizations, including the North Dakota Professional Communicators. Due to the volume of positive feedback, the "You Are the One" promotional tools were used throughout several other identified social-norming periods. The campaign posters and keychain are shown below:



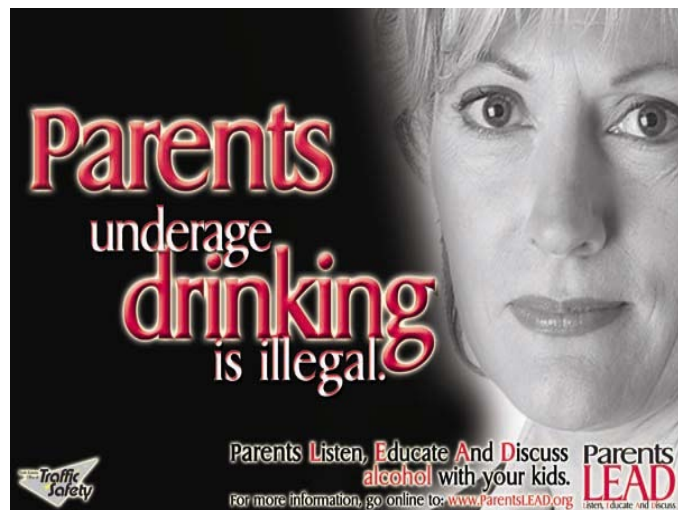
Parents LEAD (Listen, Educate And Discuss Alcohol with Your Kids)

The Parents LEAD (Listen, Educate, and Discuss Alcohol) program was developed by the OTS and LoAnn's Marketing, Inc., and launched in FY 2005. Parents LEAD continued through FY 2007. The program provides parents/adults with resources and information on how to candidly discuss the dangers and consequences of underage drinking and alcohol poisoning.

It is proven that parents are the greatest influence on their kids' perceptions, attitudes, behaviors and beliefs. It is important that parents understand the risks and support a zero tolerance policy regarding underage drinking.

The Parents LEAD Program conducted two promotions during FY 2007 – a spring promotion (April 9-29, 2007) and a fall promotion (August 15-September 30, 2007). The promotions included network television advertising, as well as in-kind display advertisements distributed to statewide partners.

The Parents LEAD spokesperson, Anne Buchanan, whose son died of alcohol poisoning, made



presentations at 11 North Dakota schools through FY 2007.

Throughout the past two years Parents LEAD has secured partnerships with and support from nearly 20 organizations/businesses statewide, including: BlueCross BlueShield of North Dakota, North Dakota Association of Insurance and Financial Advisors, North Dakota Council of Educational Leaders, North Dakota Department of Instruction and more.

The Parents LEAD program received 22 requests for information on the dangers and consequences of underage drinking and/or over consumption in FY 2007.

The program also operates a Parents LEAD program Web site (<http://www.parentslead.org>) that provides additional information for parents, teachers and the public.

Other Campaign Materials

Examples of materials from various campaigns are shown below.



I. NOTEWORTHY PROGRAMS

1. CLICK IT OR TICKET WITH DONNY SCHATZ

Target Group

18 to 44 year old males

Program Area

Occupant Protection

Problem Statement

North Dakota males aged 18-44 are among the lowest seat belt users. New and innovative methods must be sought to engage this audience in a solution to this problem.

Objective(s)

Increase seat belt use among males aged 18-44.

Strategies

Donny Schatz is a “World of Outlaws” champion sprint car driver who grew up in Minot, N.D., and now calls Fargo, N.D., home. The Safe Communities coordinators in Minot and Fargo developed a plan to collaborate with Schatz to reach 18- to 44-year-old males in Minot (Ward County) and Fargo (Cass County) with the “buckle-up” message. The plan included the development of a public service announcement (PSA) and materials to use in conjunction with the national ***Click It or Ticket*** campaign.

Radio and TV PSAs were developed and distributed to all radio stations, local news channels, and Cable stations in Ward and Cass counties. Seat belt pledges were developed and placed on the back of the National Sprint Car race schedule. Schatz attended live radio remotes and news conferences in both counties to deliver the seat belt message. Fans were encouraged to sign the seatbelt pledges and Schatz signed his autograph on each one (Figure 2). Posters were developed and distributed in each county.

Students from schools in both counties attended respective press conferences, and all were able to sign seat belt pledges and receive Schatz’s autograph. Nodak Speedway in Minot gave away 200 free race event tickets and free carwash vouchers were given away in Fargo.

Figure 2



Results

- The seat belt pledges were kept in the forefront of fans' minds because of the placement on the schedule and Schatz's autograph.
- Due to Schatz's travel schedule, the **Click It Or Ticket** message and seat belt pledge were delivered to race fans across the nation.
- Due to this and other campaigns, seatbelt use in these two counties and across the state, increased.

Cost

The OTS contributed \$1,000 toward the costs associated with printing materials.

Participating Safe Communities programs contributed a total of \$654.

In-kind donations included: Donny Schatz and Public Relations (PR) manager time and travel expenses, footage for TV PSA, graphic design of poster and pledge cards, Red River Valley Speedway, Nodak Speedway, radio stations and newspapers in both counties, and many others.

Funding Source

Safe Communities Coalition of the Red River Valley funds from Victim Impact Panel (VIP) program.

Contact Information

Name: Robyn Litke
Title: Safe Communities Coalition of the Red River Valley
Agency: Fargo Cass Public Health
Phone Number: 701-241-1341
Email: rlitke@cityoffargo.com

Name: Kristen Partlow
Title: Safe Communities of North Central
Dakota
Agency: City of Minot
Phone Number: 701-839-0488
Email: safecity@web.ci.minot.nd.us

2. NORTH DAKOTA RED RIVER VALLEY SAFE COMMUNITIES AND MINNESOTA SAFE AND SOBER DEVELOP A PUBLIC EDUCATION PROJECT

Target Group

Residents of legal drinking age

Program Area

Impaired Driving

Problem Statement

Young adults continue to be over-represented in motor vehicle injuries, especially those that are alcohol-related and those where seat belts are not worn. New and innovative methods must be sought to keep this audience engaged in the solution to this problem.

Objective(s)

Obtain earned media to educate the public about 0.08 blood alcohol content (BAC) and drunk driving enforcement to reduce alcohol-related traffic crash injuries and fatalities.

Strategies

HVE is proven to deter impaired driving. The Safe Communities Coalition of the Red River Valley in collaboration with the Minnesota Safe & Sober developed a public education project to publicize the Safe & Sober overtime enforcement. They also sought to focus public attention on the 0.08 BAC standards for the DUI arrests. The event was kicked off with a press conference with the Safe Communities, law enforcement, and the county attorney.

A mock roadway was set up at the Clay County, MN, overflow parking lot. Media representatives were provided with an adult multi-sport helmet and fatal vision goggles. Law enforcement officials accompanied media representatives as they attempted to maneuver a golf cart through the mock course. The fatal vision goggles simulate the effects of driving while impaired. The reporters demonstrated difficulty maintaining control as well as road departure. One reporter even managed to tip his cart slightly.

The project was a successful collaboration of local community agencies and law enforcement efforts to provide community education on impaired driving. Law enforcement agency representatives from both states were available to respond to participant questions.

Results

The campaign brought new partnerships to the coalition and enhanced media awareness to traffic safety issues.

Cost

Costs vary from community to community.

Funding Source

Local match for Safe Communities Coalition of the Red River Valley

Contact Information

Name: Robyn Litke
Title: Safe Communities Coalition of the Red River Valley
Agency: Fargo Cass Public Health
Phone Number: 701-241-1341
Email: rlitke@cityoffargo.com

3. CAR SEAT SAFETY CHECK MARKETING PLAN

Target Group

New parents and day care providers

Program Area

Occupant Protection – Child Passenger Safety

Problem Statement

Motor vehicle crashes are the leading cause of death for North Dakota children after their first year of life.

Objective(s)

Enhance attendance at car seat checks, create a database for car seat mailings, determine correct use rate, and increase the proper use and installation of car safety seats.

Strategies

Car Safety Seat Check records showed that few people were taking advantage of the quarterly car seat checks in the region. In order to accomplish a greater turnout for these checks, and to make sure more seats were properly installed, marketing and advertising plans were developed.

A postcard was designed to advertise the car seat checks and mailed at the lower postage rate. A list of the day care providers in the region was acquired. All day care providers were sent a letter and postcards and were asked to share the postcards with parents. The newspapers are checked daily for baby announcements and the address of the baby's parents is found, if possible. Each new parent is sent a postcard inviting them to the next Car Safety Seat Check.

Results

More people attended the car safety seat checks. Attendance has doubled in the sites where the postcards were used. New partnerships were established with day care providers who pass along the information to parents about car seat checks.

Cost

Less than \$50.00 per child Safety Seat Check.

Funding Source

Region III Safe Communities

Contact Information

Name: Kimberly Lemieux
Title: Region III Safe Communities
Agency: Rolette County Public Health
Phone Number: 701-477-5646
Email: klemieux@nd.gov

3. Future Strategies

- Pursue additional funds to support the cost of additional HVE campaigns, particularly HVE for OP to move seat belt use rate beyond the current 82.2 percent.
- Continue to support public information and education campaigns developed through Safe Communities. Outreach through Safe Communities has been extremely effective in advancing traffic safety messages and reaching rural populations.

J. LOOKING TO THE FUTURE

CHALLENGES

The OTS will be faced with the following challenges in FY 2008.

1. North Dakota is number ten of ten states in the nation with the **highest rate of alcohol-related crash fatalities** (based on FY 2005 FARS data). North Dakota is likely to maintain this position in FY 2008 (based on FY 2006 FARS data).
2. North Dakota may not qualify for FY 2008 S410 *Alcohol Incentive* funds due to an inability to meet the required eligibility criterion. This will drastically impair the state's ability to decrease alcohol-related crashes and fatalities.
3. North Dakota's seat belt use rate was observed to be 82.2 percent in 2007; the highest seat belt use rate in North Dakota's history and a 3.2 percent increase from 2006. However, North Dakota remains below the national average and with the end of the NHTSA S403 demonstration grant to increase seat belt use, it will be difficult for North Dakota to maintain or increase seat belt use beyond the current rate.
4. Male pickup-truck drivers aged 18-34 continue to have the lowest seat belt use rates in the state. And, pickup-trucks are the second-highest type of vehicle involved in fatal crashes in North Dakota.
5. In 2006, two-thirds of fatal-crash victims were not wearing a seat belt at the time of the crash.
6. Motorcycle crashes continue to increase resulting in a need for additional motorcycle safety courses. The number of registered motorcycles in North Dakota increased by 11 percent from 2005 to 2006.
7. North Dakota's Native American population continues to be disproportionately affected by fatal crashes. Native Americans account for less than 5 percent of North Dakota's population but about 15-20 percent of the state's total crash fatalities (over the past five years).

8. Up to seventy-five percent of manual crash report forms submitted by law enforcement have errors. The OTS will develop and provide training to law enforcement related to completing crash reports correctly. This training and continued deployment of TraCS should decrease staff resources committed to editing and data entry of crash reports.
9. Over the past ten years, deer crashes in North Dakota have increased by more than 100 percent due to increases in both the deer population and vehicle miles traveled. In 2006, there were nearly 4,000 deer crashes resulting in one fatality, 36 injuries and property damage. Historically, the month of November results in the most deer crashes (approximately a three-fold increase from other months).
10. Approximately 20 percent of fatal crashes in North Dakota involve a teenage driver.
11. ***Interim continuing resolution obligation limitations make it difficult to assure traffic safety projects are funded without interruption.***
12. North Dakota experienced a 9.8 percent decrease in motor vehicle fatalities and a fatality rate of 1.45 per 100 million VMT in 2006. The challenge will be to continue to reduce the number of fatalities to meet the 2011 performance measure of 1.26 per 100 million VMT.