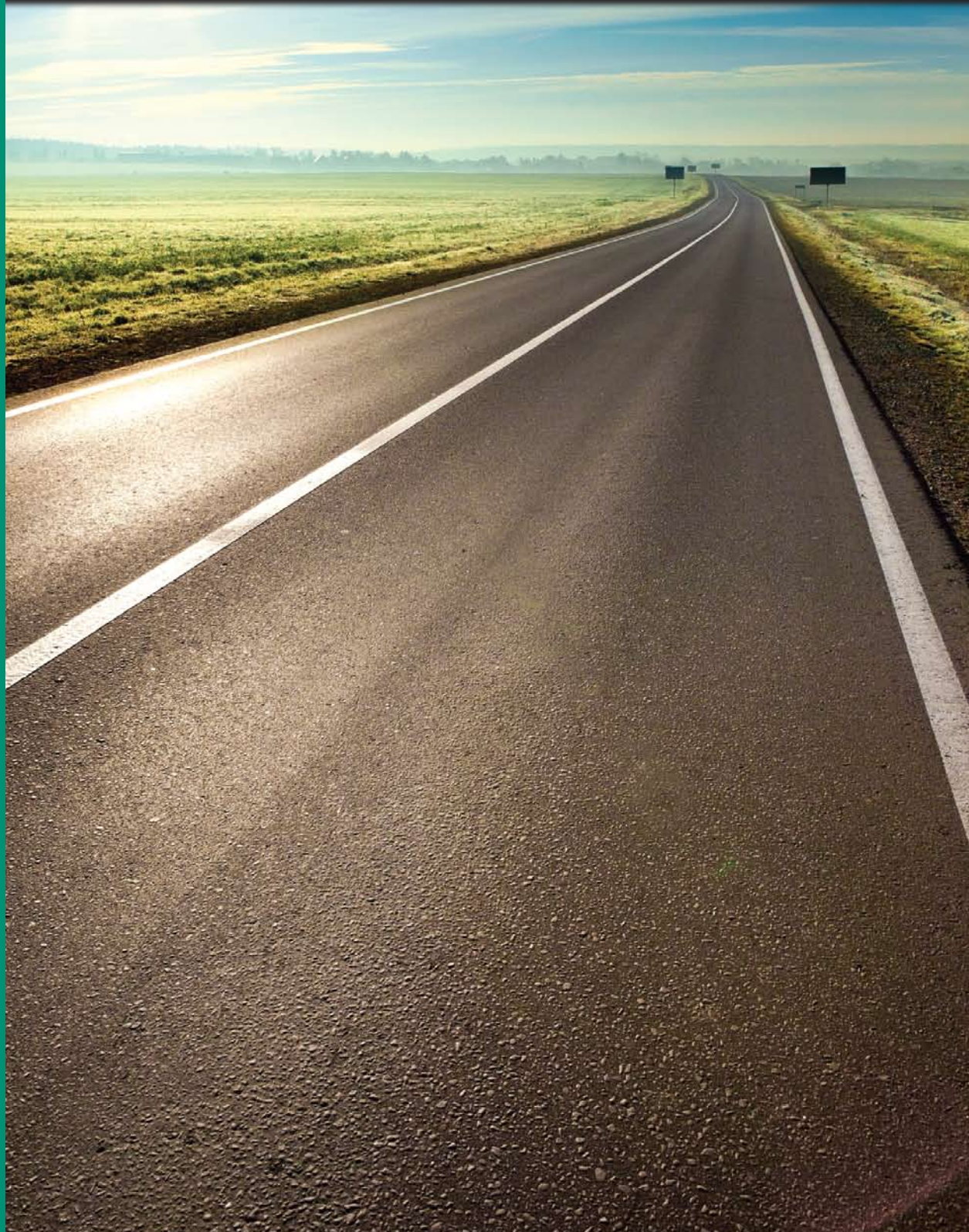


North Dakota  
Department Of Transportation

Fiscal  
Year  
2012

# Traffic Safety Office ANNUAL REPORT



Prepared by

**NORTH DAKOTA DEPARTMENT OF TRANSPORTATION**

BISMARCK, NORTH DAKOTA

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# Executive Summary

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## **State Demographics**

According to the U.S. Census Bureau's 2010 redistricting data, the current population in North Dakota is 672,591, which is the second highest population in the state's history and a 5 percent increase from the 642,200 persons counted in Census 2000.

In North Dakota, 11 counties grew in population from 2000 to 2010. These counties consisted of the metropolitan counties, reservation counties, and a handful of western oil-producing counties.

Population in North Dakota continues to be concentrated. The majority of North Dakotans (53 percent in 2010) reside in the top four populated counties (Cass, Burleigh, Grand Forks, and Ward).

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

## **The Highway Safety Plan**

The Traffic Safety Office (TSO) of 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 TSO 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 traffic safety problems are addressed through the development of a comprehensive Highway Safety Plan (HSP) that describes the projects and activities to be funded to achieve national and state traffic safety goals identified for each priority traffic safety problem areas. Grant funds are issued 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 2012 HSP.

# Performance Goals

The HSP includes performance measures established by the state for traffic safety priorities. The TSO 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 2012 performance measures is shown in the data on the following pages.

## CORE OUTCOMES MEASURES

Measure	2007/ NCSA	2008/ NCSA	2009/ NCSA	2010/ NCSA	2011/ NCSA	5-Year Average	FFY 2012 Goals**	Goal Met (Yes/ No)
1. Number of traffic fatalities	111	104	140	105	148	122	99	No
2. Number of serious injuries in traffic crashes	528	401	458	484	650	504	424	No
3. Fatalities/Vehicle Miles Traveled (VMT) – Total	1.44/ 1.42	1.37/ 1.33	1.76/ 1.72	1.26/ 1.27	1.61	1.50	1.27	No
Fatalities/VMT – Rural	1.77/ 1.83	1.68/ 1.61	1.69/ 2.29	1.53/ 1.56	1.94	1.72	1.53	No
Fatalities/VMT – Urban	0.06/ 0.36	0.60/ 0.54	0.08/ 0.22	0.56/ 0.52	0.89	***	0.20	No
4. Number of unbelted passenger vehicle occupant fatalities, all seat positions	58/58		75/74	44/46	67	60	50	No
5. Number of fatalities involving a driver or motorcycle operator with a blood alcohol content (BAC) of 0.08 and above	42/53	40/47	42/54	38/47	51	43	26	No
6. Number of speeding-related fatalities	46/45	36/27	47/32	43/42	52	45	34	No
7. Number of motorcyclist fatalities	8/8	13/13	7/7	15/15	14	11	5	No
8. Number of unhelmeted motorcyclist fatalities	7/7	10/10	6/7	9/12	10	8	5	No
9. Number of fatal crashes involving a driver age 20 or younger	24/22	22/22	19/20	14/17	26	21	16	No
10. Number of pedestrian fatalities	5/5	8/6	4/4	8/7	9	7	4	No

\*National Center for Statistical Analysis (NCSA). NCSA data differs from state data due to imputation and other variables.

\*\*Goals were established using five-year historical state data, not NCSA data.

\*\*\*Indicates cell sizes were too small to establish a goal.

## CORE BEHAVIOR MEASURE

Measure	2007	2008	2009*	2010	2011**	5-Year Average	FFY 2012 Goal	Goal Met (Yes/No)
Percent of observed occupants using a seat belt	82.2%	81.6%	81.5%	74.8%	76.7%	79.4%	82.9%	No

*\*Beginning in 2001, North Dakota used a formula – which was approved by NHTSA – to analyze the data collected via the statewide observational seat belt use study. In 2005, a deviation from this formula occurred to allow for weighted data for direct comparisons. This resulted in an increased seat belt use rate. In 2009, the state requested that NHTSA review the formula change for concurrence with the original formula. As a result, the state reverted to the original formula with the 2009 survey. Unfortunately, data from 2005-2009 and earlier were not available to be recalculated.*

*\*\*2012 use rate is 80.9 percent.*

## CORE ACTIVITY MEASURES

Measure	2008	2009	2010	2011
Number of seat belt citations issued during grant-funded enforcement activities	1,367	1,736	2,502	2,442
Number of impaired driving arrests made during grant-funded enforcement activities	618	832	521	525
Number of speeding citations issued during grant-funded enforcement activities	2,374	2,603	5,224	5,007

## CORE ATTITUDE, AWARENESS, AND BEHAVIOR MEASURES

**2010 – Year 1 of Survey – Baseline Data**

**2011 - Year 2 of Survey**

**2012 – Year 3 of Survey**

<b>ID-1. In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcohol?</b>						
2010	Do Not Drink	Do Drink, by Time Driving (=57% of Respondents)				
	43%	0	1	2 or 3	4 to 6	7 or more
		56%	14%	16%	7%	6%
2011	Do Not Drink	Do Drink, by Time Driving (=57% of Respondents)				
	40.0%	0	1	2 or 3	4 to 6	7 or more
		59.1%	17.5%	15.5%	5.5%	2.4%
2012	Do Not Drink	Do Drink, by Time Driving (=43.2% of Respondents)				
	56.8%	0	1	2 or 3	4 to 6	7 or more
		44.3%	21.7%	21.6%	8.3%	4.1%
<b>ID-2. Have you recently read, seen, or heard anything about drunk driving enforcement?</b>						
2010	Yes (85.0%) No (15.0%)					
2011	Yes (87.0%) No (13.0%)					
2012	Yes (89.5%) No (10.5%)					
<b>ID-3. What do you think the chances are of someone getting arrested if they drive after drinking alcohol?</b>						
2010	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely	
	25.0%	26.0%	31.0%	15.0%	4.0%	
2011	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely	
	31.3%	26.7%	26.7%	12.6%	2.7%	
2012	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely	
	32.5%	29.7%	25.9%	10.3%	1.6%	
<b>SB-1. How often do you use seat belts when you drive or ride in a vehicle?</b>						
2010	Always	Nearly Always	Sometimes	Rarely	Never	
	58.0%	27.0%	10.0%	3.0%	1.0%	
2011	Always	Nearly Always	Sometimes	Rarely	Never	
	67.9%	23.5%	5.3%	2.7%	0.6%	
2012	Always	Nearly Always	Sometimes	Rarely	Never	
	62.8%	26.9%	6.5%	2.9%	0.9%	
<b>SB-2. Have you recently read, seen, or heard anything about seat belt law enforcement?</b>						
2010	Yes (77%) No (23%)					
2011	Yes (82.8%) No (17.2%)					
2012	Yes (84.7%) No (15.3%)					

<b>SB-3. What do you think the chance is of getting a ticket if you don't wear your seat belt?</b>					
2010	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
	14%	26%	23%	26%	10%
2011	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
	16.0%	22.6%	25.3%	25.0%	11.2%
2012	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
	17.1%	28.1%	26.6%	23.7%	4.5%
<b>SP-1a. On a road with a speed limit of 30 mph, how often do you drive faster than 35 mph?</b>					
2010	Always	Nearly Always	Sometimes	Rarely	Never
	1%	4%	31%	47%	17%
2011	Always	Nearly Always	Sometimes	Rarely	Never
	1.1%	3.5%	32.9%	47.3%	15.2%
2012	Always	Nearly Always	Sometimes	Rarely	Never
	0.6%	6.4%	31.6%	46.3%	15.2%
<b>SP-1b. On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?</b>					
2010	Always	Nearly Always	Sometimes	Rarely	Never
	1%	5%	22%	45%	28%
2011	Always	Nearly Always	Sometimes	Rarely	Never
	1.2%	6.2%	27.3%	44.9%	20.5%
2012	Always	Nearly Always	Sometimes	Rarely	Never
	1.1%	6.3%	23.5%	45.6%	23.5%
<b>SP-2. What do you think the chance is of getting a ticket if you drive over the speed limit?</b>					
2010	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
	26%	30%	28%	12%	4%
2011	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
	28.0%	31.3%	29.1%	9.5%	2.1%
2012	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
	28.7%	33.6%	28.8%	7.4%	1.5%
<b>SP-3. Have you recently read, seen, or heard anything about speed enforcement?</b>					
2010	Yes (57%) No (43%)				
2011	Yes (35.8%) No (64.2%)				
2012	Yes (34.2%) No (65.8%)				

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.



## BRFSS

Measure	2006	2008	2010	2012
Percent of respondents who never, seldom or sometimes wore a seat belt when driving or riding in a vehicle	16%	17%	14%	Not available
Percent of respondents reporting haven driven within the past 30 days when they've perhaps had too much to drink.	7%	8%	6%	Not available

## YRBS – 9th-12th grade

*\*Data is not available.*

Measure	2005	2007	2009	2011
Percentage of students who never or rarely wore a seat belt when riding in a car driven by someone else	17%	15%	17%	13%
Percentage of students who never or rarely wear a seat belt when driving a car	*	*	16%	13%
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%
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%
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%

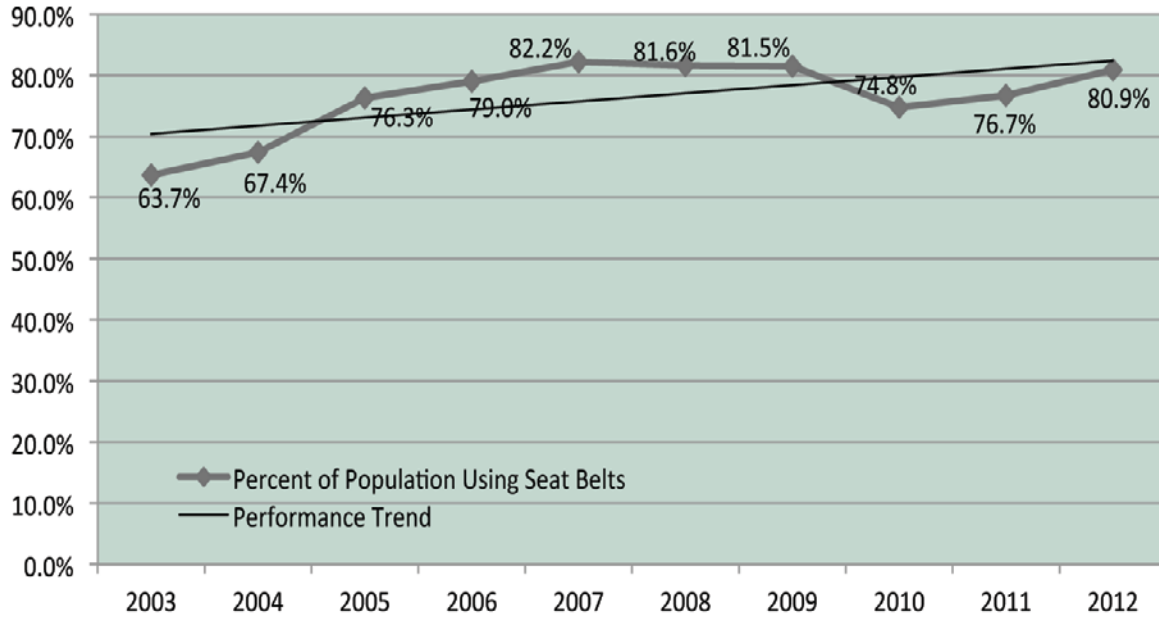
# Traffic Fatalities, Injuries, and Crashes

## 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.

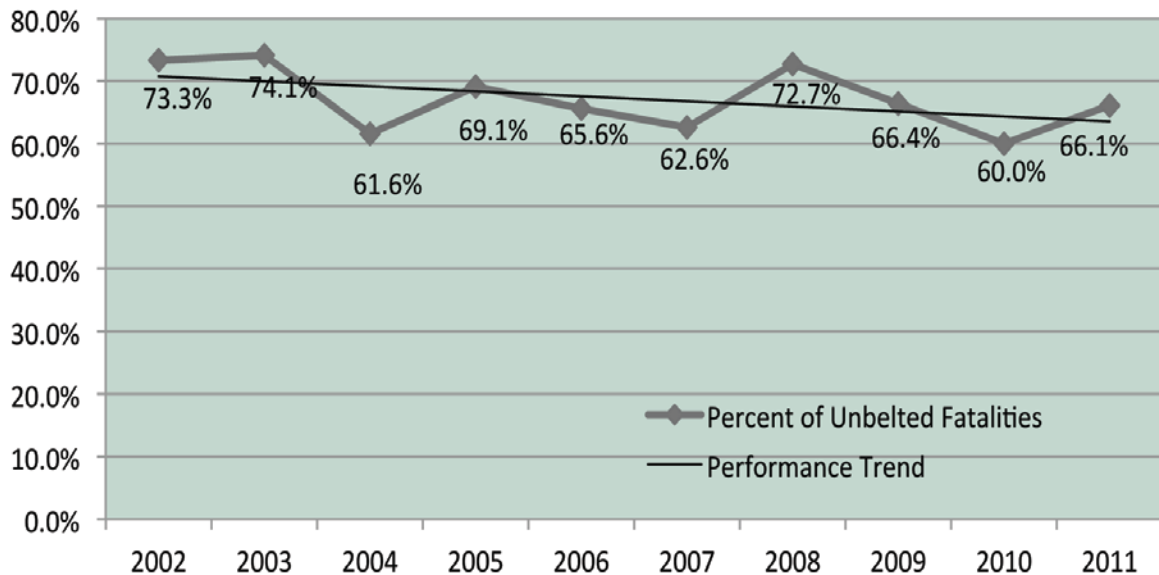


### Proportion of Unbelted Motor Vehicle Fatalities

#### Goal: Reduce Unbelted Fatalities

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

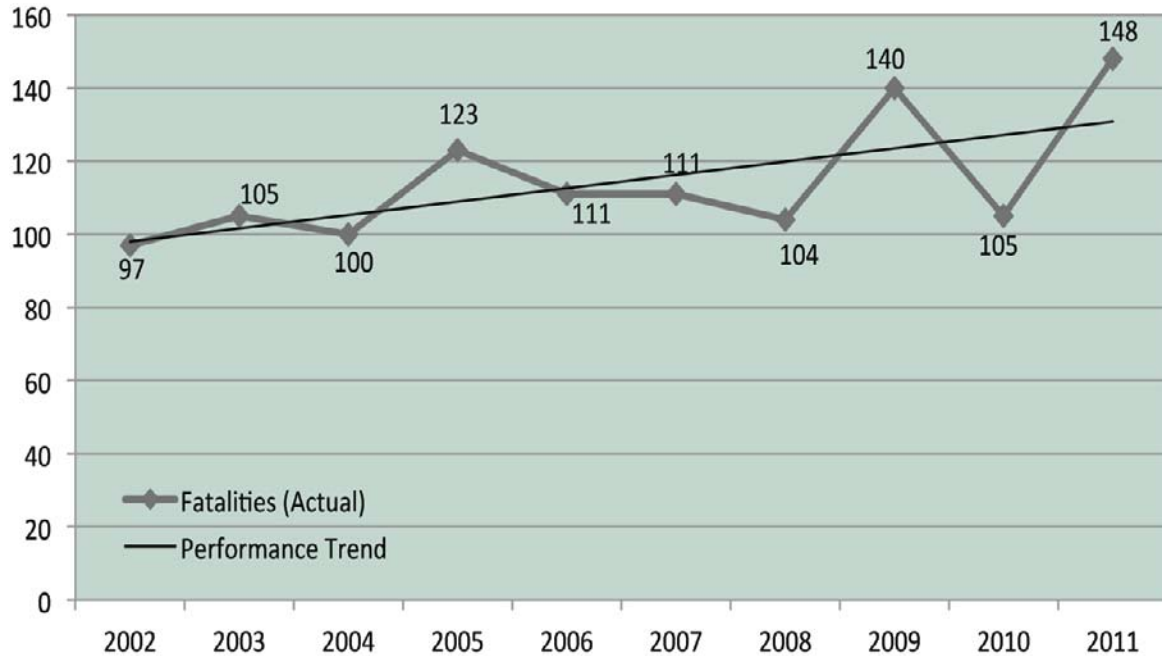
Note: Data includes all passenger vehicles and pickup trucks - it excludes commercial vehicles.



## Actual Number of Fatalities

### Goal: Reduce Fatalities

The number of fatalities per year has varied to some degree over the past ten years with an average number of 114 fatalities per year.



## Fatality Rate per 100 Million Vehicle Miles Traveled (VMT)

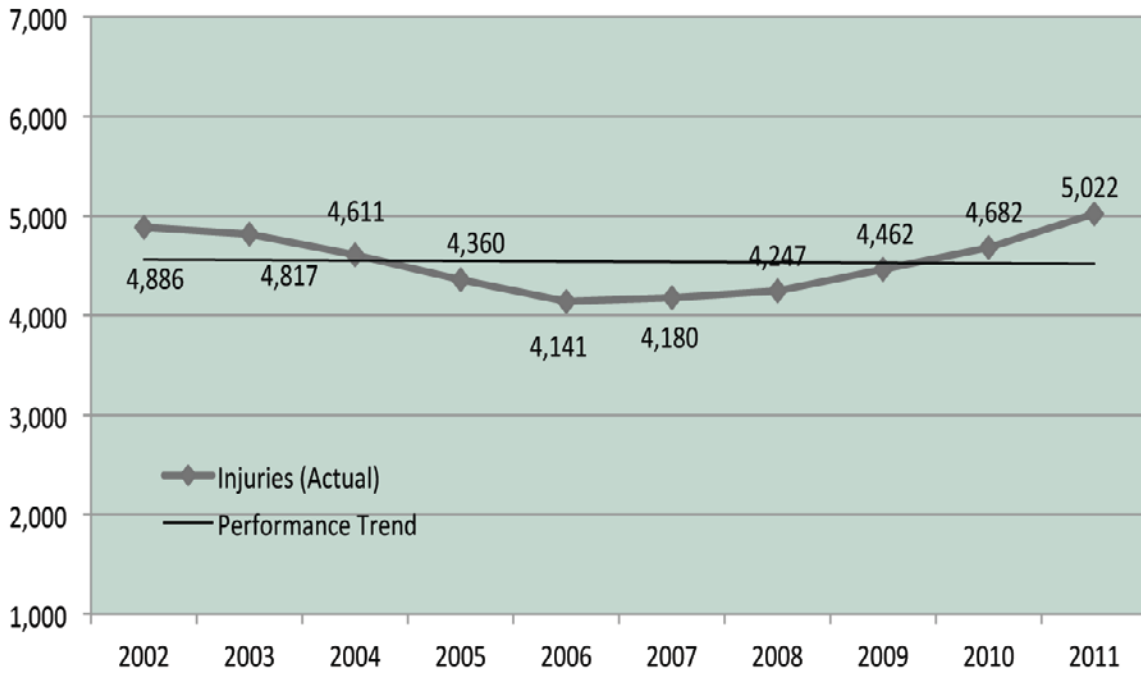
### Goal: Reduce Fatality Rate

While the fatality rate per 100 million VMT varies, the trend is increasing. But, in 2010, North Dakota saw its lowest fatality rate in ten years at 1.26 fatalities per 100 million VMT.



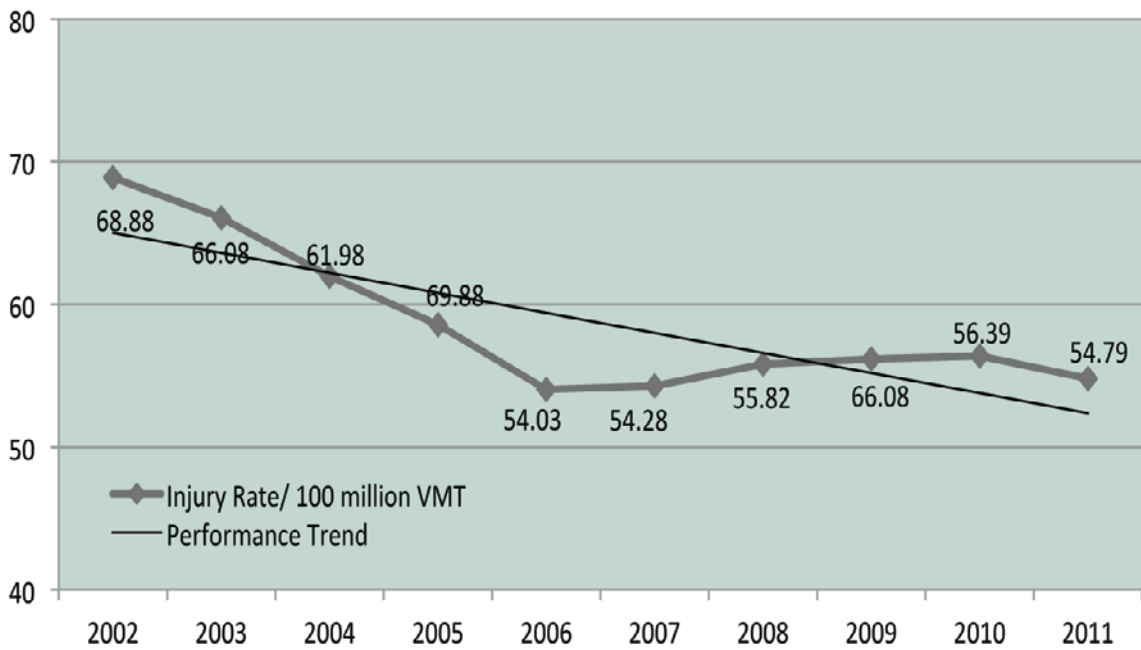
## Actual Number of Injuries Goal: Reduce Injuries

*There is an average of 4,540 motor vehicle-related injuries each year in North Dakota.*



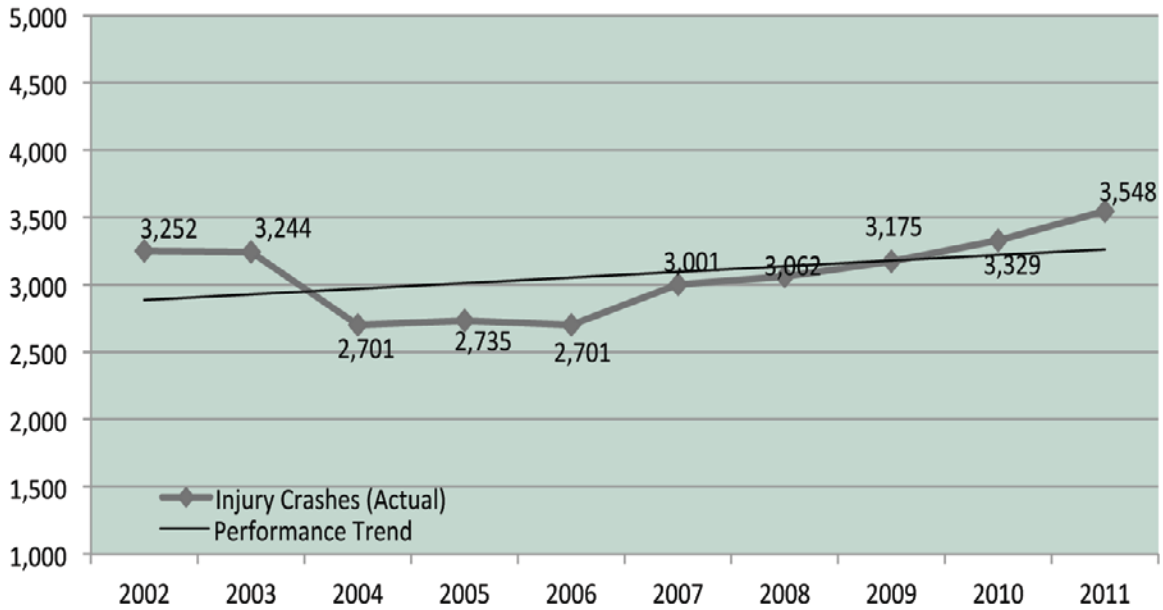
## Injury Rate per 100 Million Vehicle Miles Traveled (VMT) Goal: Reduce Injury Rate

*The injury rate per 100 million VMT has decreased 20 percent over the past 10 years.*



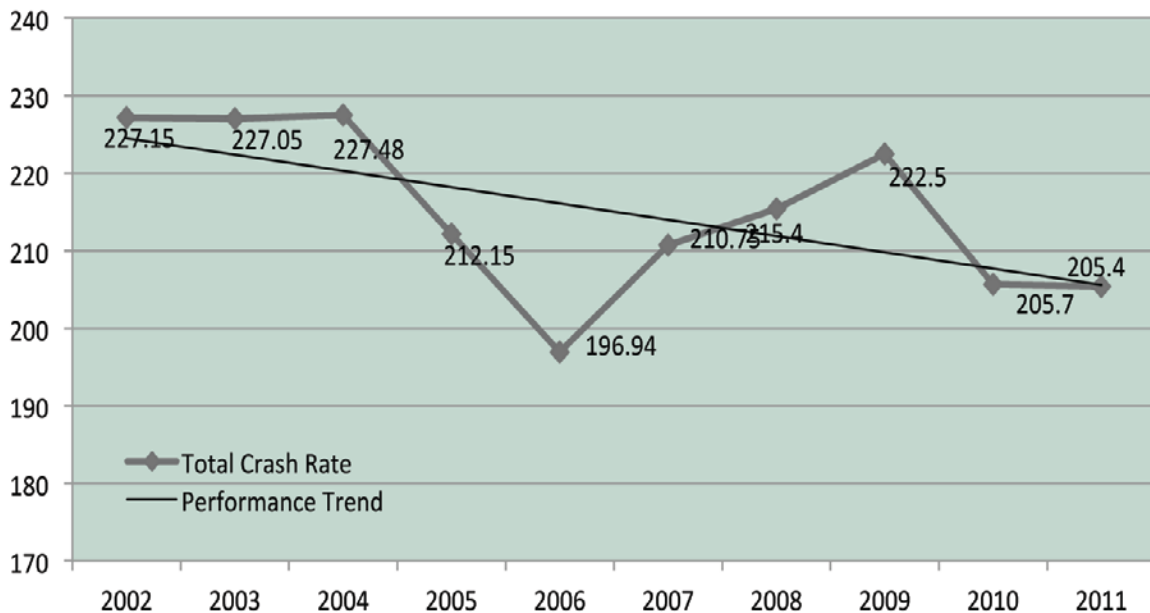
## Actual Number of Injury Crashes Goal: Reduce Injury Crashes

*The number of injury crashes per year remains fairly constant with an average of about 3,075 injury crashes per year.*



## Crash Rate per 100 Million Vehicle Miles Traveled (VMT) Goal: Reduce Crash Rate

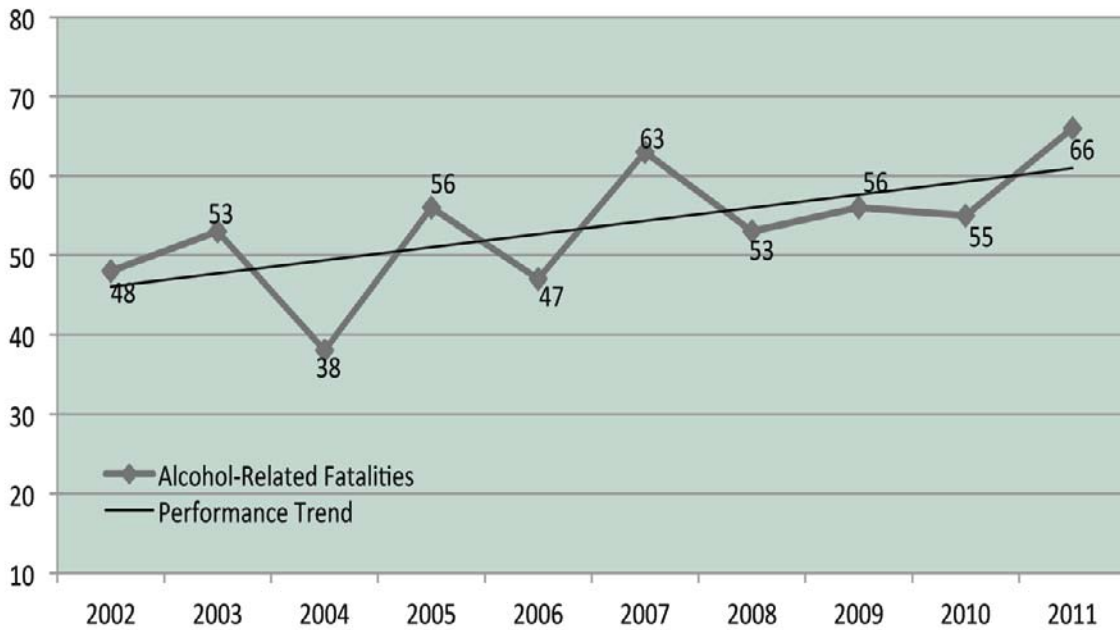
*While the number of crashes per 100 million VMT varies, the rates demonstrate a trend decrease.*



## Alcohol-Related Fatalities

### Goal: Reduce Alcohol-Related Fatalities

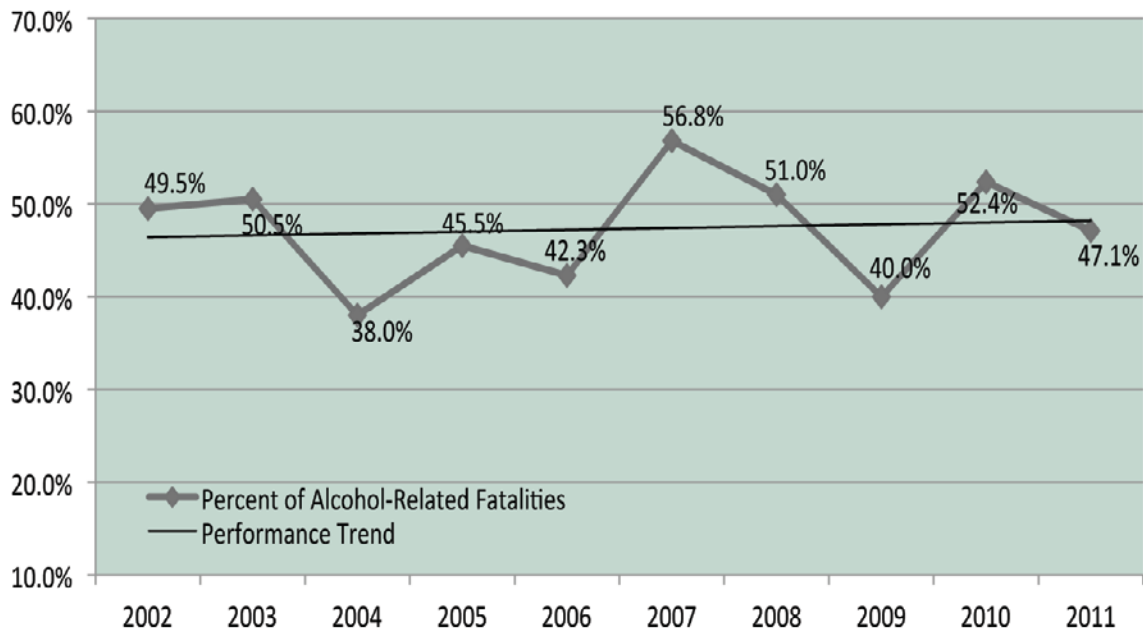
*In 2011, there were 66 alcohol-related fatalities.*



## Proportion of Alcohol-Related Fatalities

### Goal: Reduce Percent of Alcohol-Related Fatalities

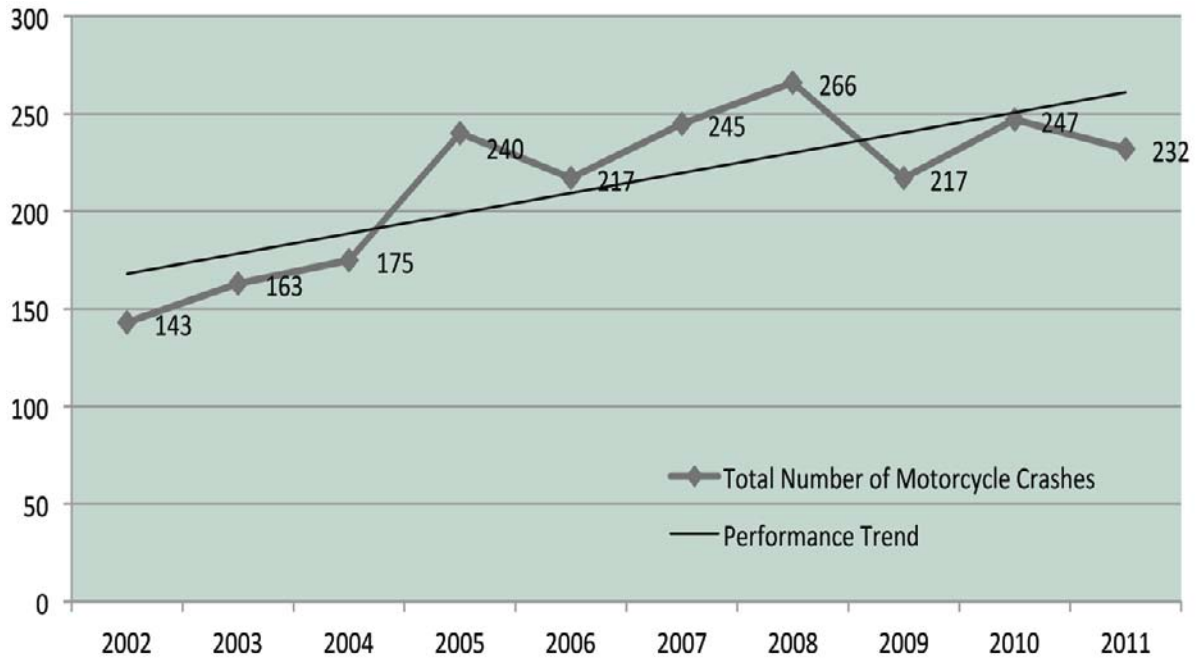
*Nearly half of motor vehicle fatalities in North Dakota each year continue to be alcohol-related.*



# Motorcycle Crashes

## Goal: Reduce Motorcycle Crashes

*Motorcycle crashes have increased over the past ten years.*



# FFY 2012 Accomplishments

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Through the efforts of the NDDOT, grantees, and traffic safety partners throughout the state, the following traffic safety activity was accomplished through the TSO in FFY 2012.

- Applied for and received Year 7 funding through NHTSA for the following grant programs to support traffic safety programming statewide. These grants totaled \$4,699,778 in new funds for FFY 2012.
  - Section 402 (S402), *Highway Safety Programs*
  - Section 410 (S410), *Alcohol Incentive*
  - Section 408 (S408), *Traffic Safety Information System Improvement*
  - Section 2010 (S2010), *Motorcycle Safety Incentive*
- Coordinated Year 2 of a sustained, multi-agency impaired driving law enforcement crackdown to decrease alcohol-related motor vehicle fatalities.
- Developed a web-based law enforcement reporting system to facilitate grant reporting by participating law enforcement agencies.
- Increased the number of annual *Click It or Ticket* high visibility enforcement campaigns conducted in the state from two to four leading to increased seat belt use as identified through the annual observational seat belt survey and a public survey of self-reported seat belt use.
- Completed the evaluation of 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 during non-enforcement periods.
- Worked with a youth advisory council to advance teen programming. Members of the youth advisory council were selected to present at the 2012 Annual National Student Safety Program (NSSP) Teen Conference in Appleton, Wisconsin, to learn about student safety and how to prevent teen driver crashes in their community. They presented North Dakota's *Think About It. Think. Drive. Survive* peer-to-peer traffic safety outreach program.
- Conducted traffic safety outreach to young drivers through the annual *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, Turtle Mountain, and Standing Rock Sioux Tribe for Tribal Community Traffic Safety Programs. Developed traffic safety print ads (for use with newspaper, posters, billboards, etc.) specific to each reservation for distribution on all four reservations.
- 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, 71 law enforcement agencies, including the North Dakota Highway Patrol, are using TraCS and 63 (88%) of those agencies have been upgraded to TraCS 10.0. North Dakota currently receives about 84 percent of all crash reports electronically. And, each of the four tribes has expressed interest or is working toward implementing TraCS in the near future.
- Participated as a stakeholder in the process to revise North Dakota's Strategic Highway Safety Plan (SHSP). The updated SHSP will focus on seven priority emphasis areas for improvement with a goal of working *Toward Zero Deaths* on North Dakota roads. Implementation will begin in 2013.

*Additional detail about these program accomplishments and other activity is provided throughout this report.*

# FFY 2012 Program Summaries and Future Strategies

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## Impaired Driving

About 40-50 percent of motor vehicle fatalities in the state are alcohol-related. This requires that significant resources be dedicated to the prevention of impaired driving to support education, enforcement, prosecution, and adjudication strategies as described in the following paragraphs.

### Program Summary

#### **High Visibility Enforcement – Regional DUI Task Forces**

The TSO coordinated Year 2 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 80 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.

Seventy-four law enforcement agencies and the North Dakota Highway Patrol were under contract to participate as members of a Regional DUI Task Force in FFY 2012. Additional agencies participate but are not able to accept overtime funds. This brings total participation in the Regional DUI Task Forces to about 80 agencies or 77 percent of all city, county, state, college/university and tribal agencies.

Agencies participated in the national *Drive Sober or Get Pulled Over*. campaign conducted over the Labor Day holiday and conducted quarterly high visibility enforcement (HVE) activities scheduled around high-risk community events throughout the year.

The Regional Task Forces completed a total of 2,464 saturation patrols and about 20 sobriety checkpoints resulting in 651 DUI arrests. And, a survey showed an increase in public awareness and perceived risk of arrest for impaired driving.

#### **Underage Drinking Enforcement**

Two law enforcement agencies received grants through the TSO to conduct alcohol compliance checks and server training programs in FFY 2012. Other communities conduct server training as required through city or county ordinances including Dickinson, Fargo, Grand Forks and Williston.

Additionally, the North Dakota Department of Human Services (DHS) administers funds from the federal Office of Juvenile Justice and Delinquency Prevention (OJJDP) which allowed state and local law enforcement agencies to deter underage drinking through various enforcement strategies (compliance checks, shoulder taps, saturation, and party patrols). OJJDP program outreach also provided information on social hosting, parental involvement, and consequences of underage drinking.

### ***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.

### ***Drug Recognition Expert (DRE) Program***

In FFY 2012, there was a 26 percent increase in DRE enforcement evaluations from the prior year.

The TSO continues to commit resources to support law enforcement to become Drug Recognition Experts (DREs). Seventeen law enforcement officers became new DREs in FFY 2012. There are currently 47 certified DREs in North Dakota and seven DRE instructors.

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 affects of various drugs (marijuana, methamphetamine, dextromethorphan, etc.), and updates on the latest policies / procedures, innovative technology, and research.

### ***Advanced Roadside Impaired Driving Enforcement (ARIDE)***

The Advanced Roadside Impaired Driving Enforcement (ARIDE) training was held in three regions during FFY 2012, with over 100 law enforcement officers being training in advanced drug enforcement. ARIDE is an intermediary level of training beyond SFST but not as advanced as DRE.

### ***Equipment***

#### ***Digital Surveillance Cameras***

The TSO awarded grants to 27 law enforcement agencies toward the purchase of in-car digital video surveillance cameras to facilitate the arrest, prosecution, and adjudication of DUI offenses.

#### ***Toxicology Equipment***

The North Dakota Attorney General's Office, Crime Laboratory Division, Toxicology Section, was funded through the TSO to purchase evidentiary equipment for the analysis of specimens to determine the presence and/or levels of alcohol and drug impairment.

#### ***SCRAM Units for the 24/7 Sobriety Program***

The TSO provided a grant to the North Dakota Office of Attorney General (NDAG) to purchase

Secure Continuous Remote Alcohol Monitoring (SCRAM) units for use by the NDAG's 24/7 Sobriety Program.

The 24/7 Sobriety Program exists to maintain the sobriety of DUI offenders through sobriety checks twice per day through preliminary breath test (PBTs) or via continuous monitoring via a SCRAM. The program is used by judges as a sanction for offenders both pre- and post-conviction and as a term of probation.

### **Traffic Safety Resource Prosecutor Program**

The TSO contracts for the services of two half-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.

In FFY 2012, North Dakota's Traffic Safety Resource Prosecutor (TSRP) program provided training to over 600 court personnel, law enforcement, and toxicology lab personnel related to legislative updates, 4<sup>th</sup> Amendment updates, administrative case law updates, and criminal and traffic legislation.

The TSRP program also presented 10-hour course to prosecutors, defense attorneys, and judges entitled *Traffic Safety and Impaired Driving Seminar* that included the topics: (1) searches, seizures, and arrests, (2) admissibility of evidence, (3) biochemical and physiological information, and (4) sentencing of impaired drivers. This training was consistent with 23 CFR 1313.6(b)(1)(i) and allowed the TSO to fulfill S410 programmatic criterion #2 for a *Prosecution and Adjudication Outreach Program* to meet one of several federal requirements for continued S410 funding. The training is provided annually.

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.

### **Parents LEAD (Listen, Educate, Ask, Discuss)**

Research shows that parents are the greatest influence on their children's perceptions, attitudes, behaviors, and beliefs. The Parents LEAD program provides resources to parents to increase their knowledge about the risks of underage drinking to support them in zero tolerance.

The key component to Parents LEAD is a website – [www.parentslead.org](http://www.parentslead.org) – that enlists a variety of resources intended to assist parents to discuss the topic of underage drinking on an ongoing basis. In addition to tips and tools, communication strategies, and scenario-driven approaches to discussing underage drinking, the website provides the opportunity for parents to sign up for email communications containing content based on their child's (or children's) specific age and/or grade. A Facebook page and interactive blog, written by Dr. Sharon Query, Youth Development Specialist with the North Dakota State University Center for 4-H Youth Development, is also available on the website to allow parents to ask specific questions and get answers surrounding the topic of underage drinking.

The Parents LEAD program was originally developed by the TSO in FFY 2005. But, with the addition of several new program partners – the North Dakota Department of Human Services, the North Dakota University System, and NDSU Extension Services – the program has been completely updated with a new appearance, content, and marketing approach. The revised program rolled out in September 2011.



Television and radio ads promoting Parents LEAD aired in FFY 2012 to drive parents to the website. And, partner organizations each conducted a number of additional outreach activities to expand the reach of the program.

*Parents LEAD community outreach*



### ***Alcohol Beverage Server Training and Compliance Checks***

Alcohol Beverage Server Training provides education and training to servers of alcoholic beverages, their supervisors, and establishment owners for the responsible service, sale, and consumption of alcohol.

Server training in North Dakota is provided through the collaborative efforts of local law enforcement and community partners. However, training is not accessible on a statewide basis due to various degrees of support from political subdivisions. Some political subdivisions have ordinances that require licensed liquor establishments to participate while others do not. The TSO continues to support the delivery of server training through providing training materials (i.e., the TSO's standardized beverage server training curriculum entitled, *Serve Safe. Serve Smart. Serve Your Community.*) for use by those delivering server training.

The *Serve Safe. Serve Smart. Serve Your Community.* curriculum was updated by the TSO in FFY 2011 with the help of an advisory committee comprised of law enforcement who provide server training within their communities.

The TSO provided two law enforcement agencies with grants to provide server training. Some other law enforcement agencies throughout the state that provide server training receive funds for this purpose through OJJDP EUDL funds administered through the North Dakota Department of Human Services.

Currently, fewer than 500 of North Dakota's 1,425 licensed liquor establishments participate in server training.

## **Program Evaluation**

### *DUI Offender Survey*

The TSO developed and distributed a DUI offender survey to identify patterns in the behaviors of the DUI offender population that may assist to develop DUI prevention programs. Surveys were distributed beginning in the year 2010 through participating substance abuse treatment providers throughout the state. Survey data was analyzed through the North Dakota State University Upper Great Plains Transportation Institute Rural Transportation Safety and Security Program. Several behavioral characteristics and patterns in DUI offenders were identified through the analysis. The evaluation identified opportunities to reduce the rate of recidivism among convicted impaired drivers and to reduce the number of first-time DUI arrests and convictions.

## **Future Strategies**

- Support the Regional DUI Task Forces. Emphasis on enforcement will challenge the public's belief that they are unlikely to be arrested if they choose to drive impaired.
- Provide for sustained DUI prevention messaging during non-enforcement periods through various awareness/social norms messages distributed through a broad range of mediums: television, radio, billboards, and alternative social media including blogs, social networking websites, email blasts, etc.
- Market the TSO's standardized alcohol beverage server training program entitled *Serve Safe. Serve Smart. Serve Your Community.* and increase participation in server training by alcohol establishments throughout the state. Continue to gauge the efficacy of server training through participant evaluations and monitoring compliance check results for a correlating reduction in alcohol sales to minors.
- Make grant funds available to support innovative community-level impaired driving prevention initiatives through colleges/universities, community-based organizations, and other venues.
- Administer the Parents LEAD program in cooperation with partner agencies for widespread program distribution and use by parents throughout the state to deter underage drinking.
- Make grant funds available to the tribes to identify and implement appropriate impaired driving intervention on each reservation.

- Epidemiological Outcomes Workgroup to identify gaps in prevention data and services and to 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 digital video surveillance units to facilitate enforcement, prosecution, and adjudication of impaired driving offenders.
- Support the TSRP program to provide further technical assistance and resources to law enforcement, prosecutors, and judicial partners statewide to more effectively prosecute impaired-driving cases.
- Support additional training and education to expand the DRE program within North Dakota to cover the more rural regions of North Dakota.
- Work with stakeholders of the SHSP process to implement identified strategies in the plan to address the priority emphasis area of alcohol.

# Occupant Protection

## Program Summary

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.

### **Seat Belt Use Surveys – North Dakota – 2012**

North Dakota's seat belt use is estimated at 80.9 percent according to an annual statewide seat belt observation survey conducted each year in June to observe seat belt use of front seat and outboard passengers.

This observed use rate is higher than self-reported use rates collected through an annual survey of North Dakotan's knowledge, attitudes, behaviors, and beliefs about traffic safety where about 63 percent of respondents reported "always" wearing their seat belts.

### **Seat Belt Enforcement – Click It or Ticket Program**

North Dakota now conducts four annual *Click It or Ticket* campaigns – including participation in the national *Click It or Ticket* campaign in May.

*Click It or Ticket* high visibility enforcement campaigns are intended to increase public awareness of increased enforcement which should correlate to an increase in seat belt use by the traveling public and fewer motor vehicle injuries and deaths.

The quarterly campaigns included participation from 64 law enforcement agencies (city, county, and state law enforcement). The agencies worked to conduct nearly 8,300 overtime seat belt enforcement hours and issued a total of 10,422 citations (1.26 citations/hour) with 3,358 seat belt citations issued.

### **Child Passenger Safety Program**

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 TSO contracts with the NDDH to administer the CPS program. The following activities were conducted by the CPS program in FFY 2012.

- 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. This was completed 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, child care providers, WIC programs, Head Start programs, Safe KIDS North Dakota, and schools for program outreach.
- Completed CPS Month activities resulting in 593 classroom presentations and distribution of CPS materials to classrooms. Total outreach efforts are estimated to have reached 21,709 children.
- Purchased and provided car seats and supplies to local agencies to distribute to families in their communities. A total of 1,943 car seats were purchased. The seats were provided to 41 distribution programs including four Native American reservations and one Indian Health Service (IHS) unit.
- Completed several car seat recycling projects to recycle old car seats in the Bismarck-Mandan, Fargo, and Grand Forks areas. Over 725 old, unsafe car seats were collected and the plastic recycled.
- Conducted a variety of CPS workshops and courses including four 32-hour NHTSA standardized courses with 39 participants completing all course requirements. Conducted 14 other CPS workshops throughout the state with about 400 participants attending.
- Assisted certified CPS technicians to maintain their certification.

The CPS program also coordinated car safety seat checkups throughout the state in partnership with local programs and auto dealerships. The NDDH assisted with 75 car seat checkups, inspecting 967 car seats.

Data from car seat checkups statewide demonstrated:

- 84 percent of car seats checked were misused
- 71 percent of children were incorrectly secured in the child restraint
- 69 percent of car seats were installed incorrectly
- 14 percent of the car seats were not appropriate for the child

## Future Strategies

### Radar Equipment to Law Enforcement

- Implement statewide, sustained, multi-agency seat belt enforcement through quarterly *Click It or Ticket* enforcement campaigns. The goal is to assure high visibility of law enforcement, even in rural areas of the state. Extensive paid and earned media will be conducted during the enforcement periods.
- Assure sustained seat belt use messages to the public during non-enforcement periods through the placement of strong seat belt use ads distributed widely through various mediums.
- Make grant funds available to identify and implement appropriate occupant protection use countermeasures throughout the state, especially rural areas.
- Provide public information and education through numerous outreach activities in partnership with state, county and city enforcement and governmental agencies, community-based organizations, businesses, schools, and other partners to increase seat belt use statewide.
- Work with the tribes to identify appropriate intervention to advance seat belt use on each reservation to address low seat belt use rates.
- Work with stakeholders of the SHSP process to implement identified strategies in the plan to address the priority emphasis area of unbelted vehicle occupants.

## Speed Management

### Program Summary

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

To assist law enforcement in speed enforcement, the TSO provides grants to law enforcement agencies for use toward the purchase of radar/LIDAR units to identify speeding motorists. Twenty-eight grants were provided to local law enforcement agencies and the North Dakota Highway Patrol for the purchase of radar/LIDAR in FFY 2012.

### Future Strategies

Continue to:

- Provide grants to state and local law enforcement to assist with the purchase of radar/LIDAR units.
- Use speed enforcement as a trigger violation during sustained enforcement of seat belt use and impaired driving.
- Work with stakeholders of the SHSP process to implement identified strategies in the plan to address the priority emphasis area of speed and aggressive driving.

# 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.

### Law Enforcement Summit

In March 2012, the TSO hosted the fifth annual Law Enforcement Summit for law enforcement agencies under contract with the TSO to conduct overtime enforcement.

More than 100 law enforcement officers participated in the 8-hour Summit. The Summit provided information on many topics including the following sessions: an update on the success of North Dakota's statewide regional DUI enforcement teams (i.e., Regional DUI Task Forces); DUI case law updates by North Dakota's Traffic Safety Resource Prosecutor program; an overview of seat belt use data through various studies; a panel presentation on the enforcement barriers and successes with North Dakota's new texting ban; opportunities and challenges in North Dakota's oil-producing counties; information on alcohol testing processes by the State Toxicology Lab; a panel presentation on North Dakota's Strategic Highway Safety Plan and *Toward Zero Deaths* goal by 4E partners (education, emergency services, enforcement, and engineering); and, a keynote address by a Drug Recognition Expert with expertise in drug use trends.

This Summit was initiated in FFY 2008 through an initiative by NHTSA and Mothers Against Drunk Drivers (MADD) to assist states to engage their rural law enforcement agencies to conduct overtime enforcement of impaired driving. North Dakota was the first state in the nation to conduct a Rural Law Enforcement Summit through this initiative. Engaging rural law enforcement officers to be proactive in local enforcement is a high priority for the TSO; therefore, the TSO continues to conduct this Summit annually.

### Incentive Programs

The TSO administers an incentive program to recognize and reward programs implemented by law enforcement and traffic safety advocates that demonstrate exemplary contributions to traffic safety.

The award options include: (1) commemorative coins, (2) the ASSISTS (Alcohol, Seatbelt, and Speed Intervention to Support Traffic Safety) Award Program, (3) the Traffic Safety Honor Roll, (4) the Occupant Protection Award, and (5) the Traffic Safety Officer of the Year.

The ASSISTS program recognizes law enforcement agencies for extraordinary efforts in traffic safety through receipt of a nominal grant award. Agencies submit an application documenting their efforts in enforcement, media, public information and education, and continued training of staff. There were no applications received under this program in FFY 2012.

The Commemorative Coin Program allows for law enforcement supervisors to nominate officers for recognition for exemplary traffic safety enforcement, community service, training, and public

relations. The coins are accompanied by a letter from the NDDOT Director/Governor's Highway Safety Representative acknowledging the officer's contribution to traffic safety. There were 16 commemorative coins awarded to officers in FFY 2012. Nominating agencies presented the coins to their officers and also publicized the award through local media outlets.

The Occupant Protection Award recognizes outstanding service to the community throughout the state of North Dakota in the area of seat belt use.

The Traffic Safety Officer of the Year award is selected by reviewing each of the nominations received for law enforcement officers for the Traffic Safety Honor Roll and Commemorative Coin awards. The nominations are reviewed to determine the single officer who has displayed a well-rounded effort for traffic safety through enforcement, training, and community education.

The Commemorative Coin Program recipients, three Traffic Safety Honor Roll nominees, the Occupant Protection Award recipient, and the Traffic Safety Officer of the Year were recognized during an evening dinner and award ceremony held during the 2012 Law Enforcement Summit. North Dakota's Lieutenant Governor was present to make comments and distribute awards to recipients.

## **Future Strategies**

- Continue the annual Law Enforcement Summit to provide law enforcement agencies under contract with the TSO with a wide range of information from grant management to effective impaired driving enforcement techniques. The sixth annual Law Enforcement Summit is scheduled for February 2013.
- Further develop and market the law enforcement incentive programs including the ASSISTS and other programs.
- Continue to provide training to law enforcement related to the enforcement and adjudication of traffic safety laws.
- Continue to provide funding for law enforcement to purchase equipment needed to conduct speed, seat belt, and child restraint enforcement.

# **Traffic Records**

## **Program Summary**

Effective traffic safety intervention is dependent on accurate, timely, complete, and accessible traffic records data including crash, roadway, driver, vehicle, and other data sources. This data is continually analyzed to monitor existing traffic safety problems and to identify emerging trends.

## **Traffic Records Coordinating Committee**

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 a TRA be completed every five years.

The revised Plan will continue to include 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.

## **Electronic Crash Reporting**

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 71 law enforcement agencies, including the North Dakota Highway Patrol, using TraCS for electronic submission of crash reports to the NDDOT. Sixty-three (88%) of those agencies have been upgraded to TraCS 10.0 – a new version of TraCS with additional flexibility and functionality. And, 33 of these agencies are also using TraCS to electronically submit citation data to the courts. About 84 percent of all crash reports received by the NDDOT are electronic.

Each of North Dakota's four tribes (Standing Rock, Three Affiliated Tribes/MHA Nation, Turtle Mountain Band of Chippewa, and Spirit Lake Nation) have expressed an interest in beginning to use TraCS in the near future.

## **Annual Crash Summary**

The NDDOT published the annual *North Dakota 2011 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 TSO 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>.

## **Data Analyst – Emergency Medical Services and Trauma**

Funds are provided to the North Dakota Department of Health Division of Emergency Medical Services and Trauma (DEMST) to support a full-time data analyst to manage EMS system data including the North Dakota Trauma Registry and the Statewide Online Ambulance Reporting (SOAR) system.

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.

## Future Strategies

- Complete revisions to the Traffic Records Strategic Plan based on recommendations from the 2011 Traffic Records Assessment.
- Continue to: (1) convene quarterly meetings of the TRCC, (2) enhance TraCS and the CRS to facilitate timeliness, accuracy, completeness, uniformity, integration, and accessibility in crash reporting, and (3) implement projects from the Traffic Records Strategic Plan.
- Work with the four tribes to advance TraCS use for improved crash reporting from reservation lands.

# Motorcycle Safety

## Program Summary

The North Dakota Motorcycle Safety Program (NDMSP) exists to keep North Dakota's roadways safe for motorcyclists.

The TSO 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 NHTSA Section 2010 funds, fees paid by course participants, and in-kind funds and services donated by ABATE.

### **The North Dakota Motorcycle Safety Program**

In FFY 2012, ABATE employed 27 rider coaches statewide and provided them training in preparation for the training season which begins in May. The rider coaches taught 186 courses with a total of 2,001 students.

To increase the public awareness of the NDMSP, ABATE networks with various groups including the North Dakota Safety Council and local Chambers of Commerce. ABATE also continues to partner with motorcycle dealerships to conduct open houses and safety events to promote the NDMSP.

To promote rider safety, ABATE began a new voucher program to provide those completing a NDMSP course with a \$50 voucher toward the purchase of safety gear (i.e., helmet, leathers, boots, gloves, etc.).

ABATE continued to promote May as *Motorcycle Safety and Awareness Month* with sponsorship of a

motorcycle safety public service announcement (PSA) entitled, *Look Twice. Save a Life*. ABATE also administered the *Share the Road* campaign, a national campaign designed to remind drivers to be cognizant of motorcycle riders during the busier riding months. ABATE worked with MidContinent Communications to secure more than \$200,000 in contributions to promote these campaigns.

ABATE 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. The program allows the NDNG to achieve record numbers for motorcycle training of their personnel.

*The NDMSP in action*



## Future Strategies

- Promote the *Share the Road* and a new impaired driving awareness campaign during the FFY 2012 riding season.
- Add rider coaches through the rider coach mentoring program.
- Promote scooters under the Basic Rider Course training.
- Continue to promote rider education to the NDNG.
- Conduct a professional development workshop for North Dakota rider coaches.
- Conduct a quality assurance assessment of the rider education program.
- Implement select recommendations from the FFY 2010 NHTSA assessment of the NDMSP.
- Add the Advanced Rider Course curriculum for experienced riders.

# 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.

About 80-90 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.

CTSPs also coordinate various programs that have the potential to impact traffic safety problems within their service areas. Programs vary but could include:

- Simulator demonstrations including: (1) SIDNEs (Simulated Impaired DriviNg Experience) – battery-powered vehicles that simulate the effects of impairment from alcohol or other drugs on a motorist's ability to drive, and (2) roll-over simulators
- Responsible Alcohol Beverage Server Training sessions to provide education to server staff working in licensed liquor establishments on the liability related to over-serving and serving to underage patrons.
- Working with local businesses to implement employee traffic safety policies such as a ban on cell phone use, mandatory seat belt use while in a company vehicle, etc.

### **County Outreach Program – North Dakota Association of Counties**

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

Activity occurs through diverse partnerships governed by the North Dakota Association of Counties 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.

An example of one sports venue partnership was the annual McQuade's softball tournament – the largest softball tournament in the country – held in Bismarck, North Dakota. 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. The primary message was *Softball is a game, life is not. Buckle Up. Designate a Driver.*



*A McQuade Softball  
Tournament banner*



Sports venue partnerships to provide traffic safety messages during athletic events have been expanded to include both of North Dakota's largest universities and a local hockey team.

*Outreach material from North Dakota State University partnership*



Other activity conducted through this grant is as follows.

- County traffic safety information was distributed via bi-monthly articles in County News and in the CEG newsletter, monthly crash data fact sheets, and a minimum of one informational poster each quarter to provide awareness in public areas such as courthouses.
- County employees have mandatory training requirements. A traffic safety on-line training course was developed for the Workforce Safety and Insurance Learning Management System for employees to meet training requirements. This training opportunity was pilot tested in one county reaching 240 employees and will be expanded to subsequent counties next fiscal year.

### **Tribal Outreach Programs**

North Dakota's Native American population is disproportionately impacted by motor vehicle fatalities. In the past five years (2007-2011), Native Americans accounted for 19 percent (113 of 608) of North Dakota's motor vehicle fatalities while accounting for just 5 percent of the state's population. Of those killed, 72 percent were not wearing a seat belt at the time of the crash and about 65 percent were due to an alcohol-related crash.

To advance the planning, coordination, implementation, and evaluation of traffic safety programs on each reservation, the TSO provided a grant to three of North Dakota's four tribes (Standing Rock, Ft. Berthold, and Turtle Mountain) to maintain a Tribal Traffic Safety Outreach coordinator in FFY 2012 to conduct traffic safety outreach as described on the previous page.

*Traffic safety outreach at the United Tribes International Powwow Youth Day*



*A traffic safety outreach event at Turtle Mountain*

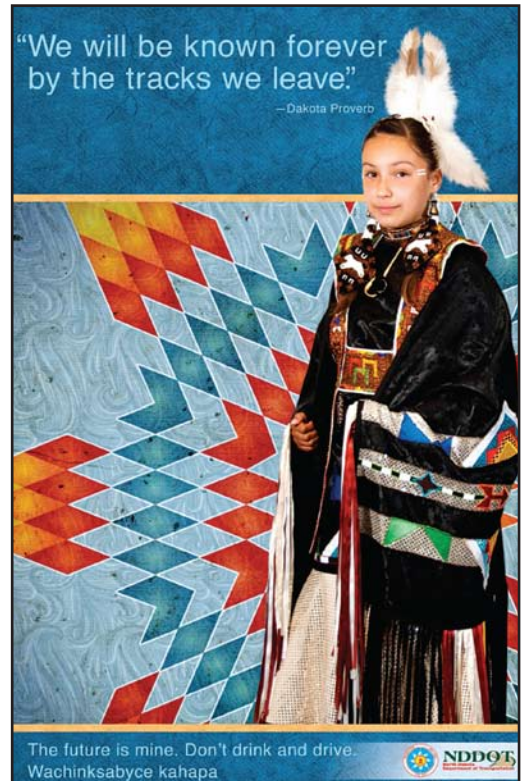


Tribal traffic safety print ad campaigns were developed specific to each reservation. The outreach coordinator worked to recruit tribal members to develop the messages and appear in the ads to assure cultural relevance of the materials. Ads will be placed in FFY 2013.

*The Tribal Chairman appears in this ad for Three Affiliated Tribes*



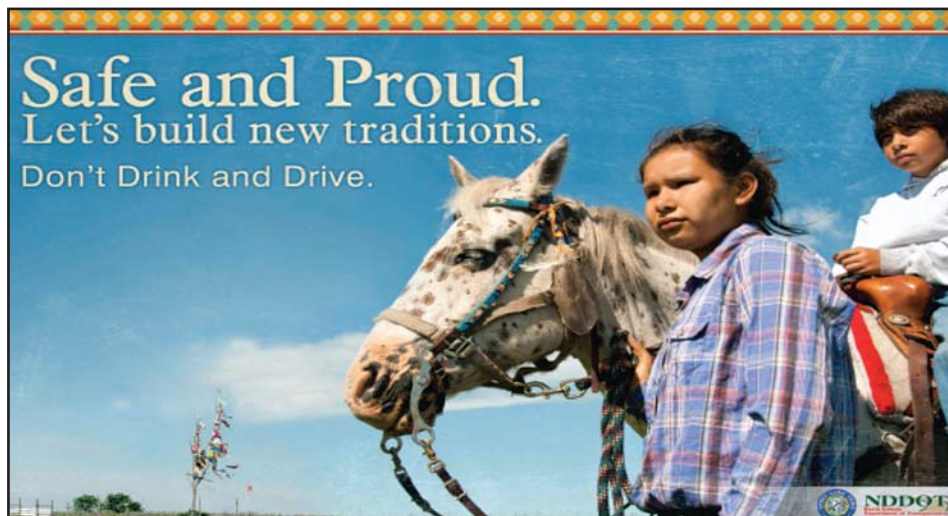
*This Standing Rock ad emphasizes Sioux culture*



*A Turtle Mountain ad with area youth*



*This Spirit Lake ad focuses on tradition*



## **Traffic Safety Program Evaluation**

The TSO contracted with North Dakota State University Upper Great Plains Transportation Institute (UGPTI) Rural Transportation Safety and Security Center (RTSSC) to complete program evaluation functions 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 will be conducted annually. The results from the core survey questions are included on page 8.
- An observational seat belt use survey of North Dakota's rural roadways. The survey demonstrated very low driver seat belt use rates of about 46 percent in small, rural towns and about 66 percent on rural highways. In 2011, nearly 90 percent of fatal crashes occurred on rural roads so increasing seat belt use in rural North Dakota is particularly important. Due to the value of this survey, it is conducted annually with half of the state's counties surveyed each year.
- The annual statewide observational seat belt use survey conducted on state and federal roadways.

## Future Strategies

- Continue to provide outreach to counties through media advocacy, training, community mobilization, environmental strategies, and other activities to increase knowledge and change attitudes, behaviors, and beliefs regarding traffic safety problems in the state.
- Continue to develop partnerships with the four Indian reservations and provide grants, technical assistance, and other resources to advance traffic safety programs on the reservations.
- Continue the contract with UGPTI RTTSSC to conduct the annual KABB, the statewide observational seat belt survey, seat belt observation studies in rural North Dakota, and other select evaluations.

# Youth/Young Adults

## Program Summary

Over the past five years (2007-2011), teen drivers accounted for 17 percent of all fatal crashes and about 25 percent of all crashes resulting in injury in the state. In 2011, one-fourth of alcohol-related fatal crashes involved a driver under the age of 25.

As a result, the TSO has incrementally increased emphasis on youth/young driver programs by assigning a program manager to build capacity in youth programming and identifying and allocating additional financial resources.

Youth/young driver intervention funded this fiscal year included the following.

### ***Driver's Education Curriculum Project***

The TSO has provided grants 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.

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 TSO.

### ***Young Individuals Establishing Logical Driving Decisions (YIELDD)***

YIELDD is a young driver education program that addresses specific traffic violations of first-time juvenile offenders to prevent repeat or other traffic offenses and to improve teen driver safety.

Research shows that teens cited for certain driving offenses or involved in property damage crashes have a higher propensity for being involved in a serious injury or fatal crash subsequently.

YIELDD was developed by a local coalition group and expanded in FY 2012 to attempt statewide implementation. The program operates as follows:

- The Court Officer refers a first-time juvenile offender to the YIELDD program.
- The juvenile is given a brochure that explains the program, contains instructions for completion, and includes a Parent-Teen Driving Agreement and voluntary Consent for Disclosure form.
- The Parent-Teen Driving Agreement must be signed by the juvenile and his/her parent(s) or guardian and submitted for record upon attending the program. The voluntary Consent for Disclosure form is signed by the juvenile and guardian, and provided to the program evaluator to allow for subsequent data analysis.
- The juvenile must call the program coordinator to schedule a time to complete the program.
- To successfully complete the program the juvenile must:
  - Complete a questionnaire about knowledge of traffic safety messages and programs, knowledge of laws, parental consequences, and personal perceptions
  - Complete a pre-test with questions that directly related to the traffic safety video
  - View a video that addresses various traffic safety issues
  - Complete a post-test to measure the knowledge gained
  - Complete one essay explaining his/her offense, how and why it occurred, and how to avoid future traffic offenses
  - Complete a second essay describing how the offense could have impacted someone else and how the offense personally affected the juvenile (the essays are provided to the juvenile court upon completion)

The YIELDD program is currently operating in 36 of North Dakota's 53 counties (68%) and is sustained through participant fees.

A longitudinal outcome evaluation is underway through North Dakota State University Upper Great Plains Transportation Institute Rural Transportation Safety and Security Center to compare the driving records of juvenile offenders who completed the YIELDD program against a control group to determine program effectiveness.

### **Teen Driver Website and Contest**

In 2009, the NDDOT launched a website – [www.ndteendrivers.com](http://www.ndteendrivers.com) – to target teen drivers and decrease teen car crashes which are the leading cause of death among North Dakota teens.

A component of the website is a statewide interactive contest to educate teens, their peers, and their community about traffic safety.

Students who registered to participate had the option to develop either a 30-second video or a billboard on a select traffic safety problem.

There were 86 submissions in both categories reviewed by a team of judges. The top ten submissions from each category were posted to the website for on-line voting and winners were identified.

Winners from 1<sup>st</sup> to 3<sup>rd</sup> place in each category received cash awards. Additionally, the winning billboard and video received paid media placement for one week statewide and the winning video was placed for a 12-month period at movie theatres throughout the state.

### 1<sup>st</sup> Place Billboard



### Teen Advisory Council

The TSO continues to work with a Teen Advisory Council to guide media development and outreach activities. The group developed the *Think About It. Think. Drive. Survive* campaign which asks teen drivers to think about various traffic safety issues that impact them and their occupants such as, "Are all my passengers properly buckled?" and many other questions.

The campaign messages are distributed through school newspapers, distribution of posters with QR codes, and a Facebook page – [www.facebook.com/safedrivers](http://www.facebook.com/safedrivers).

### Driving Skills for Life

The TSO submitted a proposal to the Governor's Highway Safety Association (GHSA) for a grant through Ford Motor Company to offer the *Ford Driving Skills for Life (DSFL)* program in North Dakota. While the first DSFL event was funded through the grant, the TSO has continued to hold the event annually.

The 2<sup>nd</sup> annual DSFL event was held in June 2012 in Fargo, ND over a full day with two sessions – morning or afternoon – for participants to choose from.

Fifty-eight teens participated in the event which consisted of a ride and drive session conducted via the North Dakota Highway Patrol's Emergency Vehicle Operator Course (EVOC) officers. Teens had the opportunity to drive through the course under normal conditions and then again while being distracted as someone texted them as they drove. Additional distractions for the driver included the radio being on in the vehicle and the EVOC officer talking to them as they drove to simulate many of the distractions that a driver can experience while operating a vehicle. Hector International Airport provided space at their facility free of charge to conduct this event.

Once participants completed the ride and drive session, they were escorted through a series of traffic safety information, activity and photo opportunity stations.



A "Think About It" Print Ad

## Event Sponsors/Partners

The level of support and participation from event sponsors and partners was outstanding.

The NDDOT provided project coordination and marketing and media coordination.

The North Dakota National Guard (NDNG) donated the North Dakota Armed Forces Reserve Center and an activity station for participants to learn more about the NDNG. They also provided a number of NDNG volunteers to take photos, to manage the registration desk, guide participants through the activity stations, and set up and tear down activity stations.

The Cass County Sheriff's Office provided four EVOC instructors who spent significant time preparing for the event and setting up the course and then operating the courses during the 8-hour event.

And, a number of program partners including *Safe Communities* programs, AAA of North Dakota, Altru Health Systems, State Farm Insurance, the North Dakota Association of Counties, and the North Dakota Safety Council, provided activity stations and volunteers to be present at the stations throughout the 8-hour event.

The Luther Family Ford dealership donated money for the purchase of food and bottled water.

## Response to the Event

The DSFL event garnered significant media attention by local news stations and event staff received a lot of positive feedback including the following note from a parent.

*"Thank you for your part in organizing the driving skills for life event this past weekend in Fargo. Our daughter participated and her report back was that it was a great experience. She also believes there is no way possible she is talented enough to text and drive...so we hope this attitude sticks throughout her driving years!"*

*We drove from Bottineau for the event and some thought that was a crazy amount of miles to drive for a few hours, but I do believe every exposure we can give our young drivers to tips and advice on safer driving skills is never too far to go.*

*Thanks again for your part in the event!"*

*A DSFL participant driving the SIDNE  
(Simulated Impaired DrivINg Experience)*



*Another participant in the seat belt convincer*



## Future Strategies

- The TSO will continue to target young, inexperienced drivers as a priority population with all planned traffic safety intervention.
- The TSO will continue to work with a teen advisory group to guide and promote the *Think About It. Think. Drive. Survive.* youth peer-to-peer outreach campaign. The activities discussed here and other new activities including motivational speakers emphasizing traffic safety will be conducted as outreach under this campaign.

# Media

## Program Summary

Paid and earned media are integral to the success of traffic safety programming. The FFY 2012 media calendar and associated campaign information is included as Attachment 1.

In FFY 2012, the TSO's media efforts focused on seat belt use, impaired driving, and distracted driving. *Click It or Ticket* and *Drive Sober or Get Pulled Over.* were the primary messages during planned enforcement periods.

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 low seat belt use and higher impaired driving rates than other populations in the state.

The TSO worked with a media consultant to develop promotional plans that included defined partnerships and collateral materials to be used by the TSO 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.

## Occupant Protection

### *Click It or Ticket*

The enforcement message, *Click It or Ticket*, continued to be used in FFY 2012. Grant funds were used to conduct four seat belt enforcement campaigns throughout the year including participation in the national *Click It or Ticket* mobilization in May.

The TSO continued to use the *Pick Your Click* ad that demonstrates





a person's ability to choose between the click of their seat belt or the click of an officer's pen as he/she writes them a ticket for failure to wear one.

The campaign includes TV and radio spots as well as print materials for publication in local newspapers, etc.

The full ad can be viewed at the NDDOT's YouTube page at the following link:  
<http://www.youtube.com/watch?v=j3z2gOvd1eI>

To increase public awareness of the national *Click It or Ticket* campaign, the TSO coordinated a series of eleven crashed car displays at schools throughout the state. The events generated local media attention and allowed student participants and media to witness how seat belts prevent ejection during a crash and maintain vehicle occupants in the vehicle where there is "room to live".

*A Click It or Ticket event at a North Dakota high school*

### The "Crash" Ad

The TSO's "Crash" ad continued to air at defined periods in FFY 2012 via TV and radio. The ad depicts an unbelted teen driver involved in an intersection crash which catapults him through the vehicle causing him to strike and kill his younger sister who was a belted passenger in the pickup truck he was driving. The tagline, *Wear it For Them*, appears at the finale.



Images from the ad are shown below.



According to the 2012 behavior survey that measured the knowledge, attitude, behavior, and beliefs of North Dakotans related to traffic safety issues, nearly 30 percent of respondents who had seen the ad increased their seat belt use after viewing. Residents in rural areas were most impacted with nearly 30 percent of rural respondents stating increased seat belt use after viewing.

### Skydiving

A new seat belt ad was developed that used humor to demonstrate that seat belt use is the obvious choice. The ad compares jumping from an airplane with an umbrella as the equivalent of driving or riding in the vehicle with no seat belt.

Images from the campaign are shown below.



The ad can be viewed at: <http://www.youtube.com/watch?v=x0wTDZ6wIHQ>

## **Impaired Driving**

*The Odds Are Against You – Drunk Driving. Over the Limit. Under Arrest.*

Regional enforcement ads continue in support of the statewide sustained multi-agency DUI enforcement initiative that was rolled out in FFY 2011.

The ads depict participating officers working in force to curb drunk driving with the message, "If you choose to drink and drive, the odds are against you." The ads are tagged with the *Drive Sober or Get Pulled Over* logo.

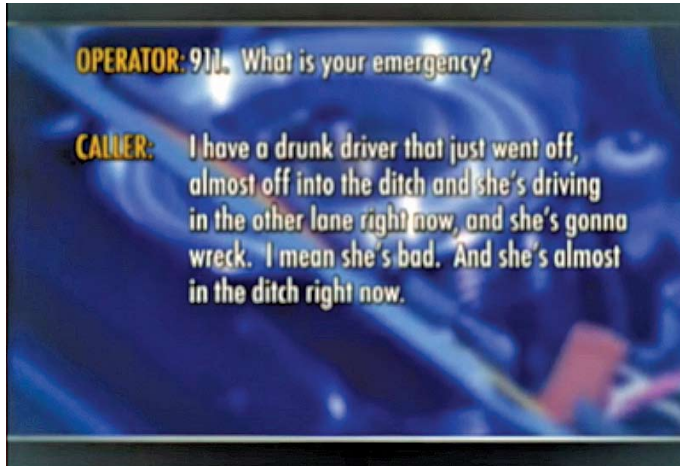
*Newsprint*

A black and white advertisement featuring a line of police officers standing in front of a building at night. The text reads: "IF YOU PLAN TO DRINK & DRIVE...", "THE ODDS ARE AGAINST YOU!", "DRIVE SOBER OR GET PULLED OVER", and "OUT IN FORCE: February 3<sup>rd</sup> - 12<sup>th</sup>". The logo for "DRIVE SOBER OR GET PULLED OVER" is in the bottom left corner.

## Buzzed Driving is Drunk Driving

In FFY 2010, the TSO was involved in the development of an ad that tells the true story of a North Dakota law enforcement officer whose mother was killed on her birthday by a drunk driver. The ad continues to be distributed via TV, radio, Facebook and YouTube.

The ad includes the real 911 call from the crash and is a heart-wrenching, real portrayal that drunk driving kills.



This ad won the 2011 American Association of State Highway and Transportation Officials (AASHTO) 34th annual National Transportation Public Affairs Workshop (NTPAW). The ad won first place in the "TV commercial or PSA, with consultant category".

The 60-second TV ad can be viewed at the following link:

<http://www.youtube.com/watch?v=mULGAUKB6ow&feature=related>

## Don't Forget TODD

To sustain impaired driving prevention messaging during non-enforcement periods, the TSO developed a social norms campaign entitled, "Don't Forget TODD" to reach the a target demographic of young males age 18-34. The campaign encourages the use of a sober designated driver. TODD is an acronym for TO Designate a Driver.

The campaign includes TV and radio ads, a Facebook page, collateral materials including coasters with QR code for use at bars, and a webpage – [www.dontforgettodd.com](http://www.dontforgettodd.com). The webpage has many interesting features including:

- an option for people to receive safe ride information via a text on their cell phones
- information on DUI enforcement activity underway in regions throughout the state
- a Facebook application called "Staying In" which allows Facebook users to notify their Facebook friends that they are "staying in" and available as a sober driver to friends who are out drinking and need a ride home
- a personal testimony from the actor who plays TODD

There are several versions of the TV ad that allow for use at high-risk times through the year such as

the Christmas and New Years holidays and Super Bowl Sunday. Another version depicts the TODD character volunteering to be the designated driver after a work shift on an oil rig to target North Dakota's oil field workers. All ads can be viewed on the campaign webpage.

The TODD character was also used with summertime outreach through softball tournaments promoting the message, *Softball is a game. Life is not. Buckle Up. Designate a Driver.*

*A TODD coaster distributed at participating bars*

### *Don't Play Games with Alcohol*

The TSO partnered with several speedways throughout the state to conduct impaired driving prevention outreach with the message, *Don't Play Games with Alcohol.*

Those attending races at the speedways were encouraged to stop by the event booth for free hotdogs and soda and to participate in outreach activities including alcohol beverage serving size activity and games with impaired vision goggles that simulate alcohol impairment at various blood alcohol content levels.



### ***Distracted Driving***

April is *National Distracted Driving Awareness Month*. To promote distracted driving awareness in April 2012, the TSO ran a TV ad developed by students in association with the annual [www.ndteendrivers.com](http://www.ndteendrivers.com) contest. The ad depicts a young female walking through the halls of her school with several friends whom are talking to her simultaneously and a series of thoughts going through her mind about all that she has to do after school. The girls proceeds to exit the school building and shuts the door on her friends stating, "Not now, I have to drive." to demonstrate that she can't be distracted while she's driving.

## Motorcycle Safety

The majority of fatal motorcycle crashes in North Dakota involve alcohol. As a result, the TSO called for the development of an ad to deter motorcyclists from riding impaired. The ad entitled, *It's Not Just a Funeral When It's Yours* shows a young woman wearing black, sitting at a table, reading an obituary and crying as flashbacks occur of a man leaving a bar, getting on his motorcycle and crashing. The man – battered and bruised – is shown sitting across from the women reaching for her but she can't see him because he's actually dead and she gets up to leave for his funeral.

The ad can be viewed at: <http://www.youtube.com/watch?v=IA3t-RlmSx4&list=UUC9q9qyepKShBgfLM3RsrFQ&index=11&feature=plcp>

## Agriculture Publications

In an effort to reach rural male pick-up drivers who have a historically low seat belt use rate, the TSO purchased ads in ten North Dakota agriculture publications reaching 14,000 patrons. Both an ad and an article were published encouraging farmers to buckle up because their farms and their families need them.

**In North Dakota, more than 80 percent of fatal crashes occur on rural roadways each year.**

*Your Farm and Family Both Need You.*

It's only a few miles to town, a drive you've made a thousand times. That's an understatement actually. You could die the route. It's not dead-end, and some writers you practically have.

You step into the cab and start the engine, brushing aside the seat belt that hangs against your shoulder as you shift into gear. The metal of the buckle against your arm is a nagging reminder of the numbers you've heard about seat belt safety. According to the North Dakota Department of Transportation, 66 percent of those killed in motor vehicle crashes in 2011 were not wearing seat belts. One unseated occupant died every 5 days in North Dakota. But you're not one of those statistics; there are just a few things you have to pick up at the hardware store, nothing out of the ordinary, just the little things that keep the farm running – always work to be done. Besides, when you drive the busier highways and out of state you always put on your seat belt.

You look both ways at the end of your drive, your turn signal blinking. It's clear, probably nobody for miles. You turn down the road and get up to speed. It's a cloudless day and the fields are a blur of green as you cruise past. There's another truck approaching the four-way intersection ahead, but he's so far off you don't think twice about him. Besides, he has a stop sign and you have the right of way, everybody knows that.

The crash happens so instantaneously you don't have time to wonder how fast the other vehicle must have been traveling. As the force of the impact drives you sideways into your dash, bouncing off the edge of your deployed airbag and into the hard center console, the sounds of breaking glass and bending metal meld with the thud of your legs striking something; the warmth that fills your knee before you can even feel what it's just slammed into. A granular mass of crinkled laminas and glass that, only seconds earlier, was your windshield, falls onto you. You try to push it off, only to find you can barely move your arm. Your mind is too filled with thoughts to remember the reason you don't put on your seat belt – thoughts of your family, your obligations, whether or not you'll be able to be there for the people depending on you. Whatever the reason you don't buckle up, it's not worth much now.

The North Dakota Department of Transportation (NDDOT) wants you to arrive at your destination safely and the best way to do that is by taking the time to put on your seat belt. A second is all it takes to buckle up and it is the easiest and fastest way to potentially save your life. There are too many people depending on you, so stop making excuses and get in the habit of buckling your seat belt every trip, every time.

In North Dakota, more than 80 percent of fatal crashes occur on rural roadways each year; roads rural drivers know by heart. No matter how far you're going and how well you know the roads, look out for yourself and the people who depend on you. Wear your seat belt, your farm and family both need you.

**Wear Your Seat Belt.**

**In North Dakota, more than 80 percent of fatal crashes occur on rural roadways each year.**

**NDDOT**  
North Dakota Department of Transportation

## Oil Country

### Progress Zone: Moving Forward Safely

Western North Dakota's oil boom has resulted in increased traffic volumes and traffic safety concerns.

Within a 17-county area identified with oil production in North Dakota, two thirds of the counties are above the state average for crash risk. (Source: *Issue Brief: ND Traffic Safety*, North Dakota State University, Upper Great Plains Transportation Institute, Rural Transportation Safety and Security Center)

Lack of seat belt use, speed, failure to yield, impaired driving, and other behavioral safety risks are a factor in nearly all fatal crashes occurring in these counties.

In FY 2011, the TSO partnered with the North Dakota Petroleum Council (NDPC), the North Dakota Highway Patrol, and a local media firm to develop a public awareness campaign to promote traffic safety and to reduce all motor vehicle fatalities in North Dakota's oil country.

Called *ProgressZone: Moving Forward Safely*, the campaign urges motorists driving in oil country to be patient and exercise caution while traveling in this area of the state.

The *ProgressZone* campaign focuses on the following key messages: *Pass with Caution, Be Patient. Slow Down, Roads Shared. Lives Spared, and Buckle Up. Every Time.*

The campaign continued through FY 2012. Campaign messages were further distributed via radio, print (billboards, newspaper ads, posters, brochures), and incentive items (pens and air fresheners).

*Billboard*



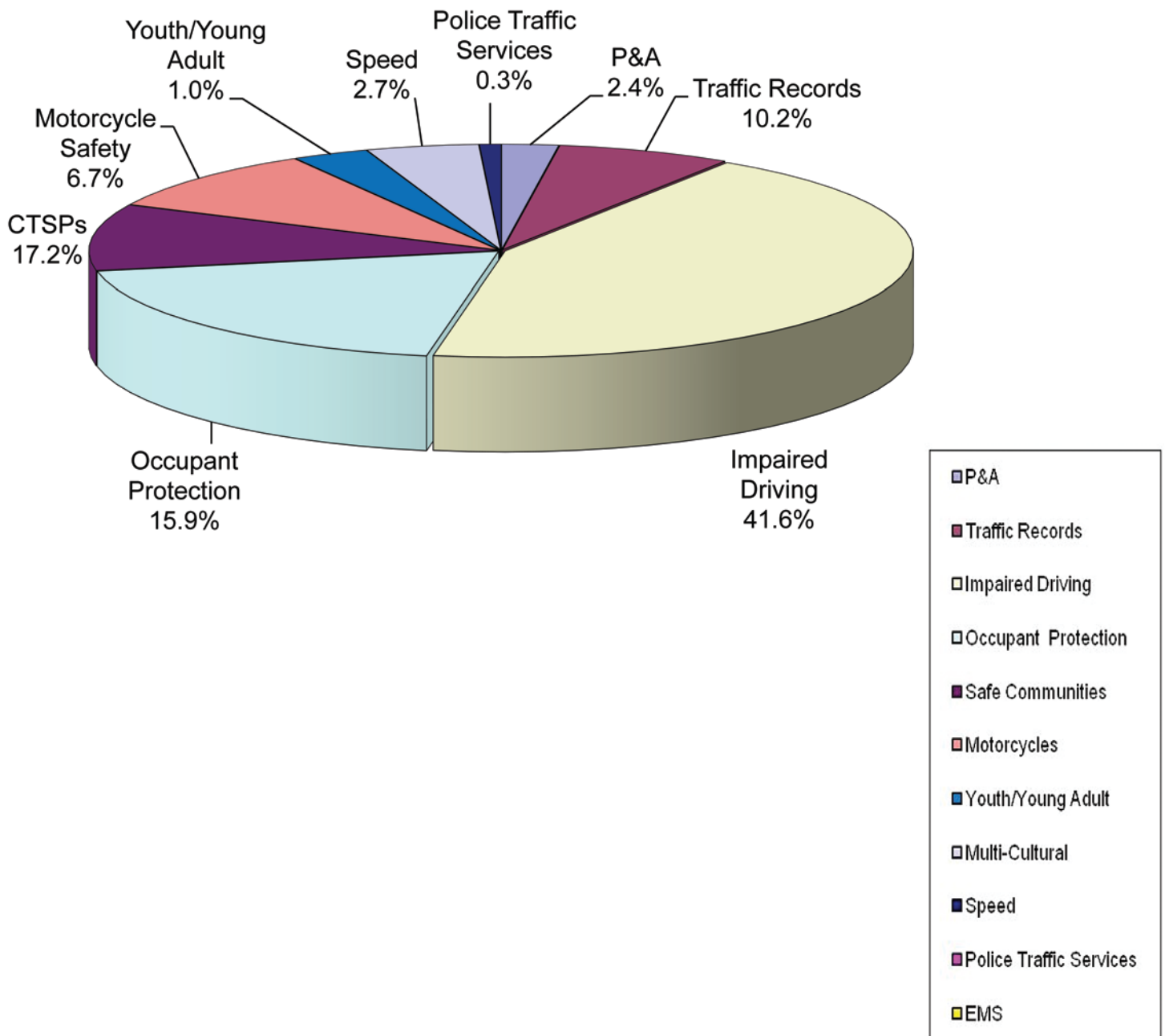
All campaign materials can be located at: <http://ndoil.org/?id=232&page=ProgressZone>

## **Future Strategies**

- The TSO will continue to develop strong, market-tested ads for both impaired driving and seat belt use. Both enforcement and social-norming ads will include comprehensive paid and earned media distribution plans.
- The TSO will continue to advance message distribution through the use of social media.

# Financial Summary

Figure 1 shows the TSO's expenditures by program area as a portion of total FFY 2012 expenditures.



## 2011 - 2012 NDDOT Media Calendar

### October 2011

M	Tu	W	Th	F	Sa	Su
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

### November 2011

M	Tu	W	Th	F	Sa	Su
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

### December 2011

M	Tu	W	Th	F	Sa	Su
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25

### January 2012

M	Tu	W	Th	F	Sa	Su
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

### February 2012

M	Tu	W	Th	F	Sa	Su
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26

### March 2012

M	Tu	W	Th	F	Sa	Su
27	28	29	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25

### April 2012

M	Tu	W	Th	F	Sa	Su
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

### May 2012

M	Tu	W	Th	F	Sa	Su
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27

### June 2012

M	Tu	W	Th	F	Sa	Su
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24

### July 2012

M	Tu	W	Th	F	Sa	Su
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

### August 2012

M	Tu	W	Th	F	Sa	Su
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26

### September 2012

M	Tu	W	Th	F	Sa	Su
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

October 3-9, 2011: Distracted Driving - Statewide
October 10-20, 2011: Parents LEAD - Statewide
October 14-31, 2011: Impaired Driving Enforcement Focus Media Message: Drive Sober or Get Pulled Over
October 14-15, 2011 - Southwest Region Dickinson
October 14-23, 2011 - Southwest Region Bismarck
October 21-29, 2011 - Northeast Region Devils Lake
October 21-31, 2011 - Northwest Region Minot
October 28-29, 2011 - Northeast Region Grand Forks
October 28-31, 2011 - Southeast Region Fargo
November 11-19, 2011: Occupant Protection Enforcement Focus - Statewide Media Message: Click It or Ticket
November 11-19, 2011: Impaired Driving Enforcement Focus - Southeast Region Jamestown Media Message: Drive Sober or Get Pulled Over
November 21-30, 2011: Parents LEAD - Statewide
December 2-3, 2011: Impaired Driving Enforcement Focus - Northwest Region Williston Media Message: Drive Sober or Get Pulled Over
December 12-31, 2011: Impaired Driving Social Norming Focus - Statewide Media Message: Don't Forget TODD; Kilde

January 13-21, 2012: Occupant Protection Enforcement Focus - Statewide Media Message: Click It or Ticket
January 16-Feb 5, 2012: Impaired Driving Social Norming Focus - Statewide Media Message: Don't Forget TODD; Kilde
Impaired Driving Enforcement Focus Media Message: Drive Sober or Get Pulled Over
Jan. 21-Feb. 5, 2012 - Northwest Minot
February 3-12, 2012 - Southwest Region Bismarck
Feb. 13-Mar. 8, 2012: Occupant Protection Social Norming Focus - Statewide Media Message: TBD
March 9-17, 2012: Impaired Driving Enforcement Focus - SE Region Jamestown; NE Region Devils Lake
March 16-24, 2012: Impaired Driving Enforcement Focus - NW Region Williston, NE Region Grand Forks, SE Region Fargo, SW Region Dickinson Media Message: Drive Sober or Get Pulled Over
April 2-8, 2012 Distracted Driving - Statewide
April 9-26, 2012: Impaired Driving Social Norming Focus - Statewide Media Message: Don't Forget TODD; Kilde
April 23-May 3, 2012: Parents LEAD - Statewide
May 1-15, 2012: Motorcycle Safety - Statewide (NDBA PEP Program)
May 14-27, 2012: Motorcycle Safety - Statewide (Results Unlimited)
May 4-13, 2012: Occupant Protection Social Norming Focus - Statewide Media Message: Crash; Skydiving (NDBA PEP Program)

May 4-12, 2012: Impaired Driving Enforcement Focus NW Region Williston, NE Region Grand Forks Media Message: Drive Sober or Get Pulled Over
May 14-27, 2012: Occupant Protection Social Norming Focus - Statewide Media Message: Crash; Skydiving (Results Unlimited)
May 14-28, 2012: Occupant Protection Enforcement Focus - Statewide Media Message: Click It or Ticket
May 18-28, 2012: Impaired Driving Enforcement Focus - NW Region Minot
June 11-17, 2012: Motorcycle Safety - Statewide
Impaired Driving Enforcement Focus Media Message: Drive Sober or Get Pulled Over
June 8-17, 2012 - Southeast Region Fargo
June 8-23, 2012 - Southeast Region Jamestown
June 15-24, 2012 - Southwest Region Bismarck
June 21-30, 2012 - Southwest Region Dickinson
June 22-30, 2012 - Northeast Region Devils Lake
July 4-12, 2012: Occupant Protection Social Norming Focus - Statewide Media Message: Crash; Skydiving
July 13-21, 2012: OP Enforcement - Statewide Media Message: Click It or Ticket
July 30-Aug 19, 2012 ID Social Norming - Statewide Media Message: Don't Forget TODD; Kilde
August 17-Sept. 3, 2012: Impaired Driving Enforcement Focus - Statewide Media Message: Drive Sober or Get Pulled Over

Note: Dates and promotions may change. Last update: April 30, 2012.



# Challenges

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The TSO will be faced with the following challenges in FFY 2013.

- North Dakota experienced a significant increase in total motor vehicle fatalities in 2011 with 148 fatalities. This number of fatalities has not occurred in the state since the 1980s. While the year 2012 is not yet complete at the time of this report, motor vehicle fatalities for 2012 have already exceeded 2011.

With the increase in the number of fatalities, 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 ten states in the nation with the highest rate of alcohol-related crash fatalities based on the most recent data (2010) from the national Fatality Analysis Reporting System (FARS). North Dakota has been a high-fatality rate state for four of 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.
- Approximately 20 percent of fatal crashes in North Dakota involve a teenage driver.
- The number of registered motorcycles in North Dakota increased by 44 percent over the past ten years. 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 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.
- 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.
- About 75 percent of paper crash reports submitted by law enforcement have errors. While the TSO continues to train law enforcement on accurate paper reporting, the continued deployment and use of TraCS by law enforcement should facilitate timely and accurate reporting and decrease TSO staff resources committed to editing and data entry of crash reports.
- Interim continuing resolution obligation limitations make it difficult to assure traffic safety projects are funded without interruption.