



STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

PAT MCCRORY
GOVERNOR

ANTHONY J. TATA
SECRETARY

December 31, 2013

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

Dear Dr. Baker:

North Carolina is pleased to submit the following Annual Report for federal fiscal year 2013. The Annual Report describes the education, enforcement and other safety efforts that have been implemented in North Carolina to reduce motor vehicle crashes and the resulting injuries and fatalities. Specifically, the Annual Report includes an assessment of progress in working toward highway safety performance targets, descriptions of projects and funded activities, a report on paid media, and findings from the statewide survey.

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

As Director of GHSP, I am proud of the Governor's Highway Safety Program and their partners for the work they accomplished during FY2013, and I look forward to another productive year ahead.

Sincerely,

A handwritten signature in black ink that reads "Don Nail".

Don Nail, Director
North Carolina Governor's Highway Safety Program

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An aerial photograph of a coastal town, likely Beaufort, North Carolina. In the foreground, a tall, white, tapered lighthouse stands on a grassy area. The town behind it features numerous houses, a marina with many sailboats, and a large body of water. The background shows a vast expanse of green marshland and the ocean under a clear sky.

North Carolina Governor's Highway Safety Program FY2013 Annual Report

GOVERNOR PAT MCCRORY
STATE OF NORTH CAROLINA

SECRETARY ANTHONY J. TATA
NORTH CAROLINA DEPARTMENT OF TRANSPORTATION

DIRECTOR DON NAIL
GOVERNOR'S HIGHWAY SAFETY PROGRAM



TABLE OF CONTENTS

Executive Summary.....	1
The North Carolina’s Governor’s Highway Safety Program.....	3
Performance Measures and Targets.....	5
Alcohol-impaired Driving	19
Occupant Protection	35
Police Traffic Services.....	47
Young Drivers	61
Motorcycle Safety	65
Traffic Records	69
Other Traffic Safety Priorities	75
Paid Media Plan	79
Legislative Update.....	89
Statewide Traffic Survey	93

EXECUTIVE SUMMARY

This Annual Report describes the accomplishments and challenges experienced by the North Carolina Governor's Highway Safety Program (GHSP) during FY2013 (October 1, 2012 – September 30, 2013). GHSP funded a total of 142 projects for State and local agencies with the goal of reducing motor vehicle crashes and the resulting injuries and fatalities. These projects addressed a number of problem areas including alcohol-impaired driving, occupant protection, speeding, young drivers, motorcycle safety, traffic records, Hispanic drivers, older drivers, and school bus safety.

The federal grant funds administered during this fiscal year included 402 (State and Community Highway Safety Grant Program), 405 (Occupant Protection Incentive Grants), 406 (Safety Belt Performance Grants), 408 (State Traffic Safety Information System Improvement Grants), 410 (Alcohol-Impaired Driving Countermeasure Incentive Grants), 2010 (Motorcyclist Safety Grants), and 2011 (Child Safety and Child Booster Seat Incentive Grants).

This Annual Report documents:

- North Carolina's success in meeting the targets set for reductions in overall fatalities and other performance measures.
- Projects and activities funded during FY2013 to help meet these targets.
- A description of paid media expenditures.
- A legislative update.
- The results from the FY2013 statewide survey.

North Carolina made considerable progress toward achieving its long-term targets. As described in this Annual Report, the State met or exceeded its 2012 targets in four areas:

- Serious injuries: Decreased 29% from the 2005-2009 annual average.
- Unrestrained passenger vehicle occupant fatalities: Decreased 29% from the 2005-2009 annual average.
- Speeding-related fatalities: Decreased 19% from the 2005-2009 annual average.
- Drivers age 20 or younger involved in a fatal crash: Decreased 31% from the 2005-2009 annual average.

North Carolina failed to meet its targets in seven areas: total traffic fatalities, the fatality rate per 100 million VMT, alcohol-impaired driving fatalities, motorcyclist fatalities, unhelmeted motorcyclist fatalities, pedestrian fatalities, and the seat belt use rate. During 2012, there was an increase in total traffic fatalities in North Carolina, reversing a downward trend that had been in place since 2007. Despite this setback, traffic fatalities remain at historic lows for the State. The number of fatalities during 2012 was lower than the number recorded 50 years ago, when there were fewer vehicles in North Carolina driving far fewer miles.

GHSP is very aggressive in the fight to remove impaired drivers from our roadways. Although the number of alcohol-impaired driving fatalities in North Carolina has generally declined over the past 5

years, the target for 2012 was not reached. GHSP supports proven programs such as Booze It & Lose It to further deter drinking and driving. During FY2013, GHSP worked with the office of Governor Pat McCrory to establish a Statewide Impaired Driving Task Force. The Task Force was convened in August 2013 to discuss the impaired driving issues in the State, the challenges that need to be addressed, ongoing and planned initiatives, and potential new strategies for further consideration. The Task Force also developed an Impaired Driving Plan for the State of North Carolina.

Despite dedicated efforts to increase seat belt use in North Carolina, belt use has changed little. Observed seat belt use among passenger vehicle drivers and right front seat occupants has remained just under 90 percent for the past 8 years. Nonetheless, the number of unrestrained passenger vehicle occupant fatalities has decreased substantially in North Carolina over the past decade. Since 2002, unrestrained fatalities have dropped by 44 percent. Increasing seat belt use continues to be one of GHSP's highest priorities. Current GHSP-funded activities are focused on nighttime belt enforcement and targeting specific counties below the 90% threshold. During FY2013, GHSP hosted a NHTSA facilitated assessment of the NC occupant protection programs. This assessment provided GHSP with a review of the program's strengths, accomplishments, and challenges, as well as suggestions for improvement. GHSP intends to use this assessment and suggestions as tools for planning purposes and for making decisions about how to best use our available, but limited, resources.

North Carolina has experienced a surge in motorcyclist fatalities in recent years, largely due to the growing popularity of motorcycle riding. Additionally, there was a sizeable increase in unhelmeted motorcyclist fatalities during 2012. This increase – more than doubling the previous year's total – came as a surprise given the very low and consistent number of unhelmeted fatalities over the past decade. A bill to repeal North Carolina's universal helmet law was introduced during 2012. The bill has been referred to a subcommittee for further study. GHSP strongly supports the use of motorcycle helmets as well as training to help motorcyclists become safe riders.

Despite these challenges, GHSP will continue to serve as a leader for improving traffic safety in North Carolina, funding results-oriented and innovative programs to help us accomplish our vision of saving lives. The achievements to date have been the result of a wide range of educational, enforcement and other safety initiatives in our State, and can be credited to the hard work and dedication of many agencies and individuals including law enforcement officers, prosecutors, judges, educators, researchers, community groups and safety advocates. We are confident that FY2014 will be another productive year for improving the safety of all North Carolinians.

THE NORTH CAROLINA GOVERNOR'S HIGHWAY SAFETY PROGRAM

MISSION

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

ORGANIZATIONAL STRUCTURE

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

The NC GHSP is currently staffed with eight professionals and three support personnel. Administration of the program is the responsibility of the Director. There are three primary sections:

Planning, Programs and Evaluation Section. The function of the Planning, Programs and Evaluation section is to develop, implement, manage, monitor and evaluate a grants program that effectively addresses highway safety concerns that have been identified as a result of a comprehensive analysis of crash, citation and other empirical data. The Planning, Programs and Evaluation section is currently staffed with an Assistant Director (vacant) and five Highway Safety Specialists (HSS) and a Traffic Safety Resource Coordinator. Every project is assigned to a specific Highway Safety Specialist. The Highway Safety Specialist is the Project Director's liaison with the GHSP, NHTSA and other highway safety agencies. Highway Safety Specialists have primary areas of responsibility as follows:

1. Traffic Records
2. Impaired Driving
3. Occupant Protection
4. Youth and Multi-Cultural
5. Motorcycle Safety

Finance Section. The function of the Finance section is to manage and coordinate the financial operations of the GHSP. The Finance section is currently staffed with a Finance Officer, administrative assistant and office assistant.

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

GHSP STAFF

Don Nail.....	Director
Joshua DeFisher	HSS-Occupant Protection Coordinator
Frank Hackney.....	HSS-Traffic Records Coordinator
Humberto Mercado	HSS-Youth/Multi-Cultural Coordinator
David Williams.....	HSS-Impaired Driving Coordinator
Craig Moss.....	Highway Safety Specialist
Bob Stevens.....	Traffic Safety Resource Coordinator
Shannon Bullock.....	Finance Officer
Heather Jeffreys.....	Public Information Officer
Deidra Joyner	Administrative Assistant
Teresa Hinton.....	Office Assistant
Dean Toler.....	Office Assistant

CONTACT INFORMATION

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PERFORMANCE MEASURES AND TARGETS

PERFORMANCE MEASURES

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

In this section, we describe North Carolina’s progress toward the targets established for the performance measures required by NHTSA and GHSA. The ten core performance measures and one core behavior measure include:

Core performance measures

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

Core behavior measure

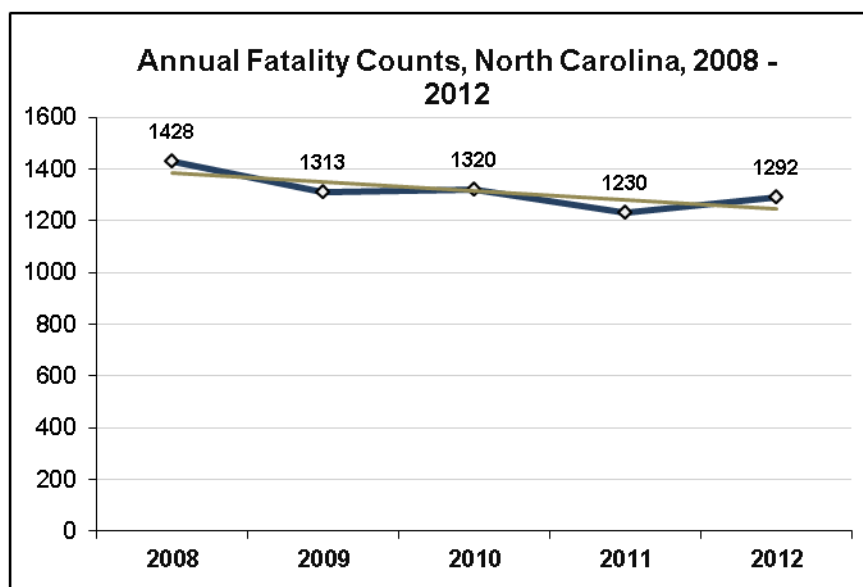
- Seat belt use rate

For the nine performance measures related to fatalities, the source is the federal Fatality Analysis Reporting System (FARS). The last outcome measure is serious injuries; the source for this measure and all other crash measures included in the Annual Report is the North Carolina State Crash Data file. The source for the one core behavior measure, observed seat belt use, is North Carolina’s annual seat belt observation survey.

For each of the performance measures, we first present targets for 2012 and indicate whether these targets have been achieved. We then provide figures showing 5 years of trends in each performance measure. This is followed by a brief discussion of North Carolina’s overall progress in addressing each performance measure.

TRAFFIC FATALITIES

- Target: Decrease the number of fatalities 20 percent from the 2005 – 2009 annual average of 1,504 to 1,203 during 2012.
- Outcome: **Target not achieved.** There were 1,292 traffic fatalities in 2012, a 14 percent decrease from the 2005 – 2009 annual average of 1,504.

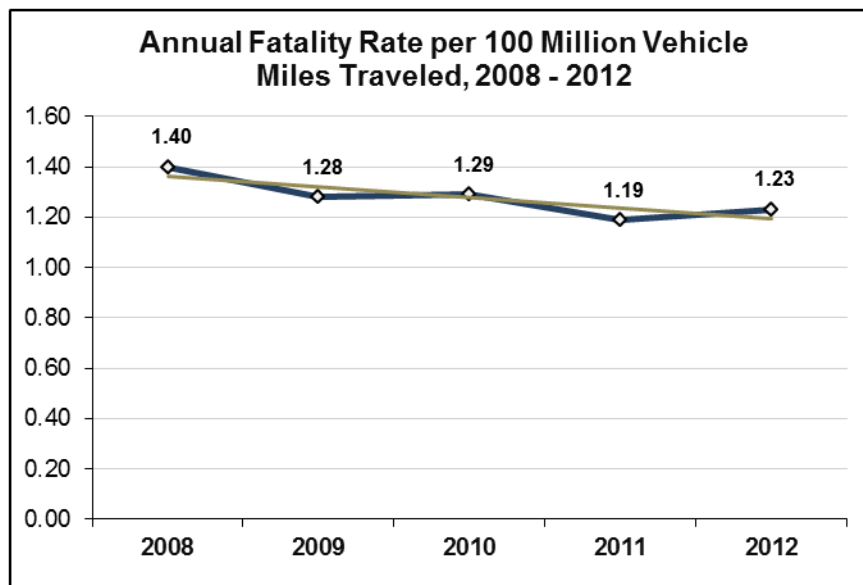


During 2012, traffic fatalities increased in North Carolina for the first time since 2007. Consequently, the target for 2012 was not attained. Although disappointing, the long-term trend continues to show a gradual decrease in fatalities. Moreover, traffic fatalities remain near historic lows. Current fatalities are lower than the number recorded 50 years ago, when there were fewer vehicles in North Carolina driving far fewer miles (1,325 fatalities in 1962).

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

FATALITY RATE PER 100 MILLION VMT

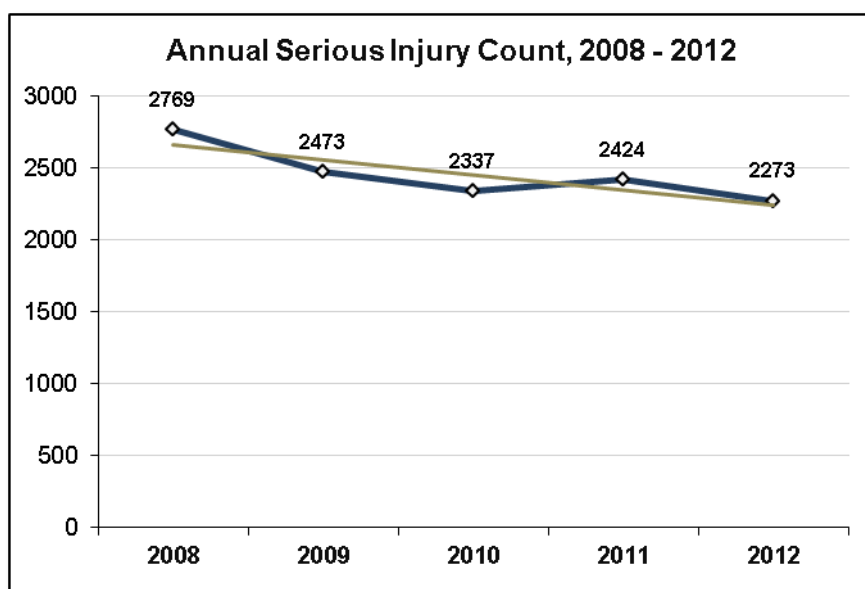
- Target: Decrease the fatality rate per 100 million VMT 20 percent from the 2005 – 2009 annual average of 1.47 to 1.18 during 2012.
- Outcome: **Target not achieved.** The fatality rate per 100 million VMT was 1.23 in 2012, a 16 percent decrease from the 2005 – 2009 annual average of 1.47.



Based on vehicle miles traveled (VMT) data available from FHWA, North Carolina’s annual fatality rate per 100 million VMT was 1.23 in 2012. The State was therefore just short of its target of 1.18. The data on fatality rates was not yet available from FARS/NHTSA for 2012. Hence, the final number for 2012 may change.

SERIOUS INJURIES

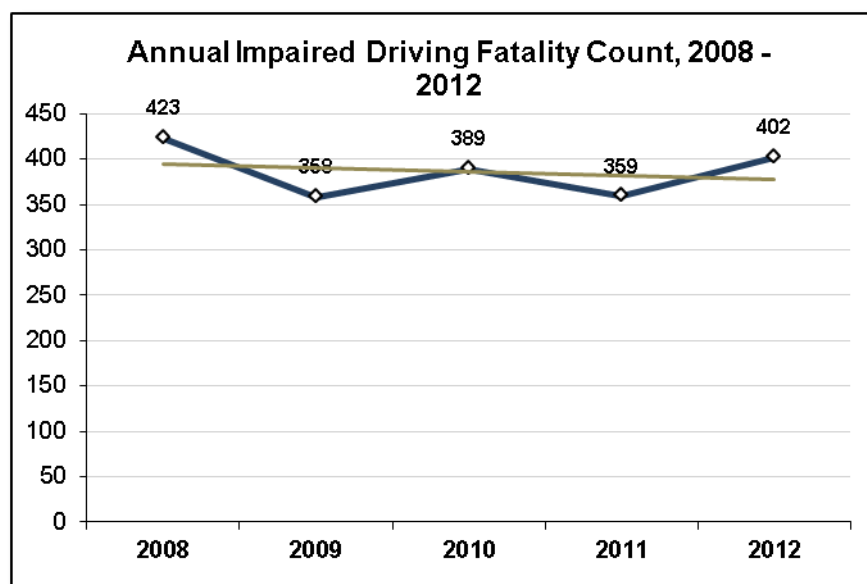
- Target: Decrease the number of serious (disabling A) injuries 20 percent from the 2005 – 2009 annual average of 3,188 to 2,550 during 2012.
- Outcome: **Target achieved.** There were 2,273 serious injuries in 2012, a 29 percent decrease from the 2005 – 2009 annual average of 3,188.



North Carolina has experienced a substantial reduction in serious injuries resulting from motor vehicle crashes. The 2,273 injuries in 2012 was a 29 percent decrease from the 2005 – 2009 annual average. Moreover, serious injuries have dropped by nearly half (47%) since 2002, and are down 63 percent since 2000.

ALCOHOL-IMPAIRED DRIVING FATALITIES

- Target: Decrease the number of fatalities involving drivers with a BAC of .08 or above by 18 percent from the 2005 – 2009 annual average of 427 to 350 during 2012.
- Outcome: **Target not achieved.** The number of fatalities involving drivers with a BAC of .08 or above was 402 in 2012, a 6 percent decrease from the 2005 – 2009 annual average of 427.

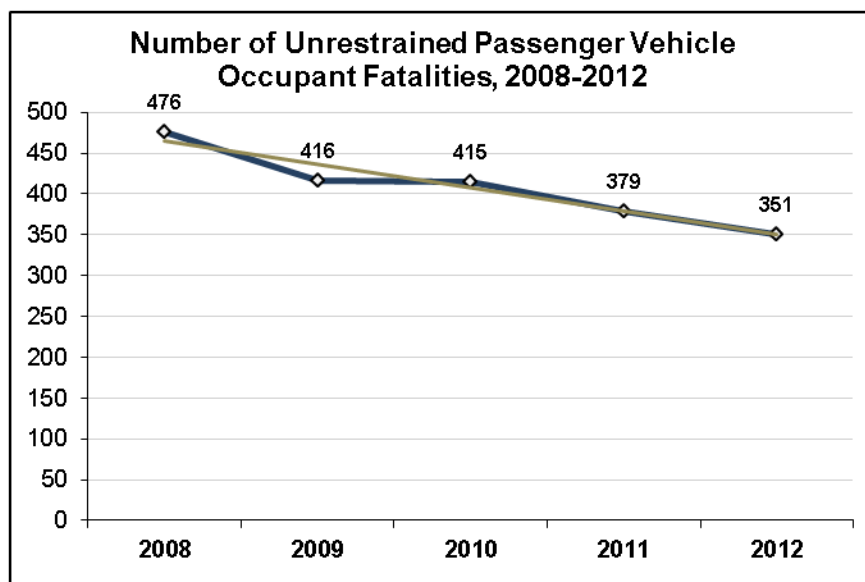


Despite the sizeable declines in traffic fatalities and injuries in recent years, alcohol-impaired driving fatalities have decreased only slightly in North Carolina. Consequently, the state has not achieved its target for 2012. Overall, alcohol-impaired fatalities have decreased just 6 percent from the 2005 – 2009 annual average.

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

UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES

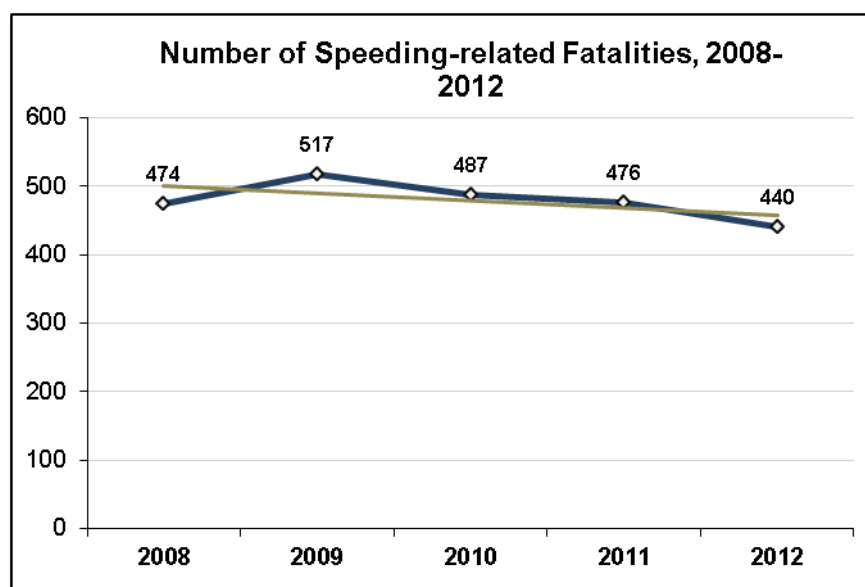
- Target: Decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions 20% from the 2005 – 2009 annual average of 495 to 396 during 2012.
- Outcome: **Target achieved.** The number of unrestrained passenger vehicle occupant fatalities was 351 in 2012, a 29 percent decrease from the 2005 – 2009 annual average of 495.



The number of unrestrained passenger vehicle occupant fatalities has decreased substantially in North Carolina over the past decade. Since 2002, unrestrained fatalities have dropped by 44 percent. The size of the decrease is somewhat remarkable, especially considering that seat belt use among passenger vehicle drivers and right front seat occupants has changed little in recent years (see below).

SPEEDING-RELATED FATALITIES

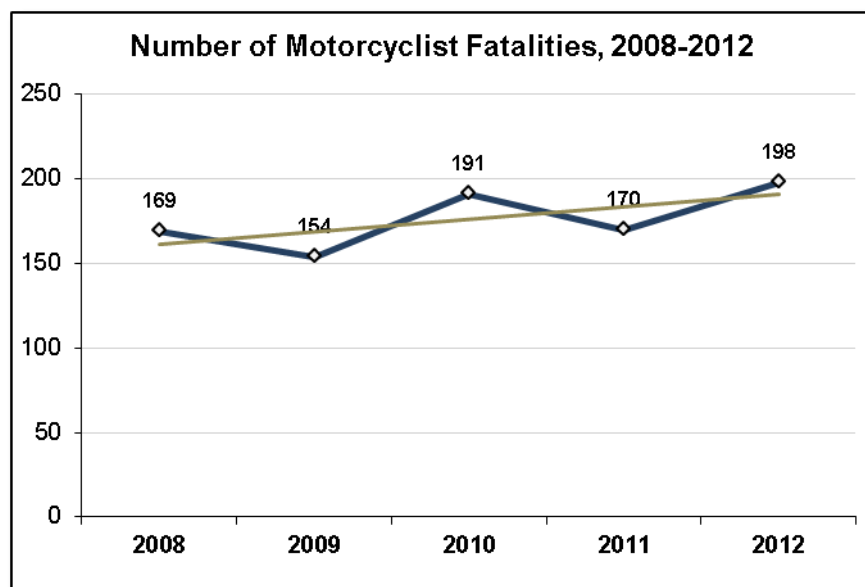
- Target: Decrease the number of speeding-related fatalities 10 percent from the 2005 – 2009 annual average of 546 to 491 during 2012.
- Outcome: **Target achieved.** The number of speeding-related fatalities was 440 in 2012, a 19 percent decrease from the 2005 – 2009 annual average of 546.



Speed-related fatalities have shown a slow, steady decrease in North Carolina over the past several years. The state easily met its target of reducing speed-related fatalities 10 percent by 2012. GHSP is committed to supporting proven countermeasures to reduce the frequency of speed-related crashes and fatalities. See the section of the report on Police Traffic Services for more details.

MOTORCYCLIST FATALITIES

- Target: Decrease motorcyclist fatalities 10 percent from the 2005 – 2009 annual average of 165 to 148 during 2012.
- Outcome: **Target not achieved.** The number of motorcyclist fatalities was 198 in 2012, a 20 percent *increase* from the 2005 – 2009 annual average of 165.

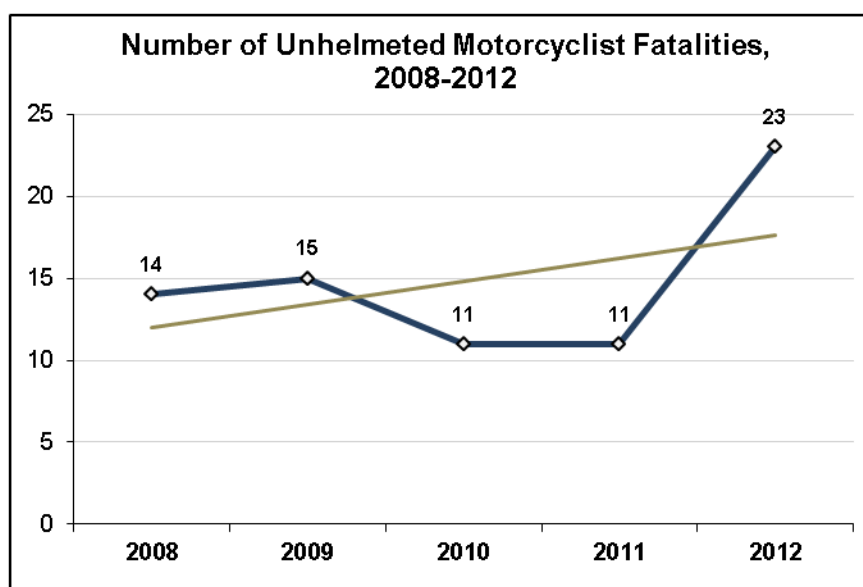


North Carolina has experienced a surge in motorcyclist fatalities in recent years. This is largely due to the growing popularity of motorcycle riding, with more riders traveling more miles. This increase began more than a decade ago. During 2012, North Carolina reached near-record levels of motorcyclist fatalities (just shy of the 201 fatalities recorded in 2007).

Motorcyclists comprise an increasing proportion of traffic fatalities in North Carolina, even as overall motor vehicle fatalities are declining. GHSP strongly supports efforts to provide training to help motorcyclists become safe riders. See the section of the report on Motorcycle Safety for more details.

UNHELMETED MOTORCYCLIST FATALITIES

- Target: Decrease unhelmeted motorcyclist fatalities 21 percent from the 2005 – 2009 annual average of 14 to 11 during 2012.
- Outcome: **Target not achieved.** The number of motorcyclist fatalities was 23 in 2012, a 64 percent *increase* from the 2005 – 2009 annual average of 14.

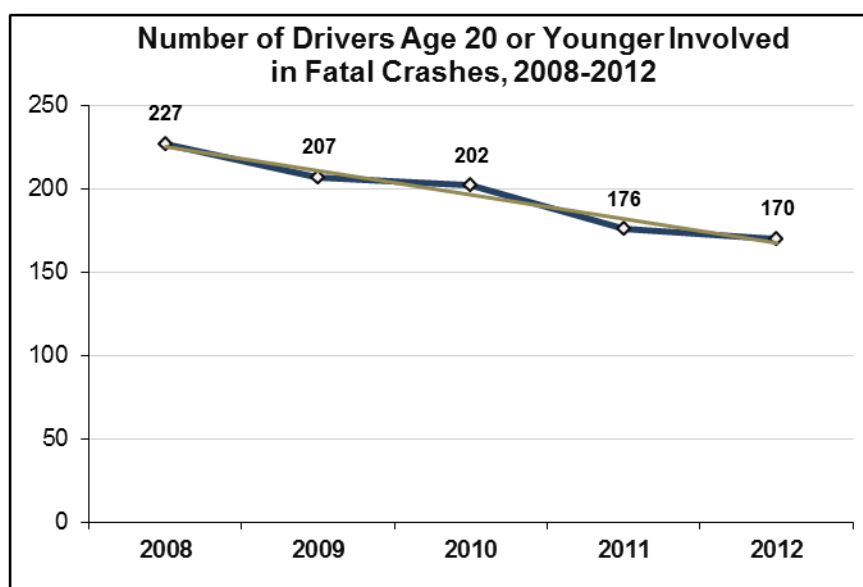


During 2012, there was a sizeable increase in unhelmeted motorcyclist fatalities in North Carolina. This increase – more than doubling the previous year’s total – came as a surprise given the very low and consistent number of unhelmeted fatalities over the past decade in North Carolina. (Since 2000, the highest number of unhelmeted fatalities during any given year was 15.) The gradual increase in motorcycle riding in North Carolina cannot fully explain this sharp rise in unhelmeted fatalities.

A bill to repeal North Carolina’s universal helmet law was introduced during 2012. The bill has been referred to a subcommittee for further study. See the section of the report entitled “Legislative Update” for more details.

DRIVERS AGE 20 OR YOUNGER INVOLVED IN A FATAL CRASH

- Target: Decrease the number of young drivers involved in fatal crashes by 20 percent from the 2005 – 2009 annual average of 245 to 196 during 2012.
- Outcome: **Target achieved.** The number of young drivers involved in fatal crashes was 170 in 2012, a 31 percent decrease from the 2005 – 2009 annual average of 245.

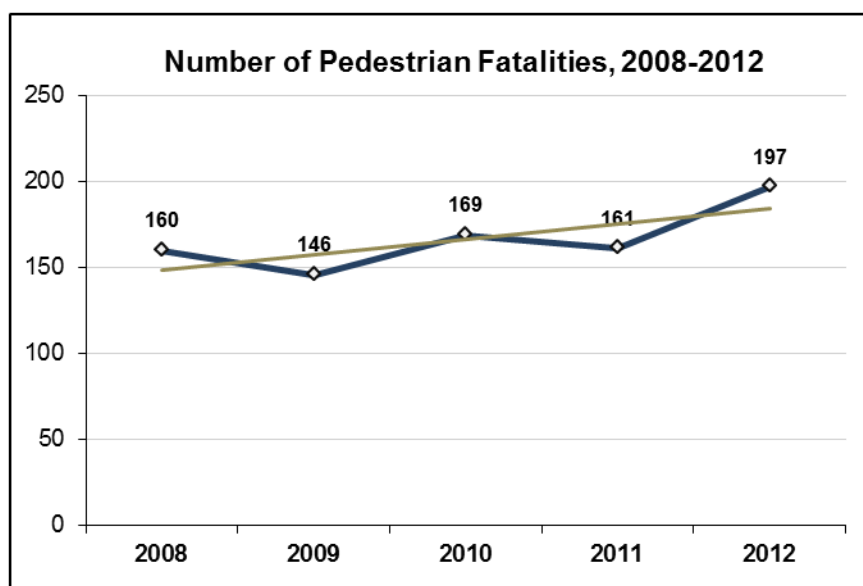


In North Carolina, fatal crashes involving drivers age 20 or younger have decreased every year since 2007 (when there were 270 fatal crashes). Consequently, the state exceeded its target of reducing fatal crashes involving young drivers by 20 percent during 2012.

Motor vehicle crashes are the leading cause of death among teenagers in North Carolina. GHSP is supporting and evaluating several innovative approaches to improving young driver safety.

PEDESTRIAN FATALITIES

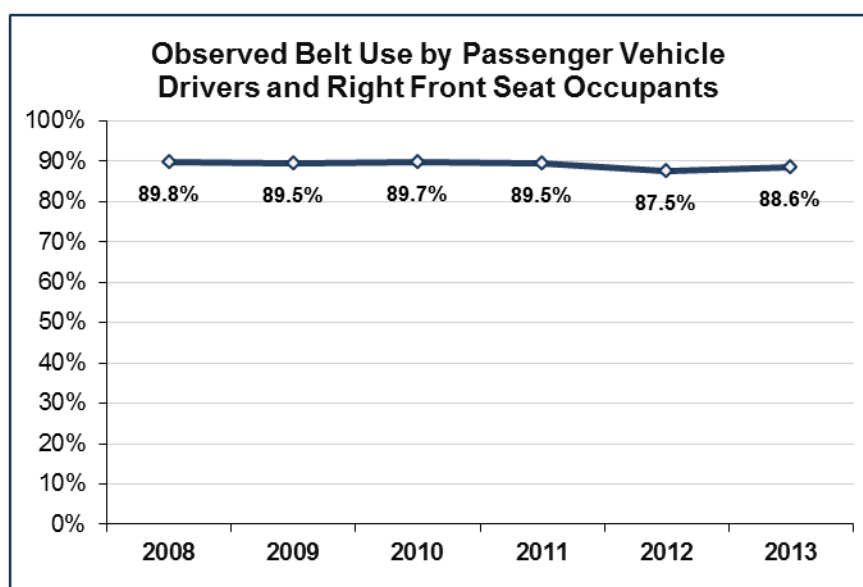
- Target: Decrease the number of pedestrian fatalities by 15 percent from the 2005 – 2009 annual average of 163 to 139 during 2012.
- Outcome: **Target not achieved.** The number of pedestrian fatalities was 197 in 2012, a 21 percent *increase* from the 2005 – 2009 annual average of 163.



Pedestrian fatalities increased sharply in North Carolina during 2012. In fact, the number of pedestrian fatalities during 2012 was higher than in any year since 1998 (when there were 199 fatalities). The reason for the sudden increase in pedestrian fatalities is not clear.

SEAT BELT USE RATE

- Target: Increase observed seat belt use by drivers and right front seat occupants from the 2008 – 2010 average of 88.7% to 92% during 2012.
- Outcome: **Target not achieved.** The observed seat belt use rate was 87.5% in 2012 and 88.6% in 2013, slightly below the 2005 – 2009 annual average.



Despite dedicated efforts to increase seat belt use in North Carolina, belt use has changed little. Observed seat belt use among passenger vehicle drivers and right front seat occupants has remained just under 90 percent for the past 8 years. Increasing seat belt use continues to be one of GHSP's highest priorities. Current GHSP-funded activities are focused on nighttime belt enforcement and child passenger safety. See the section of the report on Occupant Protection for more details.

SUMMARY OF NORTH CAROLINA TRAFFIC SAFETY PERFORMANCE MEASURES					
	Year				
	2008	2009	2010	2011	2012
Core Outcome Measures					
Fatalities	1,428	1,313	1,320	1,230	1,292
Fatality Rate/100 million VMT	1.40	1.28	1.29	1.19	---
Number of "Disabling" (A) Injuries	2,769	2,473	2,337	2,424	2,273
Number of Fatalities Involving Driver or MC Operator w/ > .08 BAC	423	358	389	359	402
Number of Unrestrained Passenger Vehicle Occupant Fatalities	476	416	415	379	351
Number of Speeding-Related Fatalities	474	517	487	476	440
Number of Motorcyclist Fatalities	169	154	191	170	198
Number of Unhelmeted Motorcyclist Fatalities	14	15	11	11	23
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	227	207	202	176	170
Number of Pedestrian Fatalities	160	146	169	161	197
Core Behavior Measure					
Observed Belt Use by Passenger Vehicle Drivers & Right Front Seat Occupants	89.8%	89.5%	89.7%	89.5%	88.7%
Activity Measures					
Seat Belt Citations Issued During Grant-Funded Enforcement Activities	50,704	49,495	44,700	38,099	38,494
Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	15,789	16,145	16,096	13,833	13,142
Speeding Citations Issued During Grant-Funded Enforcement Activities	175,603	176,100	174,250	147,045	140,844

ALCOHOL-IMPAIRED DRIVING

BACKGROUND AND NOTEWORTHY PROGRAMS

During 2012, the number of alcohol-impaired driving fatalities in North Carolina rose to 402. Despite this setback, the overall trend during the past 5 years has been a gradual decrease in alcohol-impaired fatalities. Since 2007, alcohol-impaired fatalities have decreased in North Carolina by 19%. Thirty percent (30%) of traffic fatalities in North Carolina involve a driver with a BAC of .08 or higher. Alcohol-involvement is more common in crashes involving males, drivers ages 21 to 34, and motorcycle riders.

IMPAIRED DRIVING TASK FORCE

GHSP worked with the office of Governor Pat McCrory to establish a Statewide Impaired Driving Task Force. The Task Force was convened in August 2013 to discuss the impaired driving issues in the State, the challenges that need to be addressed, ongoing and planned initiatives, and potential new strategies for further consideration. Additionally, the Task Force developed an Impaired Driving Plan for the State of North Carolina. The purpose of the impaired driving plan is to provide a comprehensive strategy for preventing and reducing impaired driving. The impaired driving plan describes North Carolina's current and future initiatives regarding enforcement, media and outreach, adjudication, and treatment and rehabilitation. Since the initial meeting in August, the Task Force membership has expanded, and additional meetings have been scheduled.

HIGH VISIBILITY ENFORCEMENT

North Carolina has developed a comprehensive program to combat impaired driving and to maximize the likelihood of detecting, investigating, arresting, and convicting impaired drivers. The State has implemented the "Booze It & Lose It" campaign every year since 1994. This is a statewide campaign stressing enforcement and media coverage. There are approximately 500 law enforcement agencies in the state and during any given campaign period at least 80 – 90% of all agencies participate. GHSP has initiated an online reporting system for law enforcement agencies. This system allows each department to enter their activity each week during any campaign and have their numbers immediately included in the statewide totals. GHSP uses a network of 11 Regional Law Enforcement Liaisons (LEL) working with 100 county coordinators (LEC) to insure full participation throughout the state. Through this network, all participating agencies are required to conduct at least four impaired driving checkpoints and/or saturation patrols



ALCOHOL-IMPAIRED DRIVING

at night during the National Impaired Driving Campaign. Additionally, GHSP has a condition in its contract with all grant-funded law enforcement agencies that they are required to participate in a minimum of one DWI checkpoint each month.



Law enforcement officers in North Carolina use five mobile breath-alcohol testing units, better known as BATMobiles, to increase the efficiency of on-site DWI processing. The BATMobiles are fully functional DWI processing centers. Each BATMobile is equipped with Intoxilyzer 5000 breath test instruments, cellular telephones, computers, officers' workstations, magistrates' work area, lavatory, DWI checkpoint signs, traffic cones, traffic vests, search batons, screening test devices and all other necessary equipment and supplies for

processing DWI suspects. Since its inception in 1996, the BAT Mobile program has participated in more than 2,300 checkpoints and netted over 12,000 DWI arrests.

The most intense periods of enforcement activities for the BAT Mobiles are during the GHSP's annual "Booze It & Lose It" campaigns. Typically, these campaigns run during the weeks surrounding the July Fourth holiday and the Thanksgiving to New Year time period. Since 2010, in an effort to coordinate with the National Impaired Driving Campaigns, additional "Booze It and Lose It" campaigns have been conducted during St. Patrick's Day, Labor Day, and Halloween weekends.

GHSP is also establishing DWI Enforcement Teams in counties that are overrepresented in alcohol-related crashes, injuries, and fatalities. GHSP crafted the initiative to encourage law enforcement agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers are most likely to be on the roadways – typically Thursday, Friday, and Saturday nights between 10 p.m. and 6 a.m. GHSP provided 410 funds to support DWI Enforcement Teams in a number of jurisdictions during FY2013 including Brunswick, Buncombe, Columbus, Forsyth, Guilford, Harnett, and Robeson counties and Charlotte-Mecklenburg County. These agencies have set goals to reduce the number of alcohol-related crashes and fatalities, increase the number of officers trained to use breath testing equipment and administer the Field Sobriety Test, and educate the public about the dangers of driving while impaired.

ADJUDICATION, DWI COURTS AND IGNITION INTERLOCKS

GHSP is dedicated to the successful prosecution of impaired drivers. North Carolina has continued to fund a Traffic Safety Resource Prosecutor (TSRP) and Highway Safety Czar with the N. C. Conference of District Attorneys. These positions act as a liaison with NHTSA, NAPC, GHSP, North Carolina State Highway Patrol and other agencies, and provide both general and specific technical assistance to prosecutors, law enforcement, judges and other highway safety professionals. Some of their activities during 2013 include:

- Publishing an updated DWI resource manual for prosecutors.
- Developing and publishing 4 issues of “For the Record,” a traffic safety newsletter distributed to every prosecutor and district court judge in North Carolina, as well as many judicial magistrates, law enforcement officers and other traffic safety professionals throughout NC and the country. The newsletter serves as a resource providing case law, hot traffic safety topics, and procedural updates on highway safety issues.
- Managing a listserv known as the NC Traffic Law Forum which has over 700 participating law enforcement officers, prosecutors, judges and other traffic safety professionals throughout North Carolina. The NC Traffic Law Forum allows officers, prosecutors and judges the ability to obtain legal advice at any time and to track defense arguments that are being used throughout the State.
- Maintaining a webpage for Highway Safety issues that includes a training calendar for prosecutors, judges, judicial magistrates, and law enforcement officers as well as information about publications and contact information for the TSRP.
- Providing highway safety training courses for prosecutors, law enforcement officers, judicial magistrates, and judges. These courses include: “Lethal Weapon Vehicular Homicide”, “Legal Update Courses”, “Prosecuting the Drugged Driver”, “New Prosecutors School-DWI/Highway Safety”; “Transition to Superior Court”; “Train the Trainer”; regional multi-disciplinary highway safety trainings; and various topics involving impaired driving issues at both the Summer and Fall Association Meetings for District Attorneys.
- Presenting at numerous conferences for law enforcement, prosecutors, magistrates, judicial officials, victim advocates, and other highway safety professionals. These include two regional Motorcycle Safety Summits; the annual Traffic Safety Symposium in conjunction with GHSP; regional judicial magistrate trainings; five annual GCCI (Operation Lifesavers) regional trainings; ARIDE, SFST and DRE Schools; and local trainings for law enforcement and service organizations when invited.

Additionally, GHSP continues working with the North Carolina Conference of District Attorneys to create DWI Courts. These DWI Courts are set up and run according to the guidelines set by the National Association of Drug Court Professionals. North Carolina currently has four such courts in operation that are certified by the NADCP. During FY2013, GHSP used 410 funding to support DWI courts in Buncombe, Cumberland, Forsyth, and Wake counties. Research shows that DWI courts result in quicker disposition of DWI cases, significantly higher conviction rates, and lower rates of offender recidivism.

Finally, for the past three years GHSP has funded a grant application for the NCDMV to properly train their Administrative Hearing Officers. The hearing types include those held for driving privilege restorations after convictions for driving while impaired, driving while license revoked, and licensees required to drive with ignition interlock devices. At present, there are over 8,100 drivers in the ignition interlock program. The Division's hearing officers are expected to conduct administrative hearings, make evidentiary findings, draft findings of facts and reach and draft conclusions of law. The findings of fact and conclusions of law made by the hearing officers are subject to judicial review. It is imperative to the success of the Administrative Hearings Section that the hearing officers receive training on conducting fair and impartial administrative hearings and drafting orders that will withstand judicial scrutiny. The National Judicial College (NJC) offers certification in the following specialized areas: Administrative Law Adjudication Skills, Dispute Resolution Skills, General Jurisdiction Trial Skills, and Special Court Trial Skills. The certification program is typically completed over the course of a two-week period on-site at the NJC campus. Tuition for the program is over \$1900 per participant and does not include the costs

associated with travel, lodging, or food. There are currently 60 hearing officers that require training. The NCDMV proposed that instead of sending all their hearing officers to the NJC located in Reno, Nevada, as an alternative, they instead had the NJC send instructors to their area to teach the courses. In addition to the training and instruction provided by the NJC, they also trained their officers on legislative changes, policy and procedure changes, and recent judicial decisions pertinent to their work. The NCDMV found that it was more effective to deliver this message to all officers simultaneously.

HIGHWAY SAFETY SYMPOSIUM

GHSP partners with Mothers Against Drunk Driving (MADD), FTA and the North Carolina Conference of District Attorneys (CDA) to hold the Highway Safety Symposium once each year. The symposium attracts 600 judges, magistrates, district attorneys and law enforcement officers to one location for three days of plenary and breakout sessions on new technology, law changes and proven programs to take back and implement in their communities. Several of the 30 plus breakout sessions are directly related to the impaired driving problems in North Carolina. At the planned 2014 Symposium, the Advanced Roadside Impaired Driving Enforcement (ARIDE) training will be provided to 60 participants selected from agencies across the State.

PROGRAM RESULTS

BOOZE IT & LOSE IT

During FY 2013, law enforcement agencies in North Carolina conducted five waves of the “Booze It & Lose It” campaign:

- Halloween Booze It & Lose It (October 26-31, 2012)
- Holiday Booze It & Lose It (December 7, 2012 – January 2, 2013)
- St. Patrick’s Day Booze It & Lose It (March 15-17, 2013)
- Booze It & Lose It, Operation Firecracker (June 28 – July 7, 2013)
- Labor Day Booze It and Lose It (August 16 – September 2, 2013)

During these five waves, law enforcement officers conducted 40,070 checkpoints and saturation patrols. The Booze It & Lose It campaign yielded 9,169 DWI arrests and over 222,000 other traffic violations. Additionally, officers arrested 8,374 fugitives, recovered 502 stolen vehicles, discovered 9,706 drug violations, and made a total of 48,632 criminal arrests. Detailed results from Booze It & Lose It activities in FY2013 are presented below.

***BOOZE IT
& LOSE IT.***



RESULTS OF “BOOZE IT & LOSE IT” ACTIVITIES DURING FY2013

	Campaign					Totals
	Halloween <i>Booze It & Lose It</i>	Holiday <i>Booze It & Lose It</i>	St. Patrick's Day <i>Booze It & Lose It</i>	<i>Booze It & Lose It: Operation Firecracker</i>	Labor Day <i>Booze It & Lose It</i>	
Checkpoints	404	1,674	558	1,073	1,752	5,461
Saturation patrols	2,762	11,771	1,833	6,609	11,634	34,609
Total Checkpoints and Saturation Patrols	3,166	13,445	2,391	7,682	13,386	40,070
Under 21 DWI charges	110	493	48	216	307	1,174
21 and over DWI charges	619	2,654	642	1,521	2,559	7,995
Total DWI Charges	729	3,147	690	1,737	2,866	9,169
Safety belt violations	1,377	6,381	1,458	4,194	8,192	21,602
Child passenger safety	272	1,134	258	729	1,376	3,769
Total Occupant Restraint Charges	1,649	7,515	1,716	4,923	9,568	25,371
Drug violations	758	3,543	555	1,665	3,185	9,706
Stolen vehicles recovered	44	184	9	92	173	502
Fugitives arrested	641	3,009	407	1,379	2,938	8,374
Felony arrests	359	1,868	188	878	1,792	5,085
Other criminal violations	2,019	8,394	1,196	4,722	8,634	24,965
Total Criminal Violations	3,821	16,998	2,355	8,736	16,722	48,632
Total Other Traffic Violations†	17,261	78,668	14,306	39,249	72,708	222,192
Total Traffic and Criminal Violations	24,363	110,692	19,801	56,774	105,666	317,296

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

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

FUTURE STRATEGIES

North Carolina will continue to operate “Booze It & Lose It” campaigns in FY2014 and beyond. During FY2014, five statewide campaigns are scheduled:

- Halloween Booze It & Lose It (October 25-31, 2013)
- Holiday Booze It & Lose It (December 13, 2013 – January 5, 2014)
- St. Patrick’s Day Booze It & Lose It (March 14-17, 2014)
- Booze It & Lose It, Operation Firecracker (June 27 – July 6, 2014)
- Labor Day Booze It and Lose It (August 15 – September 1, 2014)

North Carolina’s Blood Alcohol Testing (BAT) program provides BAT Mobile Units for DWI activities across the state. The state currently has six of these mobile testing units. GHSP will also be funding a BAT coordinator. The BAT program enhances our ability to assist law enforcement agencies across the state in their efforts to remove DWI drivers from the highways by conducting checkpoints upon request from law enforcement agencies.

GHSP is dedicated to the continued prosecution of impaired drivers and will support the North Carolina Conference of District Attorneys’ (CDA) efforts to train more prosecutors and law enforcement officers statewide. GHSP supports several DWI Processing Courts and plans to establish and implement more DWI Courts in the state to address the recurring problem of repeat offenders that have chemical dependence issues that are not addressed by the DWI Processing Courts.

GHSP will continue partnerships with the Atlantic Coast Conference (ACC) teams in North Carolina, East Carolina University (ECU), and Appalachian State University (ASU) to address tailgating prior to football games that often includes alcohol and often leads to impaired driving. GHSP will promote the “Booze It & Lose It” efforts at these stadiums and partner with local law enforcement in the towns and cities to address the impaired driving issues surrounding tailgating.

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

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

FUNDED PROJECTS AND ACTIVITIES

The following alcohol-impaired driving related projects and activities were funded by GHSP under the FY2013 Highway Safety Plan:

ALCOHOL-IMPAIRED DRIVING

Project Number(s): AL-13-01-01
Agency: NC GHSP In House Grant
Project Description: Grant for GHSP to enhance and promote the Booze It & Lose It Program
Total Expended: \$24,726.00
Funding Source(s): 402 Alcohol

Project Number(s): AL-13-01-03
Agency: NC Department of Public Safety, Alcohol Law Enforcement
Project Description: Alcohol Law Enforcement (ALE) conducted 16 public information programs and 30 "Keys to Life" programs. The objective of the "Keys to Life" program is to heighten awareness of the consequences of underage alcohol use, with an emphasis on and around special occasions and events. ALE also conducted 16 Mobile Enforcement Team Operations during FY2013.
Total Expended: \$48,802.08
Funding Source(s): 402 Alcohol

Project Number(s): K8-13-02-02
Agency: NC DHHS Forensic Tests for Alcohol (FTA) Branch
Project Description: The Blood Alcohol Testing (BAT) program provides the BAT MOBILE Unit across the state. The North Carolina BAT Program utilizes six 32' buses equipped for processing impaired drivers at Driving While Impaired (DWI) Checkpoints. This grant also includes the salary for a BAT coordinator. This project enhances FTA's ability to assist law enforcement agencies across the state in their efforts to remove DWI drivers from the highways by conducting checkpoints upon request from law enforcement agencies.
Total Expended: \$617,220.36
Funding Source(s): 410 Alcohol SAFETEA-LU

Project Number(s): K8-13-02-03
Agency: NC DHHS Forensic Tests for Alcohol (FTA) Branch
Project Description: This grant provides and maintains all the breath alcohol testing instruments for law enforcement officers statewide. The grant also provides all the training for law enforcement officers on these instruments. The goal of the grant is to maintain a minimum of 6,000 law enforcement officers in North Carolina trained and certified to conduct tests using the Intox EC / IR II by providing statewide training in the initial operation and biennial recertification.
Total Expended: \$300,536.61
Funding Source(s): 410 Alcohol SAFETEA-LU

ALCOHOL-IMPAIRED DRIVING

Project Number(s): K8-13-02-04
Agency: NC DHHS Forensic Tests for Alcohol (FTA) Branch
Project Description: This grant included the salary for the Drug Recognition Experts (DRE) coordinator. The DRE coordinator schedules training across the state to help officers detect impaired suspects under the influence of drugs. The DRE coordinator also provided training for DRE's and DRE instructors to ensure state of the art training for all certified DRE personnel in North Carolina.
Total Expended: \$179,226.95
Funding Source(s): 410 Alcohol SAFETEA-LU

Project Number(s): K8-13-02-05
Agency: NC DHHS Forensic Tests for Alcohol (FTA) Branch
Project Description: This grant provided training to law enforcement officers for Standardized Field Sobriety Testing (SFST) and Alcohol Screening Test Devices (ASTD) across the state. The goal of the SFST grant is to increase the number of SFST trained law enforcement officers across the state and to provide continuing education for SFST instructors and practitioners.
Total Expended: \$39,841.32
Funding Source(s): 410 Alcohol SAFETEA-LU

Project Number(s): K8-13-02-06
Agency: NC Conference of District Attorneys
Project Description: This grant funded training and workshops related to motor vehicle laws for Magistrates, LE's and Attorneys
Total Expended: \$414,549.83
Funding Source(s): 410 Alcohol SAFETEA-LU

Project Number(s): K8-13-02-07
Agency: Administrative Office of the Courts - Pitt County
Project Description: This grant funded a legal assistant for the Pitt County prosecutor's office. The legal assistant assisted the DA's office with the overloaded court docket to help expedite DWI cases.
Total Expended: \$41,146.07
Funding Source(s): 410 Alcohol SAFETEA-LU

Project Number(s): K8-13-02-08
Agency: NC Department of Justice, Administrative Office of the Courts
Project Description: This grant funded efforts to decrease the age of DWI's in Forsyth County and increase the number of cases disposed of. Showed a higher conviction rate than in past years.
Total Expended: \$131,300.59
Funding Source(s): 410 Alcohol SAFETEA-LU

ALCOHOL-IMPAIRED DRIVING

Project Number(s): K8-13-02-09
Agency: Administrative Office of the Courts - Buncombe County
Project Description: This grant built and maintained a database for DWI absconders for future prosecution. The data base and corresponding information packet helped to assist law enforcement officers in locating the offenders. They accomplished this by tracking habitual DWI's as soon as they are arrested.
Total Expended: \$44,597.81
Funding Source(s): 410 Alcohol SAFETEA-LU

Project Number(s): K8-13-02-10
Agency: Administrative Office of the Courts - New Hanover
Project Description: The Victim Witness Legal Assistant helped prepare current driving records for every defendant charged with a DWI in New Hanover County. Prosecutors were also able to provide training opportunities with local police departments.
Total Expended: \$45,796.13
Funding Source(s): 410 Alcohol SAFETEA-LU

Project Number(s): K8-13-02-11
Agency: Mothers Against Drunk Driving (MADD)
Project Description: Outreach, Marketing, Community events throughout NC were conducted this year
Total Expended: \$148,780.29
Funding Source(s): 410 Alcohol SAFETEA-LU

Project Number(s): K8-13-02-12
Agency: Administrative Office of the Courts - Wake County
Project Description: Special DWI Court disposed 1,443 cases. Conviction rate for year was 74%
Total Expended: \$144,127.00
Funding Source(s): 410 Alcohol SAFETEA-LU

Project Number(s): K8-13-02-13
Agency: Burgaw Police Department
Project Description: This grant helped to provide the Burgaw Police Department with checking station equipment. The Burgaw Police Department is now able to hold monthly DWI checking stations.
Total Expended: \$7,485.30
Funding Source(s): 410 Alcohol SAFETEA-LU

Project Number(s): K8-13-02-14
Agency: Cary Police Department
Project Description: DWI personnel conducted weekly DWI Checkpoints during FY13 and conducted over 70 DWI related educational events as well as Click it or Ticket campaigns.
Total Expended: \$118,231.56
Funding Source(s): 410 Alcohol SAFETEA-LU

ALCOHOL-IMPAIRED DRIVING

Project Number(s): K8-13-02-15
Agency: NC Department of Administration-SADD
Project Description: The Annual NC SADD Conference is the training ground for the high school students and advisors who make up the local SADD chapters across the state. Chapter leaders and representatives spend three days at a retreat where they participate in prevention and peer leadership training. The 31th anniversary conference was held November 15-17, 2013 in Raleigh, NC.
Total Expended: \$12,000.00
Funding Source(s): 410 Alcohol SAFETEA-LU

Project Number(s): K8-13-02-25
Agency: NC DOT Division of Motor Vehicles
Project Description: This grant provided funding for training hearing officers the skills required to conduct professional and thorough hearings that balance an individual's privilege to drive with highway safety concerns. The grant also purchased I-Pads and monitors for the trainers to help facilitate the training classes. The hearing officers are also educated on any and all law changes (case law and statues) to ensure that they conduct and hold hearings in accordance with all applicable laws.
Total Expended: \$33,494.21
Funding Source(s): 410 Alcohol SAFETEA-LU

Project Number(s): K8-13-02-26
Agency: Administrative Office of the Courts - Harnett & Lee Counties
Project Description: This grant helped to fund a Special DWI Court that disposed 316 cases in Harnett County and 151 in Lee County.
Total Expended: \$98,537.12
Funding Source(s): 410 Alcohol SAFETEA-LU

Project Number(s): K8-13-02-27
Agency: Weldon Police Department
Project Description: Equipment purchased through this grant allowed the Weldon Police Department to conduct nighttime checking stations and operate nighttime seat belt enforcement efforts.
Total Expended: \$11,908.52
Funding Source(s): 410 Alcohol SAFETEA-LU

Project Number(s): K8-13-02-16 / K2-13-07-03
Agency: Robeson County Sheriff's Office
Project Description: Robeson County is on track to have a decrease in alcohol-related fatalities in 2013. The number of seat belt citations issued by the department has increased with the continued efforts of this unit. The Sheriff's Department was an active participant in the Robeson County Traffic Safety Task Force throughout FY2013. NOTE: This project is also included under the list of "Occupant Protection" projects.
Total Expended: \$96,448.24
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

ALCOHOL-IMPAIRED DRIVING

Project Number(s): K8-13-02-17 / K2-13-07-04
Agency: Columbus County Sheriff's Office
Project Description: The two deputies funded through this grant focused on DWI and occupant restraint charges and were successful in helping to raise the seat belt usage rate in Columbus County from 77.9% in 2012 to 90.7% in 2013. NOTE: This project is also included under the list of "Occupant Protection" projects.
Total Expended: \$92,346.56
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

Project Number(s): K8-13-02-18 / OP-13-05-03
Agency: El Pueblo-Nuestra Seguridad
Project Description: The "Nuestra Seguridad" campaign is a vibrant series of messages designed to prevent drinking and driving, to educate the community on the use of car seats and seat belts, and the danger of texting while driving. Outreach, Marketing, Community events throughout NC were conducted this year through grant funding. NOTE: This project is also included under the list of "Occupant Protection" projects.
Total Expended: \$72,040.79
Funding Source(s): 410 Alcohol SAFETEA-LU / 402 Occupant Protection

Project Number(s): K8-13-02-19 / K2-13-07-07
Agency: Winston-Salem Police Department
Project Description: This grant funded a multi-agency Task Force to address DWI and seat belt law violations in Forsyth County. NOTE: This project is also included under the list of "Occupant Protection" projects.
Total Expended: \$288,526.38
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

Project Number(s): K8-13-02-20 / K2-13-07-05
Agency: Brunswick Sheriff's Office
Project Description: This two-deputy unit arrested over 200 impaired drivers and wrote nearly 1,400 traffic charges total during FY2013. This project has resulted in a reduction in both total and alcohol-related crashes and fatalities. NOTE: This project is also included under the list of "Occupant Protection" projects.
Total Expended: \$110,006.00
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

Project Number(s): K8-13-02-21 / K2-13-07-02
Agency: Morganton Public Safety
Project Description: Equipment purchased through this grant allowed Morganton Public Safety to conduct nighttime checking stations and operate nighttime seat belt enforcement efforts. NOTE: This project is also included under the list of "Occupant Protection" projects.
Total Expended: \$6,925.00
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

ALCOHOL-IMPAIRED DRIVING

Project Number(s): K8-13-02-22 / K2-13-07-11
Agency: Harnett County Sheriff's Office
Project Description: Checkpoint equipment purchased through this grant allowed the Harnett County Sheriff's Office to assist with traffic related issues and GHSP campaigns such as Click it or Ticket and DWI checkpoints. NOTE: This project is also included under the list of "Occupant Protection" projects.
Total Expended: \$6,478.00
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

Project Number(s): K8-13-02-24 / K2-13-07-13
Agency: Guilford County Sheriff's Office
Project Description: This grant was used to form a multi-agency Task Force to address DWI and seat belts violations. NOTE: This project is also included under the list of "Occupant Protection" projects.
Total Expended: \$693,126.55
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

Project Number(s): K8-13-02-28 / K2-13-07-06
Agency: New Hanover County Sheriff's Office
Project Description: Funding through this grant enabled the New Hanover County Sheriff's Office to increase traffic safety enforcement efforts. During FY2013, 223 DWI arrests were made and 302 seat belt citations were issued by the Sheriff's Office. NOTE: This project is also included under the list of "Occupant Protection" projects.
Total Expended: \$245,349.15
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

Project Number(s): K8-13-02-29 / K2-13-07-14
Agency: New Hanover County Sheriff's Office
Project Description: Equipment purchased through this grant was used to help the Sheriff's Office conduct DWI and seat belt Checking Stations. During FY2013 223 DWI arrests were made and 302 seat belt citations were issued by the Sheriff's Office. NOTE: This project is also included under the list of "Occupant Protection" projects.
Total Expended: \$17,556.50
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

Project Number(s): K8-13-02-34 / K2-13-07-15
Agency: Cape Carteret Police Department
Project Description: This was an equipment grant for checkpoint equipment used to increase traffic safety enforcement efforts. The equipment included a trailer, generator, lights, traffic cones and flashlights. NOTE: This project is also included under the list of "Occupant Protection" projects.
Total Expended: \$15,801.72
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

OCCUPANT PROTECTION

BACKGROUND AND NOTEWORTHY PROGRAMS

In 2012, there were 1,292 motor vehicle crash fatalities in North Carolina. Of these, 827 were passenger vehicle drivers or occupants and 351 (42%) were reported to be unrestrained, a reduction of 3% from 2011. The number of unrestrained passenger vehicle occupant fatalities has decreased substantially in North Carolina during the past decade. Since 2002, there has been a 41% decrease in unrestrained fatalities. The 2013 observed belt use rate for drivers and front seat occupants for North Carolina was 88.6 percent. North Carolina's belt use rate has been consistently above the national average.

North Carolina celebrated the 20th anniversary of "Click It or Ticket" during 2013. The state pioneered "Click It or Ticket" in 1993 as a statewide safety belt enforcement effort, and the program is now active in most states across the nation. To commemorate "Click It or Ticket's" 20th anniversary, a celebration lunch was held in Raleigh, NC with representatives from law enforcement agencies from across the state in attendance.

North Carolina's target is to attain a belt use rate of 92 percent by December 31, 2014. During FY2013, a primary focus of both law enforcement and media attention has been on enforcement of the seat belt law. GHSP grantees are required to devote at least 50 percent of their enforcement efforts to nighttime enforcement. For agencies in counties that are overrepresented in unbelted fatalities, GHSP paid particular attention to nighttime seat belt enforcement and conducted meetings with all law enforcement agencies in each of these counties to communicate



the importance of improving seat belt compliance rates and their role in reaching the goals set for each county. A law enforcement guide with descriptions of both the Child Passenger Safety Law and the Seat Belt Law has been produced and distributed to law enforcement agencies throughout the state. This guide is designed to provide law enforcement officers, particularly those with little to no training in child passenger safety, a clear outline of how to enforce the law. GHSP is also using 405 and 406 funds to provide light towers and generators to aid communities in conducting nighttime seat belt enforcement activities.

In April 2013, GHSP conducted a mini-mobilization targeting survey counties and counties with high unrestrained fatality numbers. Those counties included all 15 survey counties (Alamance, Cabarrus, Caldwell, Catawba, Columbus, Franklin, Guilford, Harnett, Johnston, Mecklenburg, Nash, Onslow,

OCCUPANT PROTECTION

Robeson, Rowan, and Wake) and 10 of the highest unrestrained fatality counties (Brunswick, Cumberland, Davidson, Forsyth, Gaston, Iredell, Rockingham, Sampson, Union, and Wayne).

In FY2010, a pilot program to increase enforcement of the child passenger safety law and to provide optional education to drivers who violate the law was started in 3 counties and on 1 military base. Since that pilot year the program has expanded to 37 counties. North Carolina law specifies that a person shall not be convicted of a child passenger safety law violation if they show proof satisfactory to the court that an appropriate child restraint has been acquired for the vehicle in which the child is most frequently transported. In communities where this program is active, drivers who receive a ticket for violating the child passenger



safety law are given the option to visit a designated permanent checking station with their child restraint to receive education and installation help by a certified child passenger safety technician on staff. Once the technician is comfortable with the driver's understanding on how to properly use their child restraint, they give the driver a form which can then be taken to the District Attorney's office to have the ticket dismissed. The goal of this program is to encourage law enforcement officers to be proactive in identifying and writing tickets for child passenger safety violations, and also to provide education and installation assistance to drivers convicted of child passenger safety violations. The ultimate goal is to increase the number of children who are riding properly restrained in an age and size appropriate restraint. Additional counties have expressed interest in participating in this program and the ultimate goal is to have the program in all 100 North Carolina counties.

North Carolina remains very active in the field of child passenger safety education and assistance. North Carolina offers 3 county (or region) based programs to assist parents and other caregivers with child passenger safety needs, North Carolina Buckle Up Kids (BUK), Permanent Checking Stations (PCS) and Safe Kids coalitions. These programs all require that child passenger safety education is provided by certified Child Passenger Safety Technicians.



The North Carolina Buckle Up Kids (BUK) programs provide a limited number of low-cost child restraints to qualifying families. Any family receiving a child restraint is given education and installation assistance by a Certified Child Passenger Safety Technician. Child restraints distributed by BUK programs were purchased through 2011 child seat incentive funds from GHSP. Currently there are 93 Buckle Up Kids

programs operating in 90 counties. In addition, Fort Bragg in Cumberland County and Seymour Johnson Air Force Base in Wayne County have set up and operate BUK programs for their bases and the Eastern Band of Cherokee Indians has established a BUK program for tribe members.

North Carolina's Permanent Checking Stations (PCS) are locations where parents/caregivers can receive information about child passenger safety and have their child restraints and seat belts checked to be sure they are installed and used correctly. PCS locations provide education and installation assistance by nationally certified CPS Technicians. There are currently 181 Permanent Checking Station programs operating in 62 counties.

Finally, North Carolina has a number of Safe Kids coalitions supported, in part, through GHSP 402 funding. These coalitions are affiliated with Safe Kids Worldwide. The coalitions focus on reducing accidental child fatalities and injuries caused by traffic incidents, fire/burns, drowning, falls, poisonings, and choking/suffocation. Local Safe Kids coalitions conduct a number of child passenger safety clinics and educational events throughout the year. There are currently 38 Safe Kids coalitions covering 62 counties.

PROGRAM RESULTS

CLICK IT OR TICKET

During FY2013, law enforcement agencies in North Carolina conducted two waves of the "Click It or Ticket" campaign:

- Thanksgiving Click It or Ticket (November 25 – December 1, 2013)
- Spring Click It or Ticket (May 20 – June 2, 2013)

Additionally, a special enforcement campaign was held during Child Passenger Safety Week (September 15-21, 2013). During these three waves, law enforcement officers conducted 18,069 checkpoints and saturation patrols, resulting in 13,735 safety belt citations and 1,982 child passenger safety violations. In addition to the occupant protection violations, 3,110 DWI arrests were made, 215 stolen vehicles recovered, 3,647 fugitives arrested, 4,189 drug charges issued, and over 95,000 other traffic violations discovered. Detailed results from Click It or Ticket activities in FY2013 are presented on the next page.



CLICK IT OR TICKET MINI-MOBILIZATION

A 2 week mini-mobilization (April 7-13 and April 21-27) focusing on seat belt and child restraint enforcement was held in 25 target counties. The 25 target counties included 21 of the 25 counties with the highest number of unrestrained fatalities and 53% of North Carolina's 2012 unrestrained fatalities.

OCCUPANT PROTECTION

Seat belt and child restraint citations have increased compared to 2012 in the 25 focus counties. Specifically, 10 of the counties increased local occupant protection charges an average of 145%.

	Campaign			Totals
	Thanksgiving	Spring 2013	Child	
	2012 Click It or Ticket	2013 Click It or Ticket	Passenger Safety Week 2013	
Checkpoints	472	1,677	262	2,411
Saturation patrols	5,794	6,805	3,059	15,658
Total Checkpoints & Saturation Patrols	6,266	8,482	3,321	18,069
Under 21 DWI charges	124	185	49	358
21 and over DWI charges	777	1,610	365	2,752
Total DWI Charges	901	1,795	414	3,110
Safety belt violations	3,173	9,738	824	13,735
Child passenger safety	793	1,200	289	1,982
Total Occupant Restraint Charges	3,666	10,938	1,113	15,717
Drug violations	981	2,317	891	4,189
Stolen vehicles recovered	51	130	34	215
Fugitives arrested	775	1,905	967	3,647
Felony arrests	573	1,351	501	2,425
Other criminal violations	2,627	5,709	2,705	11,041
Total Criminal Violations	5,007	11,412	5,098	21,517
Total Other Traffic Violations†	28,394	55,210	13,342	96,946
Total Traffic & Criminal Violations	39,379	82,053	20,614	142,046

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

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

BUCKLE UP KIDS

A total of 2,200 child restraints were distributed through the Buckle Up Kids program and reported through the buckleupnc.org Program Management system during FY2013. The majority of these seats were convertible seats (1,180), followed by combination seats (318), rear-facing only (infant) seats (247), high back boosters (242), and backless boosters (213).

CPS CERTIFICATION

In FY2013, a total of 26 NHTSA Child Passenger Safety Certification classes were held through which 534 individuals became certified as CPS Technicians. Ten of the classes were completely sponsored through NC GHSP funding (State-Sponsored), seven were co-sponsored classes, seven were local classes, and two were independent classes. These courses were held in locations throughout the state.

Additionally, seven renewal classes were scheduled and advertised to expired NC CPS technicians and conducted during the year. Renewal classes were located throughout the state. Sixty expired Technicians were recertified through these renewal courses.

As of the end of FY2013, North Carolina had 53 certified Instructors and 2,419 certified Technicians (2,472 total). There was at least one currently certified Technician in all but two of North Carolina's 100 counties. (Northampton and Tyrell are the exceptions.)

CHILD RESTRAINT INSPECTION STATIONS

More than 7,000 child restraints were checked at permanent checking stations in FY2013. More than half (55%) of these restraints were for children less than 2 years old. Most of the others (38%) were for 2-5 year olds.

OCCUPANT PROTECTION PROGRAM ASSESSMENT

GHSP hosted a NHTSA facilitated assessment of the NC occupant protection programs July 7-12, 2013. This assessment, in which traffic safety experts from around the nation examined current programs and policies regarding seat belts and occupant protection for children in North Carolina, was conducted to provide GHSP with a review of the occupant protection programs in North Carolina, to identify the program's strengths, accomplishments, and challenges, and to be presented with suggestions for improvement. GHSP intends to use this assessment and suggestions as tools for planning purposes and for making decisions about how to best use our available, but limited, resources.

FUTURE STRATEGIES

During FY2014, NC GHSP will continue to review the recommendations from the assessment and use these as a basis for strengthening the North Carolina occupant protection program. Two of the key recommendations included in the report were:

- Implement an occupant protection coalition or subcommittee that will focus on occupant protection issues and projects, provide collaboration and communication among existing partners, generate additional participation, and raise the visibility and priority of occupant protection in the State.

- Develop and implement occupant protection programs that focus on high priority target audiences, particularly for those age groups that have been identified by the data as highly represented in the category of fatally injured passenger vehicle occupants.

These two recommendations will play a major role in the NC GHSP occupant protection strategies during the coming years. Goals for the FY2014 Occupant Protection Plan will include creating a state-wide Occupant Protection Task Force, developing an Occupant Protection strategic plan, and conducting a “mini-mobilization” targeting lower belt use counties similar to the “mini-mobilization” conducted in April 2013. NC GHSP will be exploring innovative approaches to ramp up efforts in target counties, including the creation of an incentive system for agencies who will implement stepped-up seat belt enforcement during the two campaigns.

The FY2014 national annual “Click it or Ticket” campaign will be held from May 19, 2014 to June 1, 2014. GHSP will participate in this effort and will also conduct a second statewide Click It or Ticket campaign encompassing the 2014 Thanksgiving Holiday in November.

In addition to the statewide mobilization efforts for Click It or Ticket, GHSP will conduct a mini-mobilization during the 2 weeks preceding the Click it or Ticket annual campaign that will target the following counties: Alamance, Brunswick, Buncombe, Cabarrus, Caldwell, Catawba, Columbus, Cumberland, Davidson, Forsyth, Franklin, Gaston, Guilford, Harnett, Johnston, Mecklenburg, Nash, Onslow, Robeson, Rockingham, Rowan, Sampson, Union, Wake, and Wayne. County meetings will be held with all law enforcement agencies in each of these counties to communicate the importance of improving seat belt compliance rates and their role in reaching the goals set for each county. Additionally, a recap of the successes and challenges of the previous year’s efforts will be presented.

GHSP will be partnering with the NC State Highway Patrol by funding overtime enforcement special operations projects in high priority counties that either have a low usage rate or a high rate of unrestrained fatalities. This overtime will take place during the 4 weeks of the Click it or Ticket Campaign (mini-mobilization and national campaign). The following counties will be included in the project: Columbus, Guilford, Johnston, Mecklenburg, Robeson and Wake.

GHSP will support all FY2014 seat belt mobilization efforts with earned and/or paid media to draw attention to each of the campaigns. As demonstrated in the “Paid Media Plan” section, North Carolina utilizes a variety of media modes to raise awareness for enforcement efforts in the state.

FUNDED PROJECTS AND ACTIVITIES

The occupant protection related projects and activities listed on the following pages were funded by GHSP under the FY2013 Highway Safety Plan:

OCCUPANT PROTECTION

Project Number(s): K2-13-07-08
Agency: Columbus Police Department
Project Description: This was an equipment grant for checkpoint equipment used to increase traffic safety enforcement efforts. The equipment included a trailer, generator, lights, traffic cones and flashlights.
Total Expended: \$13,977.49
Funding Source(s): 405 OP SAFETEA-LU

Project Number(s): K2-13-07-09
Agency: Laurinburg Police Department
Project Description: This was an equipment grant for checkpoint equipment used to increase traffic safety enforcement efforts. Equipment purchased assisted with traffic related issues and GHSP campaigns such as Click it or Ticket and DWI checkpoints.
Total Expended: \$9,749.68
Funding Source(s): 405 OP SAFETEA-LU

Project Number(s): K2-13-07-10
Agency: Kernersville Police Department
Project Description: Funding through this grant enabled the Kernersville Police Department to increase traffic safety enforcement efforts. KPD conducted 24 nighttime seat belt events, 29 nighttime checking stations as well a multiple daytime events. Seat belt usage increase from 86.5% to 90.6%.
Total Expended: \$8,825.00
Funding Source(s): 405 OP SAFETEA-LU

Project Number(s): K2-13-07-12
Agency: Fremont Police Department
Project Description: This was an equipment grant for checkpoint equipment used to increase traffic safety enforcement efforts. The equipment included a trailer, generator, lights, traffic cones and flashlights.
Total Expended: \$13,594.92
Funding Source(s): 405 OP SAFETEA-LU

Project Number(s): K2-13-07-17
Agency: Craven County Sheriff's Office
Project Description: This was an equipment grant for checkpoint equipment used to increase traffic safety enforcement efforts. The equipment included a trailer, generator, lights, traffic cones and flashlights.
Total Expended: \$13,700.85
Funding Source(s): 405 OP SAFETEA-LU

OCCUPANT PROTECTION

Project Number(s): K2-13-07-18
Agency: UNC Chapel Hill Police Department
Project Description: This was an equipment grant for checkpoint equipment used to increase traffic safety enforcement efforts. Equipment purchased assisted with traffic related issues and GHSP campaigns such as Click it or Ticket and DWI checkpoints.
Total Expended: \$7,300.00
Funding Source(s): 405 OP SAFETEA-LU

Project Number(s): K3-13-06-01
Agency: NC Department of Insurance
Project Description: The North Carolina Department of Insurance has worked to support and implement training, outreach and other child passenger safety initiatives across North Carolina. In FY2013, 23 CPS Certification classes were completed, a statewide CPS Conference was conducted and there are currently 181 Permanent Checking Stations in North Carolina.
Total Expended: \$337,370.65
Funding Source(s): 2011 Child Safety Seat Incentive

Project Number(s): OP-13-05-01
Agency: NC GHSP In House Grant
Project Description: Funds included in this grant were used to promote the Click It or Ticket Campaign and Occupant Protection activities in NC.
Total Expended: \$152,846.01
Funding Source(s): 402 Occupant Protection

Project Number(s): OP-13-05-04
Agency: Research Triangle Institute
Project Description: This grant funded the annual statewide seat belt survey. A nighttime seat belt survey using same sites as daytime survey was also conducted.
Total Expended: \$144,728.16
Funding Source(s): 402 Occupant Protection

Project Number(s): OP-13-05-05
Agency: Safe Kids Western North Carolina
Project Description: This is a grant for occupant protection for transporting children with special needs. The grant helped to purchase special needs seats for children living in western North Carolina. This grant also funded child passenger safety classes held to train personnel for special needs children. The goal is to develop a statewide network of special needs trained personnel.
Total Expended: \$118,038.87
Funding Source(s): 402 Occupant Protection

OCCUPANT PROTECTION

Project Number(s): OP-13-05-06
Agency: UNC Highway Safety Research Center
Project Description: Funding through this grant was used to provide ongoing support for educating the general public as well as the CPS professionals on current laws, products and information on child passenger safety and occupant restraint for adults.
Total Expended: \$152,830.00
Funding Source(s): 402 Occupant Protection

Project Number(s): OP-13-05-07
Agency: NC Department of Insurance
Project Description: During FY2013, CPS Diversion Program mini-grants were awarded to counties who have started to implement the program. Also completed were the beginning stages of putting into operation an adult diversion program.
Total Expended: \$80,184.04
Funding Source(s): 402 Occupant Protection

Project Number(s): K8-13-02-16 / K2-13-07-03
Agency: Robeson County Sheriff's Office
Project Description: Robeson County is on track to have a decrease in alcohol-related fatalities in 2013. The number of seat belt citations issued by the department has increased with the continued efforts of this unit. The Sheriff's Department was an active participant in the Robeson County Traffic Safety Task Force throughout FY2013. NOTE: This project is also included under the list of "Alcohol-Impaired Driving" projects.
Total Expended: \$96,448.24
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

Project Number(s): K8-13-02-17 / K2-13-07-04
Agency: Columbus County Sheriff's Office
Project Description: The two deputies funded through this grant focused on DWI and occupant restraint charges and were successful in helping to raise the seat belt usage rate in Columbus County from 77.9% in 2012 to 90.7% in 2013. NOTE: This project is also included under the list of "Alcohol-Impaired Driving" projects.
Total Expended: \$92,346.56
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

Project Number(s): K8-13-02-18 / OP-13-05-03
Agency: El Pueblo-Nuestra Seguridad
Project Description: The "Nuestra Seguridad" campaign is a vibrant series of messages designed to prevent drinking and driving, to educate the community on the use of car seats and seat belts, and the danger of texting while driving. Outreach, Marketing, Community events throughout NC were conducted this year through grant funding. NOTE: This project is also included under the list of "Alcohol-Impaired Driving" projects.
Total Expended: \$72,040.79
Funding Source(s): 410 Alcohol SAFETEA-LU / 402 Occupant Protection

OCCUPANT PROTECTION

Project Number(s): K8-13-02-19 / K2-13-07-07
Agency: Winston-Salem Police Department
Project Description: This grant funded a multi-agency Task Force to address DWI and seat belt law violations in Forsyth County. NOTE: This project is also included under the list of "Alcohol-Impaired Driving" projects.
Total Expended: \$288,526.38
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

Project Number(s): K8-13-02-20 / K2-13-07-05
Agency: Brunswick Sheriff's Office
Project Description: This two-deputy unit arrested over 200 impaired drivers and wrote nearly 1,400 traffic charges total during FY2013. This project has resulted in a reduction in both total and alcohol-related crashes and fatalities. NOTE: This project is also included under the list of "Alcohol-Impaired Driving" projects.
Total Expended: \$110,006.00
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

Project Number(s): K8-13-02-21 / K2-13-07-02
Agency: Morganton Public Safety
Project Description: Equipment purchased through this grant allowed Morganton Public Safety to conduct nighttime checking stations and operate nighttime seat belt enforcement efforts. NOTE: This project is also included under the list of "Alcohol-Impaired Driving" projects.
Total Expended: \$6,925.00
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

Project Number(s): K8-13-02-22 / K2-13-07-11
Agency: Harnett County Sheriff's Office
Project Description: Checkpoint equipment purchased through this grant allowed the Harnett County Sheriff's Office to assist with traffic related issues and GHSP campaigns such as Click it or Ticket and DWI checkpoints. NOTE: This project is also included under the list of "Alcohol-Impaired Driving" projects.
Total Expended: \$6,478.00
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

Project Number(s): K8-13-02-24 / K2-13-07-13
Agency: Guilford County Sheriff's Office
Project Description: This grant was used to form a multi-agency Task Force to address DWI and seat belts violations. NOTE: This project is also included under the list of "Alcohol-Impaired Driving" projects.
Total Expended: \$693,126.55
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

OCCUPANT PROTECTION

Project Number(s): K8-13-02-28 / K2-13-07-06
Agency: New Hanover County Sheriff's Office
Project Description: Funding through this grant enabled the New Hanover County Sheriff's Office to increase traffic safety enforcement efforts. During FY2013, 223 DWI arrests were made and 302 seat belt citations were issued by the Sheriff's Office. NOTE: This project is also included under the list of "Alcohol-Impaired Driving" projects.
Total Expended: \$245,349.15
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

Project Number(s): K8-13-02-29 / K2-13-07-14
Agency: New Hanover County Sheriff's Office
Project Description: Equipment purchased through this grant was used to help the Sheriff's Office conduct DWI and seat belt Checking Stations. During FY2013 223 DWI arrests were made and 302 seat belt citations were issued by the Sheriff's Office. NOTE: This project is also included under the list of "Alcohol-Impaired Driving" projects.
Total Expended: \$17,556.50
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

Project Number(s): K8-13-02-34 / K2-13-07-15
Agency: Cape Carteret Police Department
Project Description: This was an equipment grant for checkpoint equipment used to increase traffic safety enforcement efforts. The equipment included a trailer, generator, lights, traffic cones and flashlights. NOTE: This project is also included under the list of "Alcohol-Impaired Driving" projects.
Total Expended: \$15,801.72
Funding Source(s): 410 Alcohol SAFETEA-LU / 405 OP SAFETEA-LU

POLICE TRAFFIC SERVICES

BACKGROUND AND NOTEWORTHY PROGRAMS

North Carolina has made substantial progress in reducing speed-related fatalities. During 2012, there were 182 fewer speeding-related fatalities in North Carolina in comparison to 2007 – a decrease of 29 percent. Nonetheless, speeding continues to be a major cause of injuries and fatalities on North Carolina roadways and has significant economic, social, and personal costs for North Carolinians.

GHSP introduced the safety campaign, “No Need 2 Speed,” in June 2006 to encourage drivers to slow down and follow the speed limit. The initial pilot project was conducted in Robeson, Cumberland, Harnett and Johnston counties. Since that time, the effort has grown substantially. However, implementation of the program has been dependent on overcoming several obstacles. For example, it is increasingly difficult to reach North Carolina residents with high visibility enforcement messaging. Even though in recent years speeding citations have increased during “No Need 2 Speed”



campaigns, somewhat fewer individuals report knowing about speed enforcement campaigns. For example, based on a 2012 survey of North Carolina residents, 35% reported that they had read, seen, or heard speed-related messages or information from police and law enforcement agencies concerning speed enforcement programs, compared to 40% in 2011.

In order to target speed enforcement efforts, GHSP encourages counties to adopt more systematic approaches to identify roads that are priorities. To this end, during FY2013 GHSP funded a project to help identify specific intersections in three towns that have high crash frequency and then implement Data-Driven Approaches to Crime and Traffic Safety (DDACTS) enforcement strategies in those jurisdictions.

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

PROGRAM RESULTS

NO NEED 2 SPEED

During FY2013, law enforcement agencies in North Carolina conducted the “No Need 2 Speed” campaign during March 25-31, 2013. In total, 4,343 checkpoints and saturation patrols were conducted, resulting in 14,542 speeding citations. Additionally, the campaign produced 863 DWI arrests, 3,744 safety belt and child passenger violations, 1,111 drug violations, and 929 fugitives captured. Detailed results from No Need 2 Speed activities in FY2013 are presented below.

RESULTS OF “NO NEED 2 SPEED” ACTIVITIES DURING FY2013	
	Spring No Need 2 Speed
Checkpoints	604
Saturation patrols	3,739
Total Checkpoints and Saturation Patrols	4,343
Under 21 DWI charges	105
21 and over DWI charges	758
Total DWI Charges	863
Safety belt violations	3,157
Child passenger safety	587
Total Occupant Restraint Charges	3,744
Drug violations	1,111
Stolen vehicles recovered	51
Fugitives arrested	929
Felony arrests	511
Other criminal violations	2,970
Total Criminal Violations	5,572
Speeding	14,542
All other traffic violations	16,222
Total Other Traffic Violations†	30,764
Uninsured motorists	862
Reckless driving	485
Total Traffic and Criminal Violations	42,290

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

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

FUTURE STRATEGIES

The FY2014 annual “No Need 2 Speed” campaign will be held during April 2013. The plan is to continue this campaign and look for continued growth in future years. In addition, GHSP will focus law enforcement and media attention on the enforcement of speeding at night. Additionally, GHSP will continue to share data with agencies in the counties that are overrepresented in speeding fatalities, including the locations of speed related crashes, day of the week and the time of day they are occurring, along with enforcement data. GHSP will seek buy in from the agencies to address the problem locations and GHSP will offer incentives or funding as needed to enhance the enforcement efforts.

During FY2014, the North Carolina State Institution for Transportation Research and Education will begin a new project called Ticketing Aggressive Cars and Trucks or TACT, which will focus on reducing aggressive driving around tractor trailers. The project will measure the effect of the enforcement regarding aggressive driving measured in real time.

FUNDED PROJECTS AND ACTIVITIES

The police traffic services related projects and activities listed below were funded by GHSP under the FY2013 Highway Safety Plan:

Project Number(s): K4-13-04-00 / PT-13-03-03-24
Agency: NC GHSP In House Grant
Project Description: Funding through this grant was used to award Law Enforcement agencies for participating in campaign and enforcement Activities through the NC GHSP Points System for law enforcement agencies.
Total Expended: \$529,620.53
Funding Source(s): 406 Safety Belt Incentives / 402 Police Traffic Services

Project Number(s): K4-13-04-01
Agency: Stallings Police Department
Project Description: This is a new grant for traffic safety. The grant funded the salary and equipment for one officer. The goal of the Stallings Police Department is to reduce teen and speed related traffic crashes and injuries in the Town of Stallings through enforcement and education efforts. The Town of Stallings is also targeting unrestrained drivers by conducting seat belt initiatives including checking stations conducted during the day and nighttime.
Total Expended: \$102,008.65
Funding Source(s): 406 Safety Belt Incentives

POLICE TRAFFIC SERVICES

Project Number(s): K4-13-04-02 / PT-13-03-04-01
Agency: Columbus County Sheriff's Office
Project Description: Funding through this grant enabled the Columbus County Sheriff's Office to increase traffic safety enforcement efforts. The Sheriff's Department issued nearly 700 occupant restrained citations and established the only CPS Permanent Checking Station in the county. The seat belt usage rate went from 77.9% in 2012 to 90.7% in 2013.
Total Expended: \$174,118.17
Funding Source(s): 406 Safety Belt Incentives / 402 Police Traffic Services

Project Number(s): K4-13-04-03 / PT-13-03-04-15
Agency: Fuquay-Varina Police Department
Project Description: Funding through this grant enabled the Fuquay-Varina Police Department to increase traffic safety enforcement efforts. FVPD traffic safety personnel conducted numerous traffic safety campaigns, such as DWI Checkpoints, Speed Campaigns and Click it or Ticket.
Total Expended: \$97,461.56
Funding Source(s): 406 Safety Belt Incentives / 402 Police Traffic Services

Project Number(s): K4-13-04-05 / PT-13-03-04-25
Agency: Fairmont Police Department
Project Description: Funding through this grant enabled the Fairmont Police Department to increase traffic safety enforcement efforts. The Fairmont Police Department doubled their goal for occupant restraint violations with 149 while also arresting 43 DWI suspects. The Fairmont Police Department was also an active participant in the Robeson County Traffic Safety Task Force.
Total Expended: \$81,167.75
Funding Source(s): 406 Safety Belt Incentives / 402 Police Traffic Services

Project Number(s): K4-13-04-06 / PT-13-03-04-27
Agency: Union County Sheriff's Office
Project Description: The grant included funds for the salaries and equipment for two deputies in the Town of Indian Trail. The goal of the Union County Sheriff's Office is to reduce traffic crashes and injuries in the Town of Indian Trail by increased enforcement, high visibility and education initiatives. The Town of Indian Trail hires contract deputies to work in their jurisdiction. These deputies work solely in the Town of Indian Trail which is the largest municipality in Union County.
Total Expended: \$170,437.40
Funding Source(s): 406 Safety Belt Incentives / 402 Police Traffic Services

POLICE TRAFFIC SERVICES

Project Number(s): K4-13-04-07 / PT-13-03-04-28
Agency: Conover Police Department
Project Description: This grant funded the salary and equipment for one officer. It also included a light tower for nighttime seat belt enforcement initiatives. The goal of the Conover Police Department is to reduce traffic crashes and injuries through enhanced traffic enforcement.
Total Expended: \$87,279.64
Funding Source(s): 406 Safety Belt Incentives / 402 Police Traffic Services

Project Number(s): K4-13-04-08 / PT-13-03-04-29
Agency: Red Springs Police Department
Project Description: The traffic officer funded through this grant made 26 DWI arrests and issued 138 seat belt citations while also reaching out to community groups to spread highway safety awareness. The Red Springs Police Department was an active participant in the Robeson County Traffic Safety Task Force.
Total Expended: \$74,045.08
Funding Source(s): 406 Safety Belt Incentives / 402 Police Traffic Services

Project Number(s): K4-13-04-09
Agency: Macon County Sheriff's Office
Project Description: This is a grant for traffic safety that funded the salary and equipment for one deputy. The goal of the Macon County Sheriff's Office is to reduce traffic crashes and injuries by increased enforcement, high visibility and education initiatives.
Total Expended: \$95,291.73
Funding Source(s): 406 Safety Belt Incentives

Project Number(s): K4-13-04-10 / PT-13-03-04-32
Agency: Boiling Spring Lakes Police Department
Project Description: This project did not begin until April of 2013. The traffic officer on this project is DRE and CPS certified. With these certifications, he has been able to assist many agencies within Brunswick and New Hanover counties.
Total Expended: \$65,584.06
Funding Source(s): 406 Safety Belt Incentives / 402 Police Traffic Services

Project Number(s): PT-13-03-01
Agency: NC Sheriffs Association
Project Description: This grant provided training to law enforcement officers statewide on the most recent General Assembly Legislative decisions on new laws passed, changed or amended. The goal of the NC Sheriff's Association is to increase the knowledge of North Carolina law enforcement officers in the additions or changes in the North Carolina General Statutes in areas such as Motor Vehicle Law, Motorcycle Safety, Identify Theft, and other traffic safety issues.
Total Expended: \$34,164.54
Funding Source(s): 402 Police Traffic Services

POLICE TRAFFIC SERVICES

Project Number(s): PT-13-03-02
Agency: NC Department of Justice
Project Description: This grant provided training to law enforcement officers statewide for crash investigation and radar instructor certification. The Justice Academy's goal is to seek out experts in the crash investigation /reconstruction and radar instruction fields to supplement the training programs offered to NC law enforcement officers.
Total Expended: \$41,146.07
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-01
Agency: Ayden Police Department
Project Description: This the Region 2 LEL grant. The grant was used for travel and to purchase equipment. Equipment included an in-car video camera, LED light bars and flashlights.
Total Expended: \$18,485.11
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-02
Agency: Morrisville Police Department
Project Description: This the Region 5 LEL grant used to maintain contact with County Coordinators in Region 5 and to promote Night Time Seat Belt Initiatives and other traffic campaigns as it pertains to GHSP.
Total Expended: \$11,310.89
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-03
Agency: Guilford County Sheriff's Office
Project Description: This is the Region 7 LEL grant for liaison to law enforcement
Total Expended: \$11,336.74
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-04
Agency: Henderson County Sheriff's Office
Project Description: This is the Region 10 LEL grant. The grant was used for travel and to purchase equipment. The equipment purchased was a radar trailer.
Total Expended: \$11,721.56
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-05
Agency: Jackson County Sheriff's Office
Project Description: This is a LEL grant for air card charges and travel. The goal of this grant was to promote highway safety within Region 11 with increased efforts to raise seat belt use above 90%. Obtain 90-100% reporting of all law enforcement agencies in Region11 by September 30, 2013.
Total Expended: \$18,058.00
Funding Source(s): 402 Police Traffic Services

POLICE TRAFFIC SERVICES

Project Number(s): PT-13-03-03-06
Agency: Kitty Hawk Police Department
Project Description: This is the Region 2 LEL grant for liaison with law enforcement.
Total Expended: \$19,849.72
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-07
Agency: Lenoir Police Department
Project Description: This is the Region 9 LEL grant for liaison with law enforcement.
Total Expended: \$20,000.00
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-08
Agency: Charlotte-Mecklenburg Police
Project Description: This is the Region 8 LEL grant. The grant was used for travel and to purchase equipment. The equipment purchased were radars and lidars.
Total Expended: \$16,970.78
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-09
Agency: New Hanover County Sheriff's Office
Project Description: This is the Region 3 LEL grant used by the Regional LEL to promote highway safety initiatives and manage the Law Enforcement County Coordinators network throughout the region.
Total Expended: \$3,777.31
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-10
Agency: Rockingham Police Department
Project Description: This is the Region 6 LEL grant used by the Regional LEL to maintain contact with 9 County Coordinators and to promote Night Time Seat Belt Initiatives and other traffic campaigns.
Total Expended: \$11,373.33
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-11
Agency: Wilson County Sheriff's Office
Project Description: This is the Region 4 LEL grant for liaison to law enforcement.
Total Expended: \$15,956.06
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-12
Agency: City of Durham Police Department
Project Description: Crash reconstruction equipment to assist with crashes in the Durham area was purchased through this grant.
Total Expended: \$8,681.25
Funding Source(s): 402 Police Traffic Services

POLICE TRAFFIC SERVICES

Project Number(s): PT-13-03-03-13
Agency: NC State University Police Department
Project Description: Equipment was purchased to assist with Speed campaigns on NC State Campus and surrounding area through this grant.
Total Expended: \$10,696.00
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-14
Agency: Rocky Mount Police Department
Project Description: This grant for traffic safety funded efforts to identify problem traffic areas in the city of Rocky Mount and addressed them with increased enforcement.
Total Expended: \$3,271.80
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-15
Agency: Village of Pinehurst Police Department
Project Description: Traffic safety equipment used to assist with speed issues in Village of Pinehurst was purchased through this grant.
Total Expended: \$6,723.00
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-16
Agency: Butner Public Safety
Project Description: Traffic safety equipment used to determine problem speed areas and followed up with enforcement was purchased through this grant.
Total Expended: \$3,301.50
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-17
Agency: Oxford Police Department
Project Description: This grant for traffic safety funded the purchase of two pole-mounted speed / data collection units. This enables Oxford Police Department to address the speeding issues in town and through heightened speed enforcement they are striving to address the drinking driver and to raise the seat belt usage rate for the town.
Total Expended: \$6,750.00
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-18
Agency: Jacksonville Police Department
Project Description: This project helped Jacksonville Police Department institute a distracted driving program and provided speed enforcement equipment. During FY2013 the Jacksonville Police Department issued 7,320 citations for speeding.
Total Expended: \$51,106.75
Funding Source(s): 402 Police Traffic Services

POLICE TRAFFIC SERVICES

Project Number(s): PT-13-03-03-19
Agency: Greenville Police Department
Project Description: This was a grant for the Greenville Police Department to purchase radars. The Greenville Police Department purchased 14 radars, 10 for patrol vehicles and 4 for motorcycles.
Total Expended: \$27,903.44
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-20
Agency: Wilmington Police Department
Project Description: Funds through this grant supplied Wilmington Police Department with 12 radar units. Since the end of April when the units were installed the officers with the radar units have issued 2,546 speeding citations.
Total Expended: \$26,097.00
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-22
Agency: Columbus County Sheriff's Office
Project Description: Funds through this grant provided traffic enforcement equipment for 6 deputies to assist the traffic unit and public outreach materials to reach high school students in Columbus County. Nine community presentations were given during FY2013 and 279 speeding citations were issued since March.
Total Expended: \$18,016.41
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-03-23
Agency: Duck Police Department
Project Description: Increased overall traffic safety enforcement by 220% with a 975% increase in occupant protection enforcement all brought about through the increase activity in reducing speeding that was funded through this grant.
Total Expended: \$6,678.11
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-02
Agency: Lumberton Police Department
Project Description: Funds through this grant were used to help fund two traffic officers who arrested 44 DWI offenders and wrote 555 occupant restraint citations. The Lumberton Police Department was also an active member of the Robeson County Traffic Safety Task Force during FY2013.
Total Expended: \$104,481.83
Funding Source(s): 402 Police Traffic Services

POLICE TRAFFIC SERVICES

Project Number(s): PT-13-03-04-03
Agency: Haywood County Sheriff's Office
Project Description: This is a continuation grant that was for the third and final year of funding. The grant funded the salaries for two deputies. The goal of the Haywood County Sheriff's office is to reduce traffic crashes by enhanced enforcement of speeding, DWI's and occupant restraints.
Total Expended: \$112,525.91
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-04
Agency: Garner Police Department (DDACTS)
Project Description: Funds through this grant were used to help identify specific intersections that have high crash frequency in the towns of Garner, Knightdale, and Holly Springs and then implement DDACTS enforcement strategies in those jurisdictions.
Total Expended: \$67,890.86
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-05
Agency: Polk County Sheriff's Office
Project Description: This is a continuation grant for the second year of funding that included the salary for one officer. The goal of the Polk County Sheriff's Office is to reduce traffic crashes by enhanced enforcement and education initiatives. The Polk County Sheriff's Office is working to accomplish this by enforcement of speed violators, aggressive drivers and DWI's. The Polk County Sheriff's Office also holds community educational meetings with their citizens.
Total Expended: \$35,077.05
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-06
Agency: Columbus Police Department
Project Description: This is a continuation grant for the second year of funding that included the salary for one officer. The goal of the Columbus Police Department is to reduce traffic crashes by enhanced enforcement of speeding, DWI's and occupant restraints.
Total Expended: \$52,435.61
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-07
Agency: Troutman Police Department
Project Description: This is a continuation grant for the second year of funding that included the salary for one officer. The goal of the Troutman Police Department is to reduce traffic crashes and injuries through enforcement and education initiatives. The Troutman Police Department is working to accomplish this by enforcement of traffic laws and through the education of the public by utilizing pole mounted radar to heighten awareness of speeding within their town.
Total Expended: \$51,056.64
Funding Source(s): 402 Police Traffic Services

POLICE TRAFFIC SERVICES

Project Number(s): PT-13-03-04-08
Agency: Henderson County Sheriff's Office
Project Description: This is a continuation grant that was for the third and final year of funding. The grant funded the salaries for two deputies. The goal of the Henderson County Sheriff's office is to reduce traffic crashes by enhanced enforcement and education initiatives.
Total Expended: \$128,282.00
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-09
Agency: Rolesville Police Department
Project Description: Traffic safety personnel conducted numerous traffic safety campaigns, such as DWI Checkpoints, Speed Campaigns and Click it or Ticket through funding from this grant.
Total Expended: \$55,339.16
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-10
Agency: Mount Gilead Police Department
Project Description: This is a continuation grant that was for the second year of funding. The funding included the salary for one officer. The goal of the Mount Gilead Police Department is to reduce traffic crashes by enhanced enforcement of speeding, DWI's and occupant restraints.
Total Expended: \$37,911.97
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-11
Agency: Harnett County Sheriff's Office
Project Description: The Harnett County Sheriff's Office traffic safety team conducted numerous traffic safety campaigns, such as DWI checkpoints, speed campaigns and Click it or Ticket through funding from this grant.
Total Expended: \$107,741.57
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-12
Agency: Holly Springs Police Department
Project Description: The Holly Springs Police Department's traffic safety team conducted numerous traffic safety campaigns, such as DWI checkpoints, speed campaigns and Click it or Ticket through funding from this grant.
Total Expended: \$107,310.57
Funding Source(s): 402 Police Traffic Services

POLICE TRAFFIC SERVICES

Project Number(s): PT-13-03-04-13
Agency: Newton Police Department
Project Description: This is a continuation grant that was for the third and final year of funding. The grant funded the salary for one officer. The goal of the Newton Police Department is to reduce traffic crashes by enhanced enforcement and education initiatives.
Total Expended: \$47,113.83
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-14
Agency: Knightdale Police Department
Project Description: The Knightdale Police Department's traffic safety team conducted numerous traffic safety campaigns, such as DWI checkpoints, speed campaigns and Click it or Ticket through funding from this grant.
Total Expended: \$142,389.17
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-16
Agency: Thomasville Police Department
Project Description: Funds through this grant were used to help purchase motorcycles used to enforce laws during day time and nighttime. The use of motorcycles was beneficial in all phases of enforcement.
Total Expended: \$52,770.92
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-17
Agency: Spring Lake Police Department
Project Description: The Spring Lake Police Department's traffic safety team conducted numerous traffic safety campaigns, such as DWI checkpoints, speed campaigns and Click it or Ticket through funding from this grant.
Total Expended: \$55,607.36
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-18
Agency: Erwin Police Department
Project Description: The Erwin Police Department's traffic safety team conducted numerous traffic safety campaigns, such as DWI checkpoints, speed campaigns and Click it or Ticket through funding from this grant.
Total Expended: \$75,510.76
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-19
Agency: Wilson Police Department
Project Description: Funds through this grant were used to help fund traffic safety efforts in Wilson. The Traffic unit showed a marked decrease in crashes while showing an increase in DWI arrests and increase seat belt rate from 90% to just under 98%.
Total Expended: \$104,587.50
Funding Source(s): 402 Police Traffic Services

POLICE TRAFFIC SERVICES

Project Number(s): PT-13-03-04-20
Agency: Reidsville Police Department
Project Description: Funds through this grant were used to conduct more nighttime and daytime seat belt events which increased DWI, speeding and other traffic citations over the course of the grant.
Total Expended: \$23,671.06
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-21
Agency: Youngsville Police Department
Project Description: Funds through this grant were used to conduct more enforcement efforts during daytime and nighttime which increased seat belt citations from 67 in 2011 to 120 in 2013.
Total Expended: \$34,455.58
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-22
Agency: Holly Ridge Police Department
Project Description: During the first year of this project the traffic officer funded through this grant wrote 214 speeding citations from March - September 2013 after the officer was certified. The department was also able to increase their level of enforcement on seat belt citations.
Total Expended: \$72,542.00
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-24
Agency: Apex Police Department
Project Description: The Apex Police Department's traffic safety team conducted numerous traffic safety campaigns, such as DWI checkpoints, speed campaigns and Click it or Ticket through funding from this grant.
Total Expended: \$112,937.38
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-26
Agency: Camden County Sheriff's Office
Project Description: Funds through this grant were used to conduct more enforcement efforts in Camden County. Additional enforcement in the county meant that the results varied but the overall effect has been an improvement in all phases of traffic safety.
Total Expended: \$25,937.82
Funding Source(s): 402 Police Traffic Services

POLICE TRAFFIC SERVICES

Project Number(s): PT-13-03-04-30
Agency: Waxhaw Police Department
Project Description: This grant is for a radar trailer for traffic safety. The radar trailer is used at different locations throughout the town of Waxhaw where there are speeding complaints and concerns. The radar trailer is used as an education tool and at the same time will gather information for speed enforcement at a later time.
Total Expended: \$14,900.00
Funding Source(s): 402 Police Traffic Services

Project Number(s): PT-13-03-04-31
Agency: Robeson County Sheriff's Office
Project Description: Funds through this grant were used to conduct more traffic enforcement efforts in Robeson County. Robeson County is on track to have a decrease in total fatalities in 2013. The number of seat belt citations issued by the department has increased with the continued efforts of this unit. The Sheriff's Department was an active participant in the Robeson County Traffic Safety Task Force throughout FY2013.
Total Expended: \$103,315.12
Funding Source(s): 402 Police Traffic Services

YOUNG DRIVERS

BACKGROUND AND NOTEWORTHY PROGRAMS

North Carolina has experienced substantial reductions in fatal crashes involving young drivers in the last five years. From 2007 to 2012, fatal crashes among drivers age 20 or younger decreased by 37%. These decreases are evident even when taking population changes into account. Despite this progress, young drivers continue to be over-represented in crashes compared to adult drivers. In 2012, 16 to 20-year-olds comprised 7% of the population in North Carolina, yet they accounted for 13% of all crashes and 9% of fatal crashes. GHSP is committed to further reducing young driver crashes and the injuries and costs associated with these crashes.



Over thirty percent of teens killed in crashes in North Carolina during 2012 were unrestrained. To address this problem, the Governor's Highway Safety Program developed "**Click It or Ticket, Securing Your Future**" to encourage safety belt use among teenage drivers. **Click It or Ticket, Securing Your Future** began in 53 high schools in 16 counties in the fall of 2005. The program requires drivers and passengers at

participating schools to buckle their seat belts before leaving school property or risk losing on campus parking privileges. Participating schools are provided exit signs, a citation booklet, brochures that have parent/student agreements, and promotional items to use as incentives for students who are buckled. In 2012, over 93,000 students in more than 90 counties participated in the program.

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



During FY2013, GHSP funded the University of North Carolina Highway Safety Research Center (HSRC) to begin development of a North Carolina Teen Driver Resource Center (TDRC). The TDRC will be an

information resource center for many groups that play a central role in improving young driver safety in North Carolina including law enforcement, state agencies, community organizations, parents of teenage drivers, and policy-makers.

PROGRAM RESULTS

STREETSAFE TEEN DRIVING PROGRAM

During FY2013, StreetSafe received 402 funds to help expand the program. This funding help support Street Safe to conduct over 60 sessions and reach over 3,000 young drivers. Orange County was added during FY2013, bringing the total number of counties in which StreetSafe regularly operates up to six. Students who attend StreetSafe get to experience the dangers of speed, distractions and following too closely, while learning the importance of wearing their seat belt, not drinking and driving, and valuable information about driving near tractor trailers. Accompanying parents learn the financial liabilities of having a young driver on their insurance policy and are encouraged by a district court judge to better monitor their young drivers. Exit surveys indicate participants enjoy the StreetSafe program and would



recommend it to other young drivers. Moreover, District Attorneys regularly offer anecdotal evidence of the positive comments they receive in their communities about StreetSafe.

During FY2013, the UNC Highway Safety Research Center (HSRC) received 402 funding to begin a formal evaluation of the StreetSafe program. Questionnaires were administered to more than 400 participants at six StreetSafe sessions across the state to measure short-term changes in participants' knowledge, beliefs and behaviors. The data show changes in program participants' understanding of the kinds of driving risks that StreetSafe seeks to address. During FY2014, a randomized control trial will be conducted to further clarify the effects of the program and to measure long-term behavioral outcomes.

NORTH CAROLINA TEEN DRIVER RESOURCE CENTER

During FY2013, HSRC conducted fundamental work to inform the development of the North Carolina Teen Driver Resource Center which will be launched in FY2014. The HSRC thoroughly examined the current teenage driver crash problem in North Carolina, documented the effects of several policies implemented to reduce teenage driver crashes, conducted interviews with over 500 parents of teen drivers, developed a catalogue of programs currently being conducted in North Carolina to address teenage driver crashes, and assessed the evidence for effectiveness of these programs.

FUTURE STRATEGIES

GHSP is committed to exploring and evaluating innovative approaches to training young drivers. GHSP will continue to fund educational presentation activities and hands on driver training. Both approaches utilize law enforcement and rescue personnel in delivering the training. GHSP is interested in determining the impact of these educational and training efforts on teen driving crashes, and is funding evaluation efforts for FY2014.

FUNDED PROJECTS AND ACTIVITIES

The young driver- related projects and activities listed below were funded by GHSP under the FY2013 Highway Safety Plan:

Project Number(s): DE-13-14-02
Agency: Street Safe Inc.
Project Description: Street Safe, an interactive program targeting teen drivers, conducted over 60 sessions in 2013 reaching over 3,000 young drivers.
Total Expended: \$47,765.03
Funding Source(s): 402 Driver Education

Project Number(s): DE-13-14-03
Agency: UNC Highway Safety Research Center
Project Description: This grant provided funding for the first year of a study being conducted to determine the effectiveness of the "Street Safe" program for teen drivers.
Total Expended: \$82,234.51
Funding Source(s): 402 Driver Education

Project Number(s): K2-13-07-16
Agency: Street Safe Inc.
Project Description: This was an equipment grant used to purchase a seat belt convincer that was used at numerous sessions to educate participants of the severity of a simulated car crash at 5 MPH.
Total Expended: \$19,120.00
Funding Source(s): 405 OP SAFETEA-LU

Project Number(s): K8-13-02-23
Agency: VIP 4 A VIP
Project Description: The mission of the Vehicle Injury Prevention for a Very Important Person (VIP 4 A VIP) program is to bring the sight, sounds, and smell of a fatal vehicle accident to the doorstep of high school students in a dramatic way in hopes of embedding the consequences of these often senseless events into the minds of teenage drivers. During FY2013, VIP 4 A VIP planned 28 programs in various high schools across NC reaching 16,226 students with respect to program.
Total Expended: \$34,101.00
Funding Source(s): 410 Alcohol SAFETEA-LU

Project Number(s): OP-13-05-08
Agency: Johnston County Teen Driving Awareness Program
Project Description: Outreach, Marketing, Community & High School events throughout NC were conducted this year in the Johnston County area through this grant.
Total Expended: \$15,005.10
Funding Source(s): 402 Occupant Protection

Project Number(s): SA-13-16-05
Agency: UNC Highway Safety Research Center
Project Description: This grant provided funds to begin the evaluation of multiple teen driving problems and the effect that various laws are having on teen drivers. This is a multiyear project and will continue to address the issue in the future.
Total Expended: \$132,130.51
Funding Source(s): 402 Safe Communities

MOTORCYCLE SAFETY

BACKGROUND AND NOTEWORTHY PROGRAMS

Motorcycles are an increasingly popular form of transportation in North Carolina. Between 2001 and 2010, motorcycle registrations per capita increased by 65%. Not surprisingly, the number of motorcyclist crashes and fatalities during that period increased as well. There were 198 motorcyclist fatalities in North Carolina in 2012, up from 98 in 2000. Motorcyclists now account for 15 percent of all traffic fatalities, compared to just 6 percent of fatalities in 2000.



In North Carolina, all operators and passengers on motorcycles and mopeds are required to wear a helmet that complies with Federal Motor Vehicle Safety Standard (FMVSS) 218. Research shows that a motorcycle rider who is not wearing a helmet is five times more likely to sustain a critical head injury than a helmeted rider. In North Carolina, the vast majority of fatally or seriously injured motorcyclists were wearing a helmet when they crashed. Only 23 fatally injured motorcycle riders in 2012 were not wearing a helmet. Although low, this is twice the number of unhelmeted fatalities in 2011. In fact, the number of unhelmeted fatalities had not exceeded 15 in any year since 2000. The gradual increase in motorcycle riding in North Carolina cannot fully explain this sharp rise in unhelmeted fatalities during 2012. A bill to repeal North Carolina's universal helmet law was introduced during 2012. The bill has been referred to a subcommittee for further study. (See the "Legislative Update" section.)

A key safety initiative to reduce motorcyclist crashes and fatalities is "BikeSafe North Carolina." Sponsored by the State Highway Patrol and the Governor's Highway Safety Program, BikeSafe offers training in riding techniques and discusses safety topics. The training is conducted by law enforcement motor officers in a non-threatening, non-enforcement environment. Students are typically experienced riders that are interested in improving their riding skills. The training takes place in the classroom and on the streets. Once on the road, students are paired with a motorcycle officer that observes their riding techniques. The motorcycle officer provides feedback on the riding techniques that were observed on the ride and offers instruction on how the rider can improve his/her techniques to become a safer rider. The on-street assessment is repeated and feedback and instruction are provided a second time. GHSP supports the BikeSafe program through both 402 and 2010 motorcycle safety incentive funds.

Between April 30 and May 6, 2013, state and local law enforcement officers conducted a special campaign as part of Motorcycle Safety Week. The campaign included stepped up patrols as well as education for cyclists and motorists about the importance of motorcycle safety. In addition, GHSP partnered with law enforcement agencies to conduct motorcycle safety rider training courses across the state.

PROGRAM RESULTS

BIKE SAFE NORTH CAROLINA

Both 402 and 2010 motorcycle safety incentive funding has enabled BikeSafe to expand in recent years. During 2012, there were 14 host agencies for the BikeSafe program. These agencies conducted a total of 65 BikeSafe events with 418 attendees. By comparison, there were 37 BikeSafe events with 202 attendees during 2011. Currently, there are 110 BikeSafe assessors across the state.



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

MOTORCYCLE SAFETY WEEK CAMPAIGN

State and local law enforcement officers conducted 558 checkpoints and 1,707 saturation patrols during the week-long Motorcycle Safety Awareness Campaign. During the enforcement period, a total of 30,562 motorists were cited for traffic and criminal violations. Citations included 769 DWI charges, 2,855 occupant restraint charges, 38 stolen vehicles recovered, and 638 fugitives arrested.

FUTURE STRATEGIES

BikeSafe North Carolina has become extremely popular. In 2011, GHSP established three Regional Bike Safe Coordinators in addition to the Statewide Coordinator. The long range goal is to have the program available to all riders in North Carolina.

GHSP will conduct a kickoff event for Motorcycle Safety Awareness month in May 2014. GHSP will seek earned media attention that will be gained from partnerships with NC DOT Communications Office, SHP, local law enforcement, rider groups, Camp Lejune Military Base, etc. Typically, the kickoff event will feature the GHSP Director, state law enforcement, local law enforcement, and Camp Lejune's Marine General. Bike Safe will conduct a training session in conjunction with the event. Additional advertising will be done at select movie theaters, gas stations, and in both radio and television markets throughout the state during Motorcycle Safety Awareness month.

GHSP will continue a partnership with Bike Fest held in Raleigh. The event draws approximately 75,000 attendees. A majority of the attendees are riders or are interested in becoming riders. GHSP will promote rider safety and the various rider education and training opportunities available to riders in North Carolina.

GHSP will conduct a Motorcycle Safety Summit for law enforcement officers statewide during 2014. The summit will focus on motorcycle specific laws, issues, and enforcement efforts. In previous years, these summits have been attended by over 200 law enforcement officers. GHSP plans to continue these summits every other year.

FUNDED PROJECTS AND ACTIVITIES

The motorcycle safety -related projects and activities listed below were funded by GHSP under the FY2013 Highway Safety Plan:

Project Number(s): K6-13-09-02
Agency: Lenoir CC - NC Motorcycle Safety Education Program
Project Description: Funds for this project allowed the North Carolina Motorcycle Safety Education Program to purchase 18 training motorcycles and to train 11 Rider Coaches. The NC Motorcycle Safety Education Program was also able to paint new and existing ranges during FY2013.
Total Expended: \$74,823.18
Funding Source(s): 2010 Motorcycle Safety

Project Number(s): K6-13-09-03
Agency: Lenoir CC - NC Motorcycle Safety Education Program
Project Description: Through this grant, the NC Motorcycle Safety Education Program was able to conduct 100 quality assurance visits at 33 Community Colleges and host a summer update that was provided for 139 Rider Coaches and Trainers during FY2013.
Total Expended: \$40,100.00
Funding Source(s): 2010 Motorcycle Safety

Project Number(s): K6-13-09-04
Agency: NC State Highway Patrol - BikeSafe NC
Project Description: The NCSHP served as a statewide coordinator for the BikeSafe NC motorcycle training and education program. 452 students attended a BikeSafe NC program and there has been a 10% reduction in motorcycle fatalities during FY2013.
Total Expended: \$16,056.99
Funding Source(s): 2010 Motorcycle Safety

Project Number(s): K6-13-09-05
Agency: Thomasville Police Department
Project Description: This project supplied equipment to help expand the BikeSafe NC program in central North Carolina. Motorcycle fatalities have decreased by 11% in Thomasville, NC during FY2013.
Total Expended: \$10,329.23
Funding Source(s): 2010 Motorcycle Safety

Project Number(s): MC-13-08-01
Agency: NC GHSP In House Grant
Project Description: Grant to promote the Bike Safe NC campaign and Motorcycle Safety initiatives.
Total Expended: \$22,025.54
Funding Source(s): 402 Motorcycle Safety

Project Number(s): MC-13-08-02 / K6-13-09-08
Agency: Hendersonville Police Department
Project Description: The Hendersonville Police Department is a Regional Coordinator for the BikeSafe NC program and has worked toward expanding BikeSafe NC during FY2013 through funding from this grant. A Hendersonville PD officer is now a Certified Motor Instructor and has helped train Assessors across the State.
Total Expended: \$37,733.97
Funding Source(s): 402 Motorcycle Safety / 2010 Motorcycle Safety

Project Number(s): MC-13-08-04 / K6-13-09-06
Agency: Guilford County Sheriff's Office
Project Description: Funds for this project were used to help expand the BikeSafe NC program in central North Carolina. Motorcycle fatalities have decreased by 80% in Guilford county during FY2013.
Total Expended: \$79,120.31
Funding Source(s): 402 Motorcycle Safety / 2010 Motorcycle Safety

Project Number(s): MC-13-08-05 / K6-13-09-07
Agency: Gastonia Police Department
Project Description: Funds for this project were used to help expand the BikeSafe NC program in central and western North Carolina. Motorcycle crashes decreased by 15% in Gastonia during FY2013.
Total Expended: \$69,135.38
Funding Source(s): 402 Motorcycle Safety / 2010 Motorcycle Safety

Project Number(s): MC-13-08-06 / K6-13-09-09
Agency: Winston-Salem Police Department
Project Description: Funds for this project were used to help expand the BikeSafe NC program in central North Carolina. Motorcycle fatalities declined during FY2013 in Forsyth County.
Total Expended: \$26,538.00
Funding Source(s): 402 Motorcycle Safety / 2010 Motorcycle Safety

TRAFFIC RECORDS

BACKGROUND AND NOTEWORTHY PROGRAMS

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

GHSP uses 408 funds to support a variety of efforts to improve traffic records systems in North Carolina. Each year, GHSP provides an updated Highway Safety Plan (HSP) which analyzes the most recent data available to help with setting the priorities for the coming year (with an eye on the coming five years). North Carolina has spent all the 408 monies allocated over the previous 5 years. The money paid for the NC Traffic Records Assessment in 2012, helped the NC Administrative Office of the Courts continue eCitation (described below), provided more new printers throughout North Carolina to facilitate the use of e-citations, and helped the NC State Highway Patrol with equipping the entire NC State Highway Patrol with AirCard technology to drastically improve their computer connection capability from their patrol vehicles (test results show that the reporting time is being greatly reduced through this approach). Additionally, GHSP has supported efforts to make NC crash data readily available to the general public, media representatives and researchers.

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

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

enforcement officers to record and retrieve incident information from the field wherever and whenever an incident occurs.

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

NORTH CAROLINA TRAFFIC RECORDS COORDINATING COMMITTEE (NC TRCC)

The North Carolina TRCC was established in 2002. The mission of the NC TRCC is to provide leadership to establish and maintain a level of coordination, communication and cooperation between agencies and stakeholders to maximize utilization and improve functionality, data accuracy, timeliness and linkages, and to advance electronic data collection, protect privacy, minimize redundancies in traffic records systems and better accomplish individual agencies' goals. The NC TRCC makes recommendations to the NC Executive Committee for Highway Safety Committee, which then makes final policy and financial decisions on any recommendations. During FY2013, the NC TRCC met on 3 occasions: November 20, 2012; February 26, 2013; and May 9, 2013.

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

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

STATE TRAFFIC RECORDS STRATEGIC PLAN

The North Carolina Traffic Safety Information Systems 2013 Strategic Plan was developed by the UNC Highway Safety Research Center in collaboration with the N.C. Traffic Records Coordinating Committee. It was submitted to GHSP in June 2013.

The Strategic Plan describes the organizational structure of NC TRCC, provides descriptive summaries of the traffic safety information systems that are available in North Carolina, shares the vision, mission, goals and objectives of the NC TRCC, and describes the process that is currently used by the NC TRCC to provide input to GHSP on the selection of projects to be funded using Section 408 funds from NHTSA, as well as a listing of funded projects. Additionally, the Strategic Plan includes all of the following:

- Describes specific, quantifiable and measurable improvements anticipated in the State's core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases.
- For any identified performance measure, uses the formats set forth in the Model Performance Measures for State Traffic Record Systems.
- Includes a list of all recommendations from its most recent highway safety data and traffic records systems assessment.
- Identifies which recommendations the State intends to implement and the performance measures to be used to demonstrate quantifiable and measurable progress.

Goals were established for the NC TRCC as an entity and for each of the six primary data systems that are required for addressing traffic safety in the State: crash information systems, citation/adjudication systems, injury surveillance systems, roadway information systems, driver information systems, and vehicle information systems. For each of the seven goals, specific objectives were developed that represent the priorities for each group/system, along with corresponding performance measures/targets. For example, for crash information systems, the goal is to maintain the crash data system and expand the capabilities of the system to allow the state to use this data to track crash injury/fatality experience for use in court cases, safety improvement studies and evaluating State driving statues. The first objective within this goal is to continue to enhance and expand electronic crash reporting. Performance measures/targets for this objective are: 1) the number or percentage of law enforcement agencies submitting to the electronic crash reporting system; 2) the number or percentage of reportable crashes submitted via the electronic crash reporting system; and 3) the integration and use of additional features or options for crash reporting (*example: geolocating*). See the 2013 Strategic Plan for a full listing of goals, objectives and performance measures/targets (available at: www.hsnc.edu/nctrcc/documents/NC_TrafficSafetyInformationSystems_StrategicPlan_2013.pdf).

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

ASSESSMENT

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

The scope of this assessment included all of the components of a traffic records system. The purpose was to determine whether the traffic records system in North Carolina is capable of supporting

management's needs to identify the State's highway safety problems, to manage the countermeasures applied in attempts to reduce or eliminate those problems, and to evaluate those efforts for their effectiveness.

FUTURE STRATEGIES

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

Future projects will increase the number of law enforcement officers on eCitation, with the goal of 100 percent use by law enforcement within a few years. GHSP will also use 408 funds for programmers to develop an interface between eCitation and NCAWARE for arrestable offenses. This would allow law enforcement and magistrates to process on site arrests much more quickly and would allow law enforcement to return to their patrol duties much faster.

FUNDED PROJECTS AND ACTIVITIES

The traffic records related projects and activities listed below were funded by GHSP under the FY2013 Highway Safety Plan:

Project Number(s): K9-13-11-01
Agency: NC GHSP In House Grant
Project Description: Grant to provide funding to support NC Traffic Records State Coordinator and the Traffic Record Committee.
Total Expended: \$67,098.05
Funding Source(s): 408 Data Program SAFETEA-LU

Project Number(s): K9-13-11-02
Agency: NC Department of Public Safety, State Highway Patrol
Project Description: This grant provided 1,247 aircards to facilitate troopers reporting traffic citations and crashes in e-citation and TraCs. Test results show that the reporting time is being greatly reduced through the aircards.
Total Expended: \$534,416.00
Funding Source(s): 408 Data Program SAFETEA-LU

TRAFFIC RECORDS

Project Number(s): K9-13-11-03
Agency: NC Department of Justice, Administrative Office of the Courts
Project Description: This grant provided funds to purchase and distribute over 700 printers throughout North Carolina to facilitate the use of e-citations.
Total Expended: \$214,116.33
Funding Source(s): 408 Data Program SAFETEA-LU

Project Number(s): K9-13-11-05
Agency: Enfield Police Department
Project Description: The MDT purchased through this grant allowed the Enfield Police Department to have all officers trained on e-citation and TraCs. Enfield PD is now using electronic reporting for all citations and crash reports.
Total Expended: \$609.50
Funding Source(s): 408 Data Program SAFETEA-LU

Project Number(s): K9-13-11-06
Agency: NC Department of Justice, Administrative Office of the Courts
Project Description: This grant provided funds to further the interface between e-citation and NC-AWARE
Total Expended: \$110,832.00
Funding Source(s): 408 Data Program SAFETEA-LU

Project Number(s): TR-13-10-01
Agency: UNC Highway Safety Research Center
Project Description: This grant provided funds to provide quick responses to motor vehicle crash data queries by the general public, media representatives, and researchers.
Total Expended: \$34,782.86
Funding Source(s): 402 Traffic Records

Project Number(s): TR-13-10-02
Agency: UNC Highway Safety Research Center
Project Description: This grant provided funds to update NC Crash Data Query Web Site (www.hsrb.unc.edu/crash/) with 2012 data.
Total Expended: \$52,336.87
Funding Source(s): 402 Traffic Records

Project Number(s): TR-13-10-03
Agency: UNC Highway Safety Research Center
Project Description: This grant provided funds to help NC GHSP produce the 2014 405C application, the Traffic Records Strategic Plan update, and to assist with the coordination of the NC TRCC.
Total Expended: \$20,328.84
Funding Source(s): 402 Traffic Records

OTHER TRAFFIC SAFETY PRIORITIES

OTHER TRAFFIC SAFETY PRIORITIES

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

The Hispanic/Latino population represents a significant and increasing proportion of the North Carolina population. In the 2010 U.S. Census, 8.4% of the North Carolina population identified themselves as Hispanic or Latino. This was a 111% increase from the 2000 Census, when 4.7% of the North Carolina population identified themselves as Hispanic or Latino. Motor vehicle crash injuries are the second leading cause of death among NC's Hispanic population and the leading cause of death among Hispanic children ages one to seventeen. Among Non-Hispanic Whites and Blacks in North Carolina, motor vehicle crash injuries are the 10th and 11th leading cause of death, respectively.

GHSP is concerned about the safety of Hispanic road users and has funded a project to identify the highway safety needs of the Hispanic population. In particular, restraint use among Hispanic passengers age 20-29 was shown to be an area needing additional resources. A goal for 2014 is to create and implement a marketing campaign aimed at increasing restraint use among this population.

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

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

Safety at rail grade crossings is another area of concern to GHSP. For the four year period from 2009-2012, there were 194 incidents at North Carolina highway-rail grade crossings or on the railroad right-of-way. These resulted in 132 non-fatal injuries and 14 fatalities. Operation Lifesaver is a public information

and education program designed to help prevent and reduce crashes, injuries and fatalities by improving driver performance at the nation's, and our State's, public and private highway-rail grade crossings and on rights-of-way.

Finally, school bus safety has been a growing concern in North Carolina. During one day in March 2013, the NC Department of Public Instruction (DPI) School Transportation Section coordinated a count of school bus stop arm violation. Statewide, on this one day, there were over 3,300 incidents observed and recorded where a moving vehicle passed a stopped school bus with its stop arm extended and lights flashing. Every such incident runs the risk of injuring or killing a child getting on or off a school bus. Video technology exists that can capture these illegal passing events and critical information – such as vehicle make, model, license number, and an image of the offending driver –all the required elements in order to seek stop arm violation prosecution in North Carolina. As of October 2012, 23 stop arm violation citations had been issued among 5 counties included in a pilot program testing the camera system. Through GHSP funding, NC DPI has been able to continue the stop-arm camera testing program and expand into other areas.

FUNDED PROJECTS AND ACTIVITIES

The projects and activities listed below address traffic safety issues other than impaired driving, occupant protection, police traffic services, young drivers, motorcycle safety, or traffic records and were funded by GHSP under the FY2013 Highway Safety Plan:

Project Number(s): RH-13-12-01
Agency: NC Operation Lifesavers
Project Description: Operation Lifesaver is a program designed to help decrease highway-rail grade crossing crashes and injuries. Presentations, trainings and workshops were conducted throughout the state during FY2013 through funding from this grant.
Total Expended: \$17,265.95
Funding Source(s): 402 Railroad / Highway Crossings

Project Number(s): SA-13-16-02
Agency: UNC Highway Safety Research Center
Project Description: This grant provided funds to help NC GHSP produce their 2012 Annual Report and prepare the 2014 Highway Safety Plan for application to NHTSA.
Total Expended: \$92,148.50
Funding Source(s): 402 Safe Communities

OTHER PRIORITIES

Project Number(s): SA-13-16-03
Agency: UNC Highway Safety Research Center
Project Description: This grant has provided the analysis of senior driver crash data to support groups and coalitions working with the senior populations. This grant also included funding for the development and update of a website for “one stop shopping” for information about older driver safety and resources for North Carolina’s older drivers, family members concerned about an older driver, physicians, law enforcement and others.
Total Expended: \$67,274.05
Funding Source(s): 402 Safe Communities

Project Number(s): SA-13-16-04
Agency: UNC Highway Safety Research Center
Project Description: This grant provided funds to identify and describe highway safety issues and characteristics of the Latino population in NC and identified educational messages and strategies to improve safety in the NC Latino population.
Total Expended: \$110,356.00
Funding Source(s): 402 Safe Communities

Project Number(s): SB-13-13-01
Agency: NC Department of Public Instruction
Project Description: This grant provided funds to add another "Buster the Bus" for educating the kids. "Buster the Bus" conducted multiple programs during year to educate the public, school kids, local and state staff on school bus safety. Funds through this grant also allowed the continued stop-arm camera testing program which led to the NC legislature funding \$690,000 for the purchase and use of cameras in more areas.
Total Expended: \$40,317.91
Funding Source(s): 402 Pupil Transportation Safety

PAID MEDIA PLAN

GHSP participated in a number of media partnerships during FY2013. These partnerships are described in detail in this section.

NHL HOCKEY (\$135,000 VALUE; \$90,000 INVESTED)

CAROLINA HURRICANES

The GHSP continued its partnership with the Carolina Hurricanes and the PNC Arena in Raleigh. The hockey season ran from September 2012-March 2013.

Reach: During the 2012-2013 season, 24 home games were attended by 421,401 fans, with an average of 17,558 fans per game. The PNC Arena has over 1.5 million visitors each year.

Elements of the Media Plan:

- One in-ice logo on center ice (one of only four logos), with an average of 8 to 10 minutes of visibility during televised games.
- Sponsorship of a team poster giveaway night, which included 15,000 posters with the Click It or Ticket logo.
- Posting of 30 signs located on the stop signs around the parking lots to encourage motorists to buckle up as they enter and exit the venue.

NFL FOOTBALL (\$110,000)

CAROLINA PANTHERS

GHSP renewed its partnership with the Carolina Panthers and the Bank of America Stadium in Charlotte. The NFL season ran from August 2012-January 2013.

Reach: The Panthers had the seventh highest attendance of any NFL team during the 2012-2013 season. Eight home games were attended by 586,347 fans.

Elements of the Media Plan:

- One "Booze It & Lose It" end zone sign that is visible throughout the stadium.
- Radio advertising for both "Click It or Ticket" and "Booze It & Lose It" in both the pre-game and post-game shows.
- Posting of arena signs located on the entrances and exits throughout the stadium, reminding motorists to not drink and drive as they enter the stadium and to encourage motorists to buckle up as they exit the venue.

MINOR LEAGUE BASEBALL (\$94,600)

ASHEVILLE TOURISTS

Reach: The Asheville Tourists season ran from April-September 2013. The 70 home games at McCormick Field were attended by 163,664 fans.

Elements of the Media Plan:

- Sponsorship of “Click It or Ticket” night. On this night, anyone who showed a badge at the box office received half price admission to the game. That night included a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP also had public service announcements during the game.
- Outfield sign at McCormick Field. The dimensions of the sign were 8’ x 20’ and the sign was visible to all through the ballpark.
- Half page full color program ad distributed to all fans at no charge.
- Public service announcements throughout the game reminding fans to buckle up and not to drink and drive.

CAROLINA MUDCATS

Reach: The Carolina Mudcats season ran from April-September 2013. The Mudcats 70 home games at Five County Stadium were attended by 224,736 fans.

Elements of the Media Plan:

- Sponsorship of “Click It or Ticket” night. On this night, anyone who showed a badge at the box office received free admission to the game. The night included a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP also had public service announcements during the game.
- Outfield sign measuring 10’ x 20’.
- Muddy’s (mascot) entrance during each home game. Every home game during the season Muddy made a grand entrance during the first inning. Muddy rode around the warning track on his four-wheeler and stopped in front of the fans to giveaway T-shirts with his very own T-shirt shooter. Public Service announcement mentioned and the “Click It or Ticket” logo appeared on the video board during Muddy’s entrance.

CHARLOTTE KNIGHTS

Reach: The Charlotte Knights season ran from April-September 2013. The 67 home games at Knight’s Stadium were attended by 254,834 fans.

Elements of the Media Plan:

- Sponsorship of “Click It or Ticket” night. On this night, anyone who showed a badge at the box office received half price admission to the game. That night included a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP also had public service announcements during the game.

- Outfield sign at Knight's Stadium. The dimensions of the sign were 8' x 20' and the sign was visible to all through the ballpark.

DURHAM BULLS

Reach: The Durham Bulls season ran from April-September 2013. The 72 home games at the Durham Bulls Athletic Park were attended by just fewer than 500,000 fans.

Elements of the Media Plan:

- Sponsorship of "Click It or Ticket" night. On this night, anyone who showed a badge at the box office received half price admission to the game. That night included a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP also had public service announcements during the game.
- Outfield sign at Durham Bulls Athletic Park.
- Exit signs in the concourse.
- Public service announcements throughout each game.

GREENSBORO GRASSHOPPERS

Reach: The Grasshoppers season ran from April-September 2013. The 70 home games at NewBridge Bank Park were attended by 362,274 fans.

Elements of the Media Plan:

- Sponsorship of "Click It or Ticket" night. On this night, anyone who showed a badge at the box office received a \$9 ticket for \$7. That night included a concourse display, a first pitch, as well as numerous other on-field opportunities. GHSP also had public service announcements during the game.
- Outfield sign at NewBridge Bank Park. The dimensions of the sign were 8' x 20' and the sign was visible to all throughout the ballpark.
- A promotional spot every Friday and Saturday night during home games throughout the season. Prior to the fireworks show, GHSP had a public service announcement that appeared on the scoreboard to the waiting audience.

HICKORY CRAWDADS

Reach: The Hickory Crawdads season ran from April-September 2013. The 66 home games at LP Frans Stadium were attended by 143,157 fans.

Elements of the Media Plan:

- Sponsorship of "Click It or Ticket" night. On this night, anyone who showed a badge at the box office received free admission to the game. That night included multiple concourse displays, a first pitch, as well as numerous other on-field opportunities. GHSP also had public service announcements during the game.
- (2) Outfield billboard signs measuring 8' x 20'.
- (2) Exit street signs saying "Click It or Ticket".
- ½ page program ad given out free to all fans every game.
- Nightly public service announcements.

KANNAPOLIS INTIMIDATORS

Reach: The Kannapolis Intimidators season ran from April-September 2012. The 66 home games at CMC-NorthEast Stadium were attended by 125,811 fans.

Elements of the Media Plan:

- Outfield wall sign at CMC-NorthEast Stadium. The dimensions of the sign were 8' x 20' and the sign was visible to all through the ballpark.
- Public service announcement before every post-game firework show including scoreboard recognition.
- Ad placement on the 20,000 souvenir scorecards that was available to fans at the Intimidation Station.
- PA Announcement and scoreboard recognition at all Friday and Saturday home games.

COLLEGE ATHLETICS (\$311,585)

During FY2013, GHSP partnered with the following college teams: Duke University, North Carolina State University, University of North Carolina at Chapel Hill, Wake Forest University, Appalachian University, Elon University, East Carolina University, North Carolina A&T, University of North Carolina at Charlotte and University of North Carolina at Wilmington. "Click It or Ticket" and "Booze It & Lose It" radio public service announcements were aired during each game. Other elements included advertising during tailgating and on the transportation passes to games.

IMG

IMG is one of the nation's top collegiate and venue sports marketing companies that worked with GHSP to market at its partner schools from August-March. GHSP expanded its partnership with IMG to five (5) schools and Greensboro Coliseum in North Carolina, majority of their attendance matched our 18-44 target demographic.

Appalachian State football

Reach: GHSP accessed 167,786 Appalachian fans during the 2012-2013 football season.

Elements of the Media Plan:

- One (1) :30 spot in all twelve (12) post-game show broadcasts.
- Received 12 commercial spots.
- App Cheerleaders tossed t-shirts to fans during the first break of the third quarter at one (1) football game.

Duke football

Reach: GHSP accessed 197,190 Duke fans during the 2012-2013 football season.

Elements of the Media Plan:

- Sponsored eight (8) video board replays per game.
- One (1) promotional PA announcement during each home game.
- Presenting title Duke-Miami home football game, included: Advance and game-day radio/TV publicity, public address / video board promotion, temporary game-day signage, five (5) display tables and program cover recognition.

Duke basketball

Reach: GHSP accessed 149,024 Duke fans during the 2012-2013 basketball season.

Elements of the Media Plan:

- One (1) :30 spot on post-game show, 33 total broadcasts.
- Received 45 commercial spots.
- Received 10 bonus spots.
- PA announcement with video board recognition at one (1) home game.

East Carolina football

Reach: GHSP accessed 282,076 ECU fans during the 2012-2013 football season.

Elements of the Media Plan:

- One (1) live mention during twelve (12) post-game broadcasts.
- One (1) 8' x 12' rotational panel on the video board at Dowdy-Ficklen Stadium.
- GHSP received a minimum of 30 minutes of exposure per game.
- Co-presenting title of the ECU-App State home football game, including: Advance and game-day radio/TV publicity, game-day banners, three (3) tabling opportunities and two (2) PA and scoreboard recognitions.

Elon football

Reach: GHSP accessed 47,426 Elon fans during the 2012-2013 football season.

Elements of the Media Plan:

- Two (2) post-game :05-:15 live mentions on radio.
- One (1) 5'H x 6'W LED video board sign located in the North end zone.
- One (1) PA announcement with video board recognition at one (1) home game.
- PA read with video board presence ran at the last media time out of the game to remind fans a message designated by GHSP.
- Presenting title of the first home football game vs. NCCU, including: Video board recognition, logo recognition on the cover of the game program, Bat Mobile in a high traffic area, tabling opportunity, on-field presentation.

Elon basketball

Reach: GHSP accessed 20,034 Elon fans during the 2012-2013 basketball season.

Elements of the Media Plan:

- One (1) :30 spot on post-game radio show.
- GHSP logo or message appeared on 3'H x 40'W panels on the scorer's table.

Wake Forest basketball and football

Reach: GHSP accessed 202,387 Wake Forest fans during the 2012-2013 football season.

Elements of the Media Plan:

- One (1) :30 spot during Twelve (12) football post-game broadcasts.
- One (1) :30 spot during Thirty-five (35) basketball post-game broadcasts.
- One (1) PA announcement with video board recognition at each home game.
- Game-Day Display around BB&T Field at the Duke home football game.

Greensboro Coliseum

Reach: GHSP accessed Greensboro Coliseum Complex attendees during 2012-2013.

Elements of the Media Plan:

- Branding and messaging exposure through a custom animation displayed on the 360-degree LED board, which is located on the fascia between the 100 and 200 levels, as well as a 360-degree LED halo, which is located atop the center-hung video board.
- Governor's Highway Safety NC name and logo displayed on one (1) backlit ad panel on each side of the outdoor Upcoming Event Marquee which faces High Point Road and provided bonus branding and partnership awareness to drivers on this roadway each day.
- Governor's Highway Safety NC name and logo displayed on fifteen (15) box office parking signs located in the parking lot outside the Advance Box Office. Sponsor logo on all parking lot banners, exit booths and exit bars.

N.C. STATE

N.C. State's football and basketball seasons occurred from August 2011-March 2012.

Reach: The 6 football home games at Carter-Finley Stadium were attended by 324,638 fans. The 16 basketball home games at the PNC Arena were attended by 277,087 fans. For both sports, most of the fans who attended games matched our 18-44 target demographic.

Elements of the Media Plan:

- Sponsorship of "Drive the Game" feature during each (12) football game radio broadcast, and one (2) :30 second commercial during all 28 regular season basketball games. In addition, GHSP was a supporting partner for the WITH (Wolfpack In the House) program, who promote safety before the football games in the Fan Zone. This partnership includes signage in the Fan Zone, GHSP logo placement on golf carts used by the WITH team and inclusion on the video board messages as a supporting partner of WITH. GHSP also received a replay sponsorship during the 4th quarter of each home football game that included a visual on the message boards in the stadium.

- For N.C. State basketball, GHSP received one (1) :30 video board PSA during the second half of all 16 home games, which also included a live read announcement. During all home football and basketball games GHSP received logo placement on signage as fans entered and exited Carter-Finley and the RBC Center, which included both the “Click It or Ticket” and “Booze It & Lose It” messaging.

UNC CHAPEL HILL

UNC Chapel Hill’s football and basketball seasons occurred from August 2012-March 2013. The media plan was implemented through Tar Heel Sports Marketing.

Reach: The 7 football home games at Kenan Memorial Stadium were attended by over 390,000 fans. The 16 basketball home games at the Smith Center were attended by over 350,000 fans. For both sports, most of the fans who attended games matched our 18-44 target demographic.

Elements of the Media Plan:

- One (1) :30 second commercials during all 12 football games and one (1) :30 second commercial during all 32 basketball games.
- One (1) Public Address Announcement at each basketball and football home game was aired.
- During the football and basketball season over 100,000 fans attend games via the Park and Ride buses which transport fans from various locations. Each person receives a wrist band, which they wear and serves as their return ticket. GHSP sponsored the Park and Ride passes and had the “Booze It & Lose It” logo on all wristbands.

UNC WILMINGTON

UNC Wilmington’s basketball and baseball seasons occurred from August 2012-March 2013.

Reach: The 15 basketball home games were attended by roughly 2,500 to 3,500 fans each. The 28 baseball home games were attended by up to 1,200 fans each.

Elements of the Media Plan:

- During UNC-Wilmington’s basketball season, GHSP received two (2) :30 spots during the pre and post-game radio broadcast along with a PA announcement during the home games. GHSP was also featured on the Seahawk’s jumbotron scoreboard during home basketball games and received one game sponsorship with display opportunities.
- During UNC-Wilmington’s baseball season, GHSP received a game sponsorship.

NASCAR (\$125,000)

GHSP continued its partnership with Charlotte Motor Speedway in Charlotte. The NASCAR season took place from May-October 2013.

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

Elements of the Media Plan:

- Public service announcement on all jumbo-trons and 125 close circuit TVs prior to and after driver introductions.
- Public address announcements throughout event weekends, and “Click It or Ticket” signage around the track.
- Charlotte Motor Speedway provided GHSP with 50 tickets to all NASCAR events to use for law enforcement promotional purposes.
- Company signage at the CMS infield exit tunnel and pedestrian bridge.
- One (1) East side wing wall sign at zMax Drag way.
- One (1) East side back of grandstand banner at zMax Drag way.

HUDDLE HIGH-SCHOOL SPORTING EVENTS (\$225,000)

GHSP continued its partnership with Huddle that provides sporting event tickets to all high schools in North Carolina. GHSP receives messaging on all tickets at 430 high schools across the state and targets traffic safety messaging to teens and parents on these tickets. Additionally, GHSP utilizes QR codes that can be scanned by ticket holders and video messages concerning traffic safety are shown on the users’ smart phone. Approximately 8.6 million tickets are being distributed for the 2012-2013 school year.

OTHER COMPONENTS OF THE MEDIA PLAN

In the area of occupant protection, North Carolina participated in the national “Click It or Ticket” mobilization in FY 2013. A primary focus of media efforts was the counties and demographic groups which demonstrated low seat belt usage as indicated in the Occupant Protection section of the Highway Safety Plan. Paid media spots conveyed an enforcement message to compliment the national media placement. In addition to paid public service announcements on television and radio, the spot was strategically placed in movie theaters across the state airing prior to the feature presentation.

During Child Passenger Safety week, GHSP partnered with SafeKids NC and BuckleUpNC to create a new public service announcement that was placed statewide on radio and television. The PSA also aired in Spanish. Online web banners were also strategically placed on sites visited by parents.

North Carolina also participated in all national impaired driving mobilizations. A state specific radio public service announcement was placed across the state during the holiday campaign. In addition, the spot was strategically placed in movie theaters across the state airing prior to the feature presentation. During the Labor Day campaign, a new television and radio public service announcement was created and aired throughout the state. Earned media was gained from kickoff events as well as high visibility checkpoints throughout the campaigns.

Social media was used throughout the year and during campaigns to increase awareness. Original PSA content and hashtags were created and shared on Facebook, Twitter, Pinterest and Instagram. Each PSA that was produced for radio and television was also pushed on social media sites including YouTube,

Vimeo and SoundCloud. During the May “Click It or Ticket” campaign, the hashtag #SafetySelfie was created. It encouraged drivers and passengers to snap pictures of themselves buckled up, while in park. It had a reach of over one million and since has been adopted by other state highway safety offices.

North Carolina continues to implement the “Click It or Ticket, Securing your Future” initiative, which targets high school age drivers. This program was launched in the fall of 2005 in 53 high schools across the state and is now in more than 317 schools, reaching almost 95,000 student drivers. North Carolina’s goal is to eventually have this initiative in every high school in North Carolina.

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

FUNDED PROJECTS AND ACTIVITIES

The media plan related projects and activities listed below were funded by GHSP under the FY2013 Highway Safety Plan:

Project Number(s): K2-PM-13-07-01
Agency: NC GHSP In House Grant
Project Description: Grant for GHSP to promote the Click it or Ticket campaign through media buys, movie theater ads and gas topper advertising.
Total Expended: \$517,652.00
Funding Source(s): 405 OP SAFETEA-LU

Project Number(s): K8-PM-13-02-01
Agency: NC GHSP In House Grant
Project Description: Grant for GHSP to promote the Booze It & Lose It campaign through media buys, movie theater ads and gas topper advertising.
Total Expended: \$290,602.00
Funding Source(s): 410 Alcohol SAFETEA-LU

LEGISLATIVE UPDATE

LEGISLATIVE UPDATE

During 2013, a number of bills relevant to traffic safety were introduced in the North Carolina General Assembly. This section provides a description of these bills and their outcome (or current status).

HOUSE BILL 109 - REQUIRE SAFETY HELMETS/18 AND UNDER

This bill, introduced by Representative Torbett on February 14, 2013, would have significantly altered North Carolina's existing universal helmet law for motorcyclists if passed. Under the provisions of the bill, riders 18 and older would not be required to wear a safety helmet if: 1) the rider held a motorcycle license or endorsement for more than 12 months, or 2) the rider had completed an approved motorcycle safety course. Riders would also be required to be covered by an insurance policy providing at least \$10,000 in medical benefits for injuries incurred as a result of a crash while operating a motorcycle. Riders 18 and younger would still be required to wear a safety helmet. Additionally, the bill retained the \$25 fine for violations of the helmet law, but waived court costs.

On February 22, 2013, a joint press release was issued by the Governor's Highway Safety Program and the UNC Highway Safety Research Center describing findings from a statewide survey concerning motorcycle safety. (A copy of the press release follows.) The release highlighted that a large majority of motorcyclists in North Carolina support the state's current requirement that all riders wear safety helmets. The release was covered by a number of media outlets including the News & Observer, the primary newspaper in the state capitol of Raleigh.

The bill was referred to the House Committee on Transportation where it was not voted upon. Instead, the House decided by a 113-1 vote that a Joint Legislative Transportation Oversight Committee should: "review the laws of this State and other states relating to the use of motorcycle helmets, and consider whether the State's motor vehicle laws should be amended to provide exceptions to the requirement that all operators and passengers on motorcycles or mopeds wear a safety helmet." The Joint Committee's findings and recommendations must be reported to the General Assembly on or before the 2014 Regular Session convenes.

HOUSE BILL 428 – NORTH CAROLINA SCHOOL BUS SAFETY ACT

This bill imposed mandatory fines and driver license revocations for persons convicted of passing a stopped school bus. A driver who passes a stopped school bus will be guilty of a Class I misdemeanor and must pay a minimum fine of \$500. (Previously there was no fine.) If a driver receives two misdemeanor violations within a three-year period, his or her driver's license will be revoked for two years. A driver who passes a school bus and strikes a pedestrian will be guilty of a Class I felony and must pay a minimum fine of \$1,250. If the pedestrian is killed, the driver will be guilty of a Class H felony and must pay a minimum fine of \$2,500. A driver convicted of a Class H felony will have his or her driver's

license revoked for three years. The DMV will permanently revoke the driver's license of (i) a person convicted of a second felony violation under this section within any period of time and (ii) a person convicted of a third misdemeanor violation under this section within any period of time. The bill passed the House by a vote of 115-0, and the Senate by a vote of 45-0. The ratified bill was signed by Governor McCrory on July 18, 2013.

HOUSE BILL 533 – NO DRINKING IN EMS AND LAW ENFORCEMENT VEHICLES

This bill added ambulances and other EMS vehicles, firefighting vehicles and law enforcement vehicles to the list of vehicles contained in GS 20-138.2B in which it is unlawful to drink and drive or have alcohol remaining in the driver's body while driving. (Previously, this law applied only to school buses, activity buses, and child care vehicles.) The bill passed the House by a vote of 113-0, and the Senate by a vote of 47-0. The ratified bill was signed by Governor McCrory on June 12, 2013.

SENATE BILL 285 – DWI CASES/NO ILAC REQUIRED

This bill amended GS 20-139.1 to eliminate the requirement that laboratories be accredited by the International Laboratory Accreditation Cooperation. It also allows chemical analysis of blood or urine from all hospital labs in NC that are approved by DHHS to be admissible as evidence. The bill passed the Senate by a vote of 43-6, and the House by a vote of 112-6. The ratified bill was signed by Governor McCrory on June 26, 2013.

SENATE BILL 659 – AN ACT TO CONFORM THE MOTOR VEHICLE LAW OF NORTH CAROLINA TO SECTIONS 154 AND 164 OF THE FEDERAL HIGHWAY BILL

GS 20.17.8 was amended to make it clear that DMV may not issue a driver license to a person required to have an ignition interlock until shown proof of the installation of the interlock device. A financial hardship exception was modified to require DMV to consider hardship on a case-by-case basis as required by NHTSA regulations. Level 2 punishment for a DWI conviction was modified in the 2012 legislative session to allow for continuous alcohol monitoring in lieu of jail time. This change did not comply with federal regulations. The law was modified that if a judge suspends all active terms of imprisonment and imposes a continuous alcohol monitoring system, then the judge must also require the defendant to complete 240 hours of community service. GS 15A-1371(h) was amended to make it clear that the level 1 DWI offender must serve at least 10 days in jail. Finally, GS 20-138.7(a3) was amended to change the definition of "motor vehicle" for purposes of the open container law to include mopeds. The bill passed the Senate by a vote of 46-0, and the House by a vote of 106-6. The ratified bill was signed by Governor McCrory on July 23, 2013.

OTHER BUDGETARY ITEMS

The State budget that was approved during the 2013-2014 legislative session included the following items: 69 vacant SHP Trooper positions had their funding restored; 19 new toxicology positions in the State Crime Laboratory were provided with \$1.1 million for additional lab equipment for WNC; \$750K to contract out toxicology case analysis to private labs (much of which is impaired driving testing); 22 additional magistrates were funded

NC Governor's Highway Safety Program / UNC Highway Safety Research Center Joint News Release
Describing Findings From a Statewide Survey Concerning Motorcycle Safety



North Carolina Motorcyclists Strongly Endorse Helmet Use Requirement

RALEIGH (February 22, 2013)—According to a statewide survey of North Carolina residents, a large majority of current motorcyclists support the state's requirement that all motorcycle riders wear safety helmets. Among survey respondents who had ridden a motorcycle during the past year, 78 percent support the requirement. Support was even greater among non-motorcyclists, with 93 percent favoring the requirement.

"We've known for a long time that motorcycle helmets save lives," said Don Nail, assistant director of the North Carolina Governor's Highway Safety Program (GHSP), which funded the study. "It's encouraging to know that most North Carolina riders agree that requiring helmet use is a good idea."

Numerous studies show that motorcycle helmets are highly effective in reducing head injuries and fatalities. North Carolina has required helmet use by motorcyclists of all ages since 1968. A recent report by the Centers for Disease Control (CDC) found that North Carolina ranks number one in the nation for both lives saved and economic costs saved by motorcycle helmet use.

The Research

Each year, the GHSP conducts a survey of North Carolina residents to measure public opinion and awareness about a variety of highway safety issues. Questions about motorcycling were included in the survey for the first time this year because the number of motorcycle crashes in North Carolina is on the rise.

According to the UNC Highway Safety Research Center, there were 4,240 crashes involving motorcyclists in North Carolina during 2010, up from 2,541 crashes in 2001. Although crashes have increased, the proportion of riders who die when they crash has remained the same, largely because virtually all riders in North Carolina wear helmets.

"The findings of the survey are very positive," said Nail. "And motorcycle helmets are critically important now more than ever. Motorcycle crashes and injuries have been increasing in North Carolina because of the growing popularity of riding, especially in the western, mountainous region of the state and among riders older than 40."

Improving Motorcycle Safety

GHSP currently supports a number of efforts to improve motorcycle safety. One example is [BikeSafe](#), a training program conducted by law enforcement officers that helps motorcyclists improve their riding skills in a non-threatening, non-enforcement environment.

In recent years, some states have weakened or repealed helmet requirements for motorcyclists. According to CDC, these states have seen substantial increases in fatalities as a result. For example, after

Florida eliminated its helmet requirement, motorcycle rider deaths increased by 55 percent and the costs of treating head injuries from motorcycle crashes more than doubled.

Sandra Farmer, president of the Brain Injury Association of North Carolina, is highly encouraged that North Carolina has not followed in the footsteps of states such as Florida. "The evidence for the safety benefits of motorcycle helmets is overwhelming," said Farmer. "I'm so glad that motorcycle riders in North Carolina not only see the wisdom of wearing helmets, but also the value of requiring their use."

The statewide telephone survey was conducted between Dec. 9 and 19, 2012. It included a random sample of 601 North Carolina residents age 15½ or older who were licensed to drive a motor vehicle. Comprehensive survey findings will be presented at the national Lifesavers Highway Safety Conference in Denver, Colo. in April.

About Governor's Highway Safety Program

The mission of the Governor's Highway Safety Program is to promote highway safety awareness and reduce the number of traffic crashes and fatalities in the state of North Carolina through the planning and execution of safety programs. For more information, visit www.ncdot.gov/programs/ghsp.

About UNC Highway Safety Research Center

The mission of the University of North Carolina Highway Safety Research Center (HSRC) is to improve the safety, sustainability and efficiency of all surface transportation modes through a balanced, interdisciplinary program of research, evaluation, and information dissemination. For more than 45 years, HSRC has been a leading research institute that has helped shape the field of transportation safety. For more information, visit www.hsrc.unc.edu.

About Brain Injury Association of North Carolina

Founded in 1982 by families and concerned professionals, the Brain Injury Association of North Carolina (BIANC) is a small 501(c)(3) non-profit organization with the mission of offering help, hope, and a voice for people with brain injury and their families. BIANC strives to create a better future for the approximately 188,000 North Carolinians living with brain injury through prevention, support, education, and advocacy programs. For more information, visit www.bianc.net.

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For more information about motorcycle safety, helmet use or the survey findings, please contact:

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STATEWIDE TRAFFIC SURVEY

SURVEY METHODOLOGY

The NHTSA-GHSA statewide telephone survey, conducted by the Governor's Highway Safety Program of the North Carolina Department of Transportation, was administered by telephone to a randomly selected sample of North Carolina households with a working landline telephone as well as to a randomly selected sample of cell phone numbers. The survey was conducted between December 9 and 19, 2012 using a random digit dialing call procedure. The use of random digit dialing provides each household possessing a working landline telephone an approximately equal chance of being selected. Use of random cell phone numbers improves the coverage of telephone data collection by including cell-only households. Non-household entities that were called during the survey were eliminated as non-eligible members of the sample.

To maintain the randomness of the respondent selection process, a within household random selection procedure was further used to choose a person within the selected household to participate in the survey. This individual needed to meet the screening requirements of age (15 ½ +), residency (full-time resident of North Carolina) and driving habits (drives a motor vehicle as either a licensed driver, a driver with a learner's permit, or a driver not currently licensed to drive in North Carolina due to issues such as suspension or revocation).

The survey was conducted in 11 field sessions over the 11-day period of December 9 to 19, 2012. Calls were placed during various day-parts throughout the week and on weekends to maximize a cross-section of respondent attributes. Multiple calls were placed to households until an interview was completed or a final disposition code was assigned. The average length of the telephone interview was 15 minutes.

The survey resulted in 601 interviews, yielding a response rate of 28.0% using the American Association for Public Opinion Research's COOP1 equation for calculating cooperation rates. For a sample of this size, the margin of error attributable to sampling is plus or minus four percentage points at the 95% level of confidence. This means in 95 out of 100 samples among the same target population, the results should differ by no more than four percentage points. The margin of error for survey sub-groups is higher due to the fact that the results for these sub-groups are derived from a smaller number of respondents.

SURVEY SUMMARY

In this third statewide telephone survey conducted among drivers in North Carolina, the results indicate behaviors and attitudes that are in line with the findings of the first two surveys conducted in 2010 and 2011. A strong majority of North Carolina drivers continue to wear their safety belts while operating and riding in a vehicle, with the current survey showing a slight rebound in the proportion that says they wear their seat belt “all the time.” Somewhat fewer survey respondents than what was the case for the two previous years say that during the past 30 days they have had at least one alcoholic drink, with three out of four once again saying that they have not driven a motor vehicle within two hours after having a drink. And though many drivers admit to sometimes operating their vehicles faster than the posted speed just as they did in 2010 and 2011, the current survey findings indicate more of the state’s drivers are slowing down.

The awareness of driver safety campaigns and public service announcements relating to seat belt usage and the risks associated with drinking and driving and driving too fast has declined slightly from one year ago and somewhat more substantially from two years ago. The proportion of North Carolina drivers familiar with seat belt enforcement campaigns has dropped an additional two percentage points beyond the seven percentage point decline from 2010 to 2011, while familiarity with speed enforcement messages declined another five points over the four point dip that occurred last year. The awareness to impaired driving campaigns picked up two percentage points after falling by two percentage points in 2011. In all three surveys, the drunk driving campaigns have carried more awareness than the seat belt and speeding initiatives.

As the campaign and message recall proportions decline, there is a noticeable increase in the number of drivers who believe the chances of getting caught not wearing a safety belt, speeding, and driving while impaired are better today than they were two years ago. Seat belt usage has now pulled even with drinking and driving as the most likely of the three where drivers will be caught if they ignore the law, though speeding also yielded gains during the past two years.

Drivers’ attitudes are somewhat consistent this year as they have been in past years relating to penalties used to enforce the use of seat belts as well as measures taken to reduce the number of speeders and drunk drivers on the state’s roadways. Respondents continue to oppose points being placed on their driver’s license for not wearing their seat belt at the same levels as previously measured. They continue to be more opposed to points placed against their insurance for noncompliance with safety belt laws. However, drivers once again are in favor of increasing fines for not wearing seat belts. Just as consistently, respondents continue to strongly favor four out of five penalties tested for driving while impaired, with each of the four resulting in a minimum of seventy-three percent support. These include increasing fines, lengthening both the suspension and revocation periods, and installing breath testing devices on vehicles. The one measure that is opposed by drivers is lowering the blood alcohol level to

be considered impaired. Support is present for the use of automated speed enforcement efforts, such as red light cameras and speed cameras, to slow down speeding drivers.

As was done in 2010 and 2011, the 2012 version of the survey included a series of driver safety programs and campaigns that were presented to respondents to test their level of familiarity. Click It or Ticket remains the most widely recognized seat belt usage campaign among North Carolinians, followed once again by Buckle Up for Safety. Friends Don't Let Friends Drive Drunk and Booze It and Lose It continue to be the two most familiar impaired driving campaigns in North Carolina.

Survey respondents in 2012 report an increase in driving through daytime checkpoints during the past twelve months. These are checkpoints used by law enforcement to catch drivers who do not use their seat belts or who drive while impaired, among other offenses. The number who report driving through a nighttime checkpoint dipped slightly. Three in ten survey respondents have driven through a daytime checkpoint in the past year, while one in four has driven through a nighttime checkpoint during the same period.

The 2012 version of the survey included a series of questions that focus on motorcycle riders. Although a relatively small proportion of respondents have ridden a motorcycle during the past year, members of the survey panel strongly support the requirement that all motorcycle operators and passengers wear a helmet. Among survey participants who have operated a motorcycle in the past year, the survey reveals that six in ten are very or somewhat familiar with North Carolina's BikeSafe program; nearly seven in ten ride a motorcycle for recreational purposes; more than six in ten ride no more frequently than on a monthly basis.

The survey resulted in 601 randomly selected participants. These individuals represent a diverse and representative mix of the North Carolina population. A total of 97 of North Carolina's 100 counties are represented which include large, medium, small, and rural locations. Gender, age, race, and telephone type (landline vs. cell) were monitored throughout the data collection phase of the study and closely mirror U.S. Census Bureau statistics for North Carolina. The survey sample consisted of slight over-representation of white respondents and slight under-representation of 18 to 21 and 22 to 29 year old cohorts. Respondents represent a good cross-section of the state's population with respect to household income, educational achievement, and driving habits.

SURVEY RESULTS

Safety Belts

More than nine out of ten survey respondents (92%) indicate that they wear their seat belt “all of the time.” Six percent say they wear it “most of the time.” The number of drivers who always wear their safety belt has increased two percentage points from one year ago.

During the 60-day period preceding the telephone survey, 32% of survey participants recall having seen, heard or read information about seat belt law enforcement campaigns and programs in North Carolina. This figure continues to slip, losing two percentage points from the 2011 survey and nine points from 2010.

One half of the survey respondents believe that drivers who do not wear their safety belt (49%) are “very likely” to be stopped by law enforcement officials. This represents an increase of seven points over the past year. Thirty-two percent of respondents say it is “somewhat likely” a driver will be issued a ticket for a seat belt violation.

	<u>2012</u>	<u>2011</u>	<u>2010</u>
Very likely	49%	42%	36%
Somewhat likely	32%	36%	40%
Not very likely	14%	18%	20%
Don't know/Not sure	4%	3%	4%

Respondents were given four safety belt campaign programs to rate based on their level of familiarity with each one. *Click It or Ticket* once again is the most familiar of the four programs, as 91% of the survey panel is “very familiar” with this campaign. Sixty percent of respondents are “very familiar” with *Buckle Up for Safety*.” The two remaining programs – *Buckle Up America* and *RU Buckled* – are much less well known by North Carolinians (“very familiar” ratings of 22% and 21%, respectively). The order of familiarity with these programs and, to a degree, the general proportion of responses within categories has not changed substantially since the 2010 survey.

Familiarity with Safety Belt Programs

	Buckle Up America			RU Buckled		
	2012	2011	2010	2012	2011	2010
Very familiar	22%	28%	19%	21%	12%	15%
Somewhat familiar	17%	12%	24%	11%	12%	12%
Not very familiar	10%	11%	14%	9%	11%	13%
Not at all familiar	48%	35%	41%	56%	62%	58%
Don't know/Not sure	3%	1%	2%	4%	2%	3%

	Click It Or Ticket			Buckle Up For Safety		
	2012	2011	2010	2012	2011	2010
Very familiar	91%	91%	90%	60%	53%	55%
Somewhat familiar	4%	6%	8%	21%	29%	28%
Not very familiar	1%	1%	1%	4%	4%	6%
Not at all familiar	4%	2%	2%	14%	14%	12%
Don't know/Not sure	0%	0%	0%	1%	0%	0%

In 2012, survey respondents continue to support an increase of the \$25 fine for not wearing a seat belt. The percentage of drivers in favor of this penalty dipped slightly to 61%, down from 64% in the two previous surveys. Respondents remain less favorable to the other two measures presented. Fifty-six percent oppose points on a driver's insurance for non-seat belt use (down from 60%), while 53% oppose points on one's driving record (unchanged from 2011).

Support for Stronger Safety Belt Penalties

	Increase Fine			Points on License			Points on Insurance		
	2012	2011	2010	2012	2011	2010	2012	2011	2010
Favor	61%	64%	64%	44%	44%	44%	40%	38%	42%
Oppose	37%	35%	34%	53%	53%	54%	56%	60%	54%
Don't know/Not sure	2%	1%	2%	4%	3%	2%	4%	1%	3%

Three out of ten drivers participating in the survey (34%) say they have driven through a daytime checkpoint during the previous 12 months. This represents a small increase from what was reported in 2010 and 2011.

Driving While Impaired

Thirty-seven percent of survey respondents indicate that during the previous 30 days they have consumed at least one alcoholic drink, a figure that is noticeably lower than 2010 (45%) and 2011 (43%). Among this group, 76% say they have not operated a vehicle within two hours after drinking alcohol (generally consistent with 2010 and 2011). However, 15% acknowledge that they have driven a vehicle within two hours after consuming alcohol on one to two days during the month (consistent with previous findings).

Number of Days Driving Within 2 Hours after Drinking <i>(Among those reporting having a drink in the past 30 days)</i>			
	<u>2012</u>	<u>2011</u>	<u>2010</u>
None	76%	78%	77%
1 to 2 days	15%	15%	14%
3 to 5 days	5%	4%	4%
6 to 10 days	2%	2%	1%
11 to 20 days	0%	0%	0%
21 to 30 days	0%	0%	1%
Don't know/Not sure	2%	1%	1%

Five percent have driven on three to five days within two hours after drinking alcohol. *(Note: Due to the fact that drinking and driving is a socially unacceptable behavior, there may be some under-reporting of the number of days in which respondents drove after consuming alcohol. The proportion of respondents reporting that they have not driven a vehicle within two hours of drinking, as well as those who admit that they have, may actually be higher than what has been reported.)*

More than six out of ten survey respondents (62%) have seen, read or heard messages and related information during the prior 60 days regarding the risks of drinking and driving. This compares to 60% in 2011 and 62% in 2010.

One in two respondents (49%) believes the chance of being arrested for drinking and driving in North Carolina is “very likely,” while 41% think the chance is “somewhat likely.”

Chance of Being Arrested for Drinking and Driving

	<u>2012</u>	<u>2011</u>	<u>2010</u>
Very likely	49%	50%	42%
Somewhat likely	41%	43%	48%
Not very likely	8%	6%	8%
Don't know/Not sure	2%	1%	2%

The survey presented respondents with six impaired driving campaigns to rate based on the level of familiarity drivers have with each one. *Friends Don't Let Friends Drive Drunk* and *Booze It and Lose It* are clearly the most recognizable impaired driving programs in North Carolina, rated as "very familiar" by 87% and 75%, respectively. These figures are lower than in 2011 and approximately equal to the 2010 percentages. *Over the Limit, Under Arrest* (23% "very familiar") matches the 2011 result, while *Drive Sober or Get Pulled Over* (21% "very familiar") performs better than in 2011. Two other campaigns – *Sober or Slammer* and *Checkpoint Strikeforce* – are the least recognized impaired driving campaigns tested, being "very familiar" to 14% and 16% of respondents, respectively.

Familiarity with Impaired Driving Messages

	<u>Friends Don't Let Friends Drive Drunk</u>			<u>Sober or Slammer</u>			<u>Checkpoint Strikeforce</u>		
	<u>2012</u>	<u>2011</u>	<u>2010</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>
Very familiar	87%	91%	86%	14%	13%	-	16%	13%	10%
Somewhat familiar	8%	6%	11%	10%	14%	-	10%	16%	18%
Not very familiar	1%	0%	1%	8%	13%	-	8%	10%	11%
Not at all familiar	4%	2%	2%	66%	59%	-	63%	59%	60%
Don't know/Not sure	0%	0%	0%	2%	2%	-	3%	2%	1%

(Table continued on next page)

Familiarity with Impaired Driving Messages *(continued)*

	<u>Booze It & Lose It</u>			<u>Drive Sober or Get Pulled Over</u>			<u>Over the Limit, Under Arrest</u>		
	<u>2012</u>	<u>2011</u>	<u>2010</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>
Very familiar	75%	81%	76%	21%	13%	-	23%	23%	21%
Somewhat familiar	14%	12%	15%	18%	17%	-	18%	17%	10%
Not very familiar	1%	2%	3%	8%	10%	-	8%	7%	12%
Not at all familiar	10%	5%	6%	50%	58%	-	49%	51%	46%
Don't know/Not sure	0%	0%	0%	2%	2%	-	2%	2%	1%

Survey respondents are strongly in favor of four of the five potential penalties that may be imposed on drivers who choose to drink and drive. Eighty-two percent favor increasing the fine for drunk driving, while nearly as many support lengthening the suspension period for those who drink and drive (77%). The survey findings also show strong support for lengthening the revocation period of a driver's license for convicted offenders (74%) and attaching a breath testing device on an offender's vehicle (73%). The only penalty not favored by a majority of respondents is a lowering of the blood alcohol level to be considered driving under the influence, which is favored by 39% of respondents.

Support for Stronger Impaired Driving Penalties

	<u>Increase Fines</u>			<u>Longer Suspension of License</u>			<u>Longer Revocation of License</u>		
	<u>2012</u>	<u>2011</u>	<u>2010</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>
Favor	82%	86%	85%	77%	80%	79%	74%	81%	78%
Oppose	15%	10%	12%	19%	17%	17%	22%	16%	18%
Don't know/Not sure	3%	4%	3%	3%	3%	4%	3%	3%	4%

(Table continued on next page)

Support for Stronger Impaired Driving Penalties *(continued)*

	<u>Lower Blood Alcohol Level</u>			<u>Attach Breath Testing Device</u>		
	<u>2012</u>	<u>2011</u>	<u>2010</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>
Favor	39%	38%	39%	73%	70%	-
Oppose	53%	56%	55%	24%	29%	-
Don't know/Not sure	8%	6%	6%	3%	1%	-

One out of every four drivers surveyed (24%) has driven through a nighttime checkpoint during the prior 12 months that had been set up by law enforcement officials to catch drivers who elect to drink and drive. This percentage is a slight decline from the 2011 and 2010 surveys.

Speeding

The number of North Carolina drivers driving faster in slower speed zones has declined slightly from the 2011 edition of the survey. While a constant over the past year has been the proportion of drivers who say that “most of the time” they drive more than five miles per hour over the posted speed limit in a 30 MPH zone, fewer respondents say they drive faster than the posted speed “about half the time” (13%), a figure that is four percentage points lower than in 2011 and 2010. Four in ten respondents (40%) indicate they drive five miles per hour faster than the posted speed “occasionally,” which is down by six percentage points from the original inquiry in 2010. A noticeable improvement comes from respondents in the current survey who say they “never” drive more than five miles per hour over the posted speed (22%; up by six points).

Frequency of Driving More than 5 MPH over the Limit in a 30 MPH Zone

	<u>2012</u>	<u>2011</u>	<u>2010</u>
Most of the time	25%	26%	22%
About half the time	13%	17%	17%
Occasionally	40%	41%	46%
Never	22%	16%	15%
Don't know/Not sure	1%	0%	1%

This survey also points to drivers in North Carolina who are slowing down in higher speed zones. Although the proportion is relatively unchanged since 2011 of drivers who say “most of the time” they exceed the posted speed of 65 miles per hour by more than 5 MPH, the survey reveals a decline in the number who say they drive faster than 5 miles per hour over the posted speed “about half the time” as well as a decline in the number who speed “occasionally.” The survey also indicates an eight percentage point jump in the number of North Carolina drivers who say they “never” exceed the 65 MPH speed limit by more than five miles per hour.

**Frequency of Driving More than 5 MPH over the Limit
in a 65 MPH Zone**

	<u>2012</u>	<u>2011</u>	<u>2010</u>
Most of the time	16%	17%	14%
About half the time	10%	13%	17%
Occasionally	35%	39%	38%
Never	38%	30%	31%
Don't know/Not sure	1%	0%	0%

Fewer respondents in 2012 (35%) have read, seen, or heard speed related messages or information from police and law enforcement agencies concerning speed enforcement programs when compared to the numbers reported in 2011 (40%) and 2010 (44%).

Nearly nine out of ten North Carolina drivers surveyed believe there is some chance that exceeding the posted speed will result in being pulled over and issued a citation. Forty-six percent believe the chance of receiving a ticket is “very likely,” up from 42% in 2011 and 37% in 2010, while 43% say the chance is “somewhat likely,” a decline from 46% last year and 52% the year before. About one in every ten drivers, however, believes the likelihood of being caught speeding is not very likely (9%).

Chance of Receiving a Ticket for Speeding

	<u>2012</u>	<u>2011</u>	<u>2010</u>
Very likely	46%	42%	37%
Somewhat likely	43%	46%	52%
Not very likely	9%	10%	10%
Don't know/Not sure	2%	1%	1%

There remains a division between survey respondents who favor the use of automated traffic enforcement efforts like speed cameras and red light cameras, and drivers who oppose these efforts. There has been an increase during the past year in the percentage of drivers who strongly favor these types of measures. Today, 25% of respondents “strongly favor” automated enforcement efforts, which is up six percentage points from 2011 and matches the 2010 figure. Some of this shift to the “strongly favor” category has come from respondents who formally were just “somewhat favorable.” The 2012 version of the survey also reveals some shifts from the “somewhat opposed” category to the “strongly opposed” response choice. The 2012 survey appears to suggest more polarized sentiments towards these safety efforts.

Support for Automated Traffic Enforcement Efforts

	<u>2012</u>	<u>2011</u>	<u>2010</u>
Strongly favor	25%	19%	25%
Somewhat favor	23%	30%	28%
Somewhat oppose	15%	21%	18%
Strongly oppose	31%	27%	26%
Don't know/Not sure	6%	3%	3%

Motorcycle Usage

The 2012 edition of the survey included for the first time a series of questions relating to motorcycle usage. This section began with a question regarding North Carolina’s requirement that all persons riding a motorcycle wear a safety helmet. A strong majority of the survey panel (92%) favors this requirement.

A relatively small proportion of respondents (14%) have ridden on a motorcycle during the past year, either as an operator or as a passenger. Among this group, 51% operated the motorcycle as the driver, 30% rode solely as a passenger, while 18% rode during the past year as both the operator and as a passenger.

Among respondents who have operated a motorcycle during the past year, 39% are “very familiar” with North Carolina’s BikeSafe program. Twenty-one percent are “somewhat familiar” with the program, while 41% have limited or no familiarity with this program (11% - not very familiar; 30% - not at all familiar).

Familiarity with BikeSafe Program

(Among those operating a motorcycle during the past year)

	<u>2012</u>
Very familiar	39%
Somewhat familiar	21%
Not very familiar	11%
Not at all familiar	30%

Once again, among respondents who have operated a motorcycle during the past year, a clear majority (68%) rides for recreational purposes. Five percent ride a motorcycle as their means of transportation, while 27% ride both recreationally and for transportation. In terms of riding frequency, 7% ride daily, 28% ride weekly, 26% ride on a monthly basis, and the largest segment (37%) indicates they ride less frequently than once a month.

Remaining within the segment of respondents who have operated a motorcycle during the past year, the survey reveals considerable experience with motorcycle operations. The largest group (28%) has been riding a motorcycle for more than 30 years. Nineteen percent have ridden for 21 to 30 years, while 18% have been riding for 11 to 20 years and 16% for 6 to 10 years.

Years Riding a Motorcycle (Operator)

	<u>2012</u>
Less than 1 year	0%
1 to 2 years	9%
3 to 5 years	11%
6 to 10 years	16%
11 to 20 years	18%
21 to 30 years	19%
More than 30 years	28%

Among survey respondents who have not ridden a motorcycle during the past year, either as an operator or a passenger, slightly more than seven in ten (72%) indicate further that they have never ridden a motorcycle.

Riding a motorcycle tends to come at an early age. Among the survey panel members who have ridden a motorcycle at any point in their life, 42% say they did so for the first time at the age of 16, while 17% took their first ride when they were 17 or 18. Twenty-four percent rode a motorcycle for the first time between the ages of 19 and 24. Only 5% of survey respondents rode a motorcycle for the first time past the age of 30, and no one did so beyond the age of 50.

Age At First Motorcycle Ride

	<u>2012</u>
16	42%
17 to 18	17%
19 to 24	24%
25 to 30	8%
31 to 40	2%
41 to 50	3%
51 or older	0%
Don't know/not sure	4%

Demographics

The survey results represent the attitudes and behaviors of North Carolina citizens from 97 of the state's 100 counties. These counties and their locales depict a cross-section of the characteristics and geography that make up North Carolina. Females account for 51% of the sample, and respondents are closely aligned by age group with the current age statistics of the state, though there was slight under-sampling for 18 to 21 and 22 to 29 year old respondents.

Respondent Age Distribution

15 to 17	2%
18 to 21	3%
22 to 29	10%
30 to 39	18%
40 to 49	21%
50 to 59	19%
60 to 69	14%
70 or over	12%

The survey results according to race represent a slight over-sampling of white respondents. The distribution of respondents by educational attainment, household income, and weekly miles driven indicates good diversity among the sample.

Respondent Race Distribution

White/Caucasian	68%
Black/African-American	19%
Hispanic/Latino	9%
Asian/Pacific Islander	1%
Indian/Native American	1%
Other/Mixed race	2%

Respondent Education Distribution

Less than high school	7%
High school diploma	25%
Some school beyond high school	22%
Associate degree or equivalent	14%
Bachelor's degree	17%
Master's degree	11%
Doctorate or professional degree	3%

Household Income Distribution

Less than \$24,000	17%
\$24,001 to \$36,000	17%
\$36,001 to \$50,000	18%
\$50,001 to \$75,000	17%
\$75,001 to \$100,000	13%
\$100,001 to \$150,000	11%
\$150,001 or above	6%

Weekly Miles Driven

10 miles or less	5%
11 to 25 miles	11%
26 to 50 miles	17%
51 to 100 miles	24%
101 to 250 miles	25%
251 to 500 miles	11%
More than 500 miles	4%
Don't know/Not sure	3%