

North Dakota Department of Transportation

Traffic Safety Office

Annual Report



Fiscal Year
2014

Prepared by

NORTH DAKOTA DEPARTMENT OF TRANSPORTATION

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NORTH DAKOTA DEPARTMENT OF TRANSPORTATION TRAFFIC SAFETY OFFICE FFY 2014 ANNUAL REPORT

State Demographics

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

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

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

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

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

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

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

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



Executive Summary

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

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

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

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

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

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

This Annual Report is an account of previous federal fiscal year (FFY) activity and progress toward achieving the goals set forth in the FFY 2014 HSP.

Performance Goals

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

North Dakota's progress in meeting FFY 2014 performance measures is shown in the data below and on the following pages.

CORE PERFORMANCE MEASURES

Measure	2008 NCSA/ State Data*	2009 NCSA/ State Data*	2010 NCSA/ State Data*	2011 NCSA/ State Data*	2012 State Data*	2013 State Data*	FFY 2013 3-Year Goal**	Goal Met
1. Number of traffic fatalities	104	104	105	148	170	148*	133	No
3-year moving average			118 (2008- 2010)	131 (2009- 2011)	141 (2010- 2012)	155 (2011- 2013)		
2. Fatality Rate/100 million Vehicle Miles Traveled (VMT)	1.33	1.72	1.27	1.61	1.69	1.47*	1.43	No
3-year moving average			1.44	1.53	1.52	1.59		
3. Number of serious injuries in traffic crashes	401*	458*	481*	652*	804*	733*	610	No
3-year moving average			447	530	655	730		
4. Serious injury rate/100 million VMT	Not Available	Not Available	5.79*	7.11*	7.97*	7.26*	6.66	No
5. Number of unrestrained passenger vehicle occupant fatalities, all seat positions	54	74	46	77	89	73*	67	No
3-year moving average			58	66	71	80		
6. Number of fatalities involving a driver or motorcycle operator with a blood alcohol content (BAC) of .08 and above	47	54	48	63	72	46*	50	No
3-year moving average			49	54	60	60		
7. Number of speed-related fatalities	27	32	42	50	62	58*	44	No
8. Number of motorcyclist fatalities	13	7	15	14	16	9*	9	Yes
3-year moving average			12	12	15	13		
9. Number of unhelmeted motorcyclist fatalities	10	7	12	10	11	4*	5	Yes
3-year moving average			10	10	11	8		
10. Number of fatal crashes involving a driver age 20 or younger	22	20	17	22	23	15*	17	Yes
3-year moving average			20	20	21	20		

Measure	2008 NCSA/ State Data*	2009 NCSA/ State Data*	2010 NCSA/ State Data*	2011 NCSA/ State Data*	2012 State Data*	2013 State Data*	FFY 2013 3-Year Goal**	Goal Met
11. Number of pedestrian fatalities	6	4	7	9	7	2*	4	Yes
3-year moving average			6	7	8	6		
*National Center for Statistical Analysis (NCSA) was not available; therefore, state data was used.								
**Data to measure progress toward established goals will not be complete until after the calendar year 2014.								

CORE BEHAVIOR MEASURE

Measure	2010	2011	2012	2013	2014	5-Year Average	FFY 2014 Goals	Goal Met (Yes/No)
Percent of observed occupants using a seat belt	74.8%	76.7%	80.9%	77.7%	81.0%	78.2%	82.7%	No

CORE ACTIVITY MEASURE

The measures are tracked but no goals are set.

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

**CORE ATTITUDE, AWARENESS, AND BEHAVIOR MEASURES
2010 – YEAR 1 OF SURVEY – BASELINE DATA
2014 – YEAR 5 OF SURVEY**

ID-1

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

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

2010 = 57 percent of respondents

2011 = 57 percent of respondents

2012 = 43.2 percent of respondents

ID-1

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

	2013	2014
None		
1-2 drinks	69.5%	71.3%
3+ drinks	92.4%	94.5%
1-5 times		
1-2 drinks	26.8%	27.0%
3+ drinks	6.6%	5.1%
6-10 times		
1-2 drinks	3.0%	1.3%
3+ drinks	0.8%	0.2%
More than 10 times		
1-2 drinks	0.7%	0.4%
3+ drinks	0.2%	0.2%

ID-2

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

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

ID-3

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

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

SB-1

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

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

SB-2

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

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

SB-3

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

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

SB-1a

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

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

SB-1b

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

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

SB-2

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

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

SB-3

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

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

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

BRFSS

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

YRBS – 9TH-12TH GRADE

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

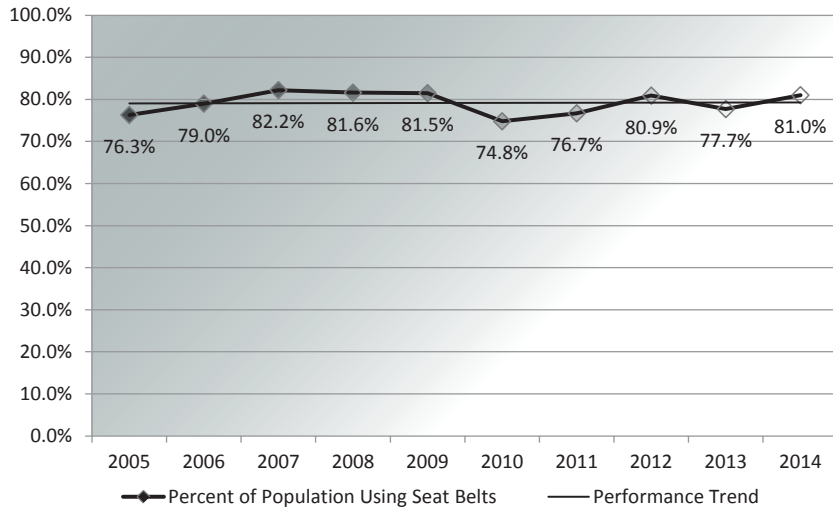
Traffic Fatalities, Injuries and Crashes A Decade in Review

Seat Belt Use

Goal: Increase Seat Belt Use

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

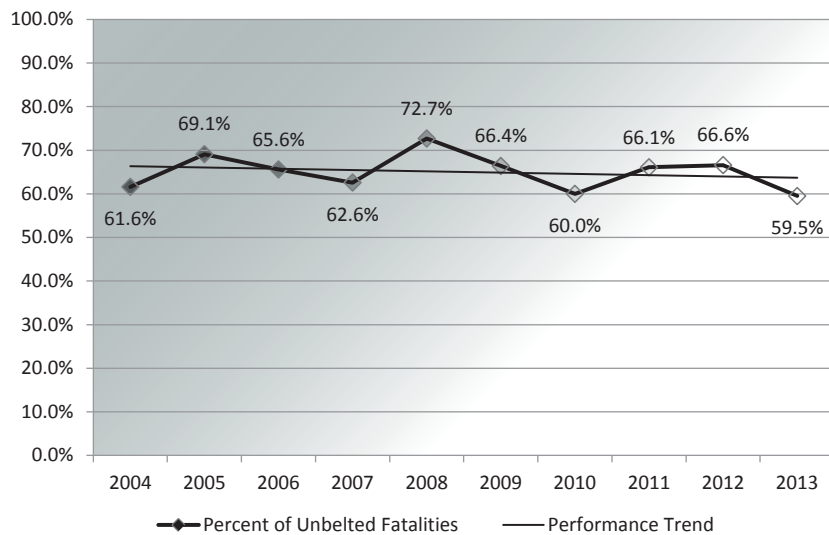
Note: Data includes all passenger vehicles and pickup trucks, it excludes commercial vehicles.



Proportion of Unbelted Motor Vehicle Fatalities

Goal: Reduce Unbelted Fatalities

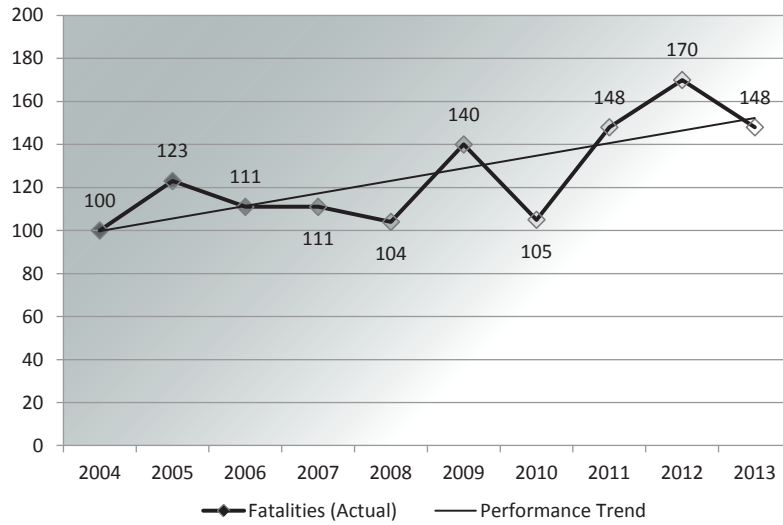
About two-thirds of motor vehicle fatalities are unbelted at the time of the crash.



Actual Number of Fatalities

Goal: Reduce Fatalities

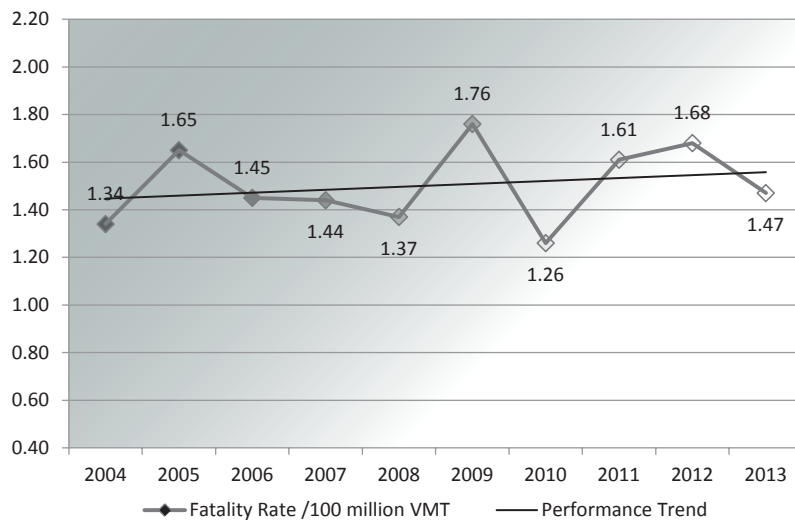
The number of fatalities per year is increasing. We are striving to mitigate the number of fatalities due to population increases from the oil boom.



Fatality Rate per 100 Million Vehicle Miles Traveled (VMT)

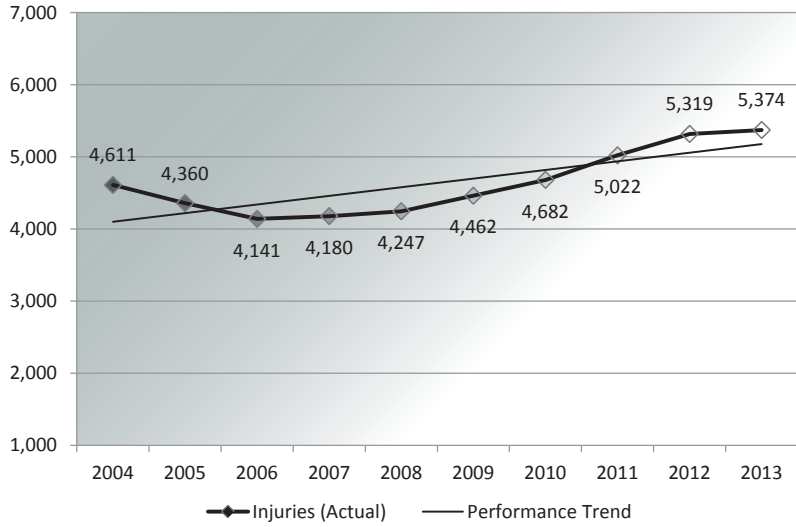
Goal: Reduce Fatality Rate

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



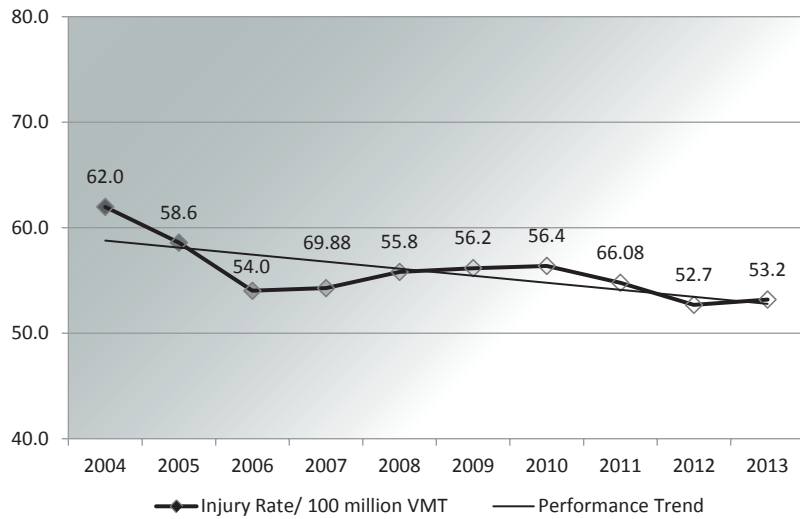
Actual Number of Injuries Goal: Reduce Injuries

There is an average of 4,640 motor vehicle-related injuries each year in North Dakota.



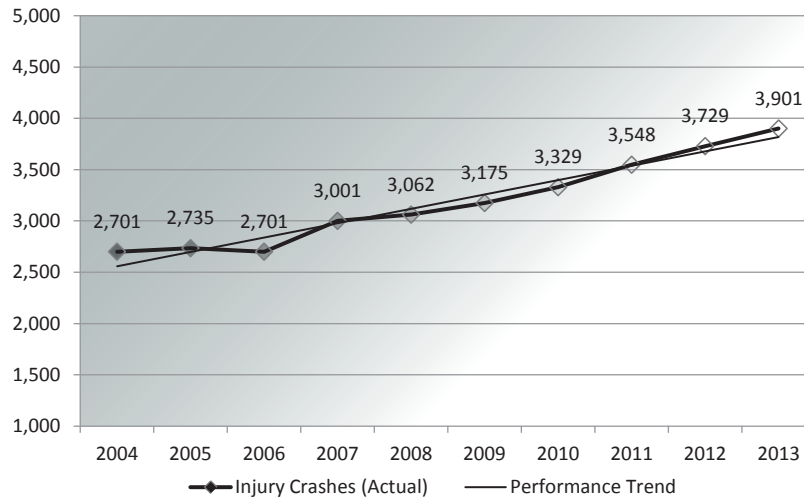
Injury Rate per 100 Million Vehicle Miles Traveled (VMT) Goal: Reduce Injury Rate

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



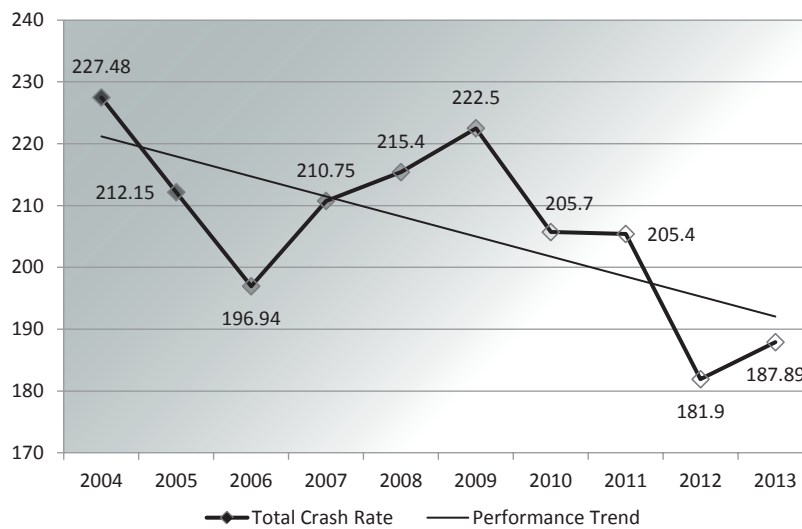
Actual Number of Injury Crashes Goal: Reduce Injury Crashes

The number of injury crashes per year is increasing.



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

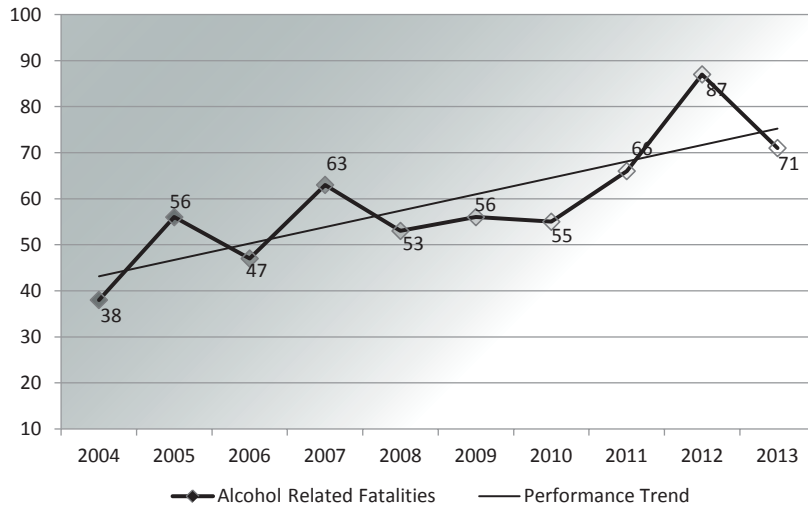
While the number of crashes per 100 million VMT varies, the rates demonstrate a trend decrease.



Alcohol-Related Fatalities

Goal: Reduce Alcohol-Related Fatalities

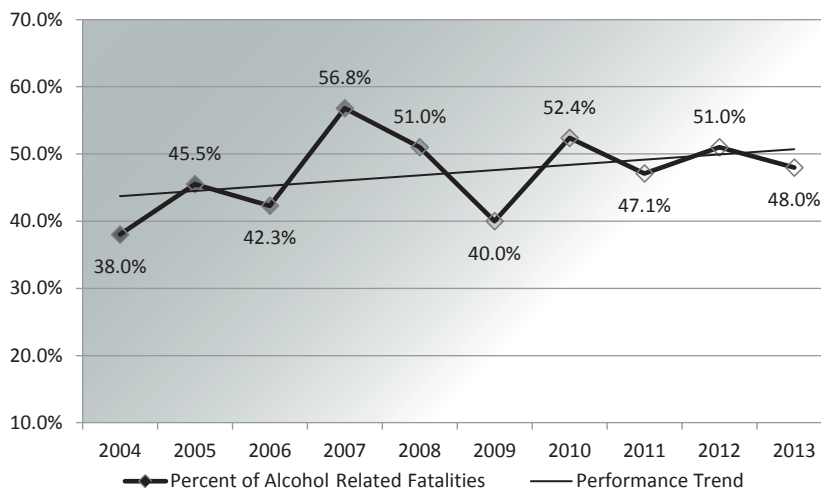
In 2013, there were 71 alcohol-related fatalities. A 18% decrease from previous year.



Proportion of Alcohol-Related Fatalities

Goal: Reduce Percent of Alcohol-Related Fatalities

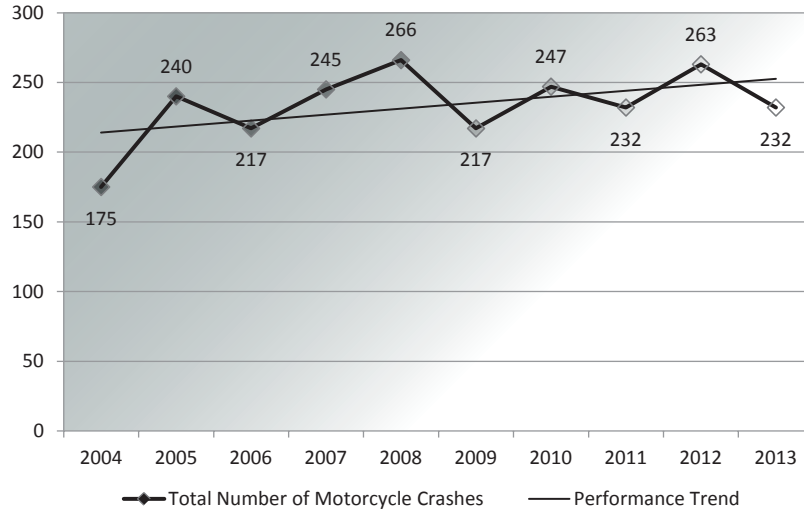
About half of motor vehicle fatalities in North Dakota each year continue to be alcohol-related.



Motorcycle Crashes

Goal: Reduce Motorcycle Crashes

Motorcycle crashes, although vary from year to year, show an increase over the past 10 years.



FFY 2014 Program Summaries and Results

PLANNING AND ADMINISTRATION

Program Summary

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

Planning and Administration – PA1401-01 **Budget Expended: \$116,044**

Project Description

The Planning and Administration was administered by the Traffic Safety Office Manager Karin Mongeon. The costs under this program consisted of the salaries for the Traffic Safety Office Manager and the contract/finance program manager, travel, and miscellaneous expenses for general traffic safety activity not associated to a specific program area.

POLICE TRAFFIC SERVICES

Program Summary

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

Program Management – PT1402-01

Budget Expended: \$4,084

Project Description

TSO staff will provide training, technical assistance, and resources to law enforcement to build capacity and expand operational proficiency toward the effective enforcement, arrest, prosecution, and adjudication of traffic safety offenses.

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

Law Enforcement Liaison – PT1402-02

Budget Expended: \$25,109

Project Description

In FY 2014, the TSO continued to contract for the services of a Law Enforcement Liaison (LEL) to act as a liaison to the State's law enforcement community and conduct networking activities on behalf of the TSO. The LEL reviews overtime activity reports and provides feedback accordingly. The LEL also gains participation of law enforcement agencies in state enforcement activities and national mobilizations.

Results

The LEL:

Acted as a liaison between the TSO and law enforcement agencies and traveled to each of eight regions and scheduled meetings with all law enforcement agencies in that region.

- Solicited feedback and valuable information from the law enforcement agencies that was used to determine training needs.
- Talked with the new Chief and Sheriffs on a timely basis to inform them of the enforcement programs available.

Law Enforcement Summit – PT1402-04

Budget Expended: \$37,565

Project Description

In April, 2014 the TSO hosted the seventh annual Law Enforcement Summit for law enforcement agencies under contract with the TSO to conduct overtime enforcement.

The conference provides law enforcement agencies that are under contract with the TSO with orientation, training, technical assistance, and resources related to enforcement programs, conducting earned media, the grant/contract management process, and other information. Peace Officer Standards and Training (POST) credits are provided.

The TSO hosted an awards dinner during this annual Law Enforcement Summit. The dinner was sponsored by Oxy Oil and Gas. The awards dinner gave the Traffic Safety Office and law enforcement partners an opportunity to recognize peers and reward programs implemented by law enforcement and traffic safety advocates that demonstrated exemplary contributions to traffic safety.

The award options include: (1) commemorative coins, (2) the Traffic Safety Honor Roll, (3) the Occupant Protection Award, (4) the Traffic Safety Officer of the Year, (5) the DRE Officer of the Year Award, (6) the Civil Servant Award, and (7) the Media Award.

The Commemorative Coin Program allows for law enforcement supervisors to nominate officers for recognition for exemplary traffic safety enforcement, community service, training, and public relations. The coins are accompanied by a letter from the NDDOT's Governor's Highway Safety Representative acknowledging the officer's contribution to traffic safety. There were 39 commemorative coins awarded to officers in FFY 2014. Nominating agencies presented the coins to their officers and also publicized the award through local media outlets.

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



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

The Civil Servant Award recognizes individuals who have gone above and beyond to promote traffic safety in their community or who may have strived to influence changes in local and state policy and laws with the intent to reduce traffic-related injuries and fatalities.

The Media Award recognizes entities and/or journalists who have gone above and beyond to promote traffic safety or strive to influence changes in local and state policy and laws with the intent to reduce traffic-related injuries and fatalities.

Results

- More than 100 law enforcement officers participated in the 12-hour Summit. The Summit provided information on many topics including the following sessions:
 - » Keynote speaker Gordon Graham, Risk Management Expert
 - » Traffic Safety Resource Prosecutor (TSRP) updates on search and seizure and the administrative hearing process
 - » Local Roads Safety Program
 - » Child passenger safety updates
 - » Motor carrier enforcement best practices
 - » Second keynote address by a Drug Interdiction expert with expertise in drug smuggling trends.
- This Summit was initiated in FFY 2008 through an initiative by NHTSA and Mothers Against Drunk Drivers (MADD) to assist states to engage their rural law enforcement agencies to conduct overtime enforcement of impaired driving. North Dakota was the first state in the nation to conduct a Rural Law Enforcement Summit through this initiative. Engaging rural law enforcement officers to be proactive in local enforcement is a high priority for the TSO; therefore, the TSO continues to conduct this Summit annually.
- The Commemorative Coin Program recipients, Traffic Safety Honor Roll nominee, Occupant Protection Award recipients, the DRE Officer of the Year Award, the Media Award, the Civil Servant Award, and the Traffic Safety Officer of the Year were recognized during an evening dinner and an award ceremony was held during the 2014 Law Enforcement Summit. NDDOT Director was present to make comments and distribute awards to recipients.

Traffic Occupant Protection Strategies (TOPS) Training

Project Description

This program was developed for law enforcement, by law enforcement, to increase their understanding of how we as law enforcement officers can save lives and prevent needless injury by simply doing our jobs – enforcing traffic safety laws.

Law enforcement works to increase traffic safety in their community whether it is by citing a violator or educating a group of high school students. Even though this may not be the most glamorous or high-profile part of their daily patrol routine, enforcing occupant protection laws has more life-saving potential than anything else you can do as a law enforcement officer.

More than 40,000 people die each year due to motor vehicle collisions. We as law enforcement have the potential to save 15,000 lives per year. Maybe even our own.

Results

- The TSO provided funding for one officer to attend a Train the Trainer session in Utah. The Train the Trainers has trained nine other officers who will be able to conduct the TOPS training in their regions during FFY 2015.

- Additional officers will be trained as trainers in 2015.
- All officers who do not meet the performance standard identified for occupant protection will be required to take the TOPS training in 2015.

Maintenance of Web-Based Law Enforcement Reporting System – PT1402-03
Budget Expended: \$9,662

Project Description

The TSO will maintain the web-based law enforcement reporting system to facilitate grant reporting by participating law enforcement agencies for high visibility enforcement programs. The system allows for enforcement data and reimbursement to be managed electronically. Maintenance may include any revisions to the existing system that may be deemed necessary.

Results

- Added the calculation of performance standards within the impaired driving and occupant protection programs.
- Participating agencies are able to access the web-based reporting system 24 hours a day and input their enforcement results. Agencies also have the ability to create a report that identifies each officer within their agency and how that officer is performing and whether that officer is meeting the performance standard for the program area.

TRAFFIC RECORDS

Program Summary

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

Program Management – TR1404-01 **Budget Expended: \$20,647**

Project Description

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

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

Results

- Managed the Crash Reporting System (CRS) and developed of the 2013 Crash Summary.
- Held quarterly meetings with the TRCC.
- Added additional law enforcement agencies using TraCS to 92, an increase of 4 percent.
- North Dakota's Traffic Records Coordinating Committee (TRCC) continued to work toward the objectives of the state's Traffic Records Strategic Plan (Plan).
- The TRCC also began to revise the Plan to incorporate recommendations obtained through a requisite NHTSA Traffic Records Assessment (TRA) completed in February 2011. NHTSA requires a TRA be completed every five years.
- The revised Plan will continue to include projects to address timeliness, accuracy, completeness, uniformity, integration, and accessibility of the Crash Reporting System (CRS), driver system, vehicle system, adjudication/court system, roadway information quality system, and injury surveillance system

Crash Data System Enhancement – TR1404-02

Budget Expended: \$12,816

Project Description

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

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

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

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

Results

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

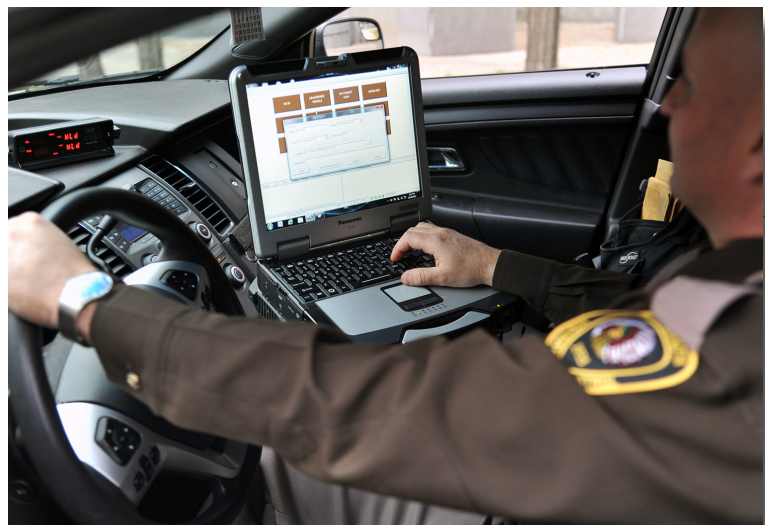
TraCS – TR1404-03

Budget Expended: \$280,500

Project Description

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

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



Results

- The Traffic Records Program continued to deploy TraCS (Traffic and Criminal Software), North Dakota's electronic crash reporting system. The Traffic Records Program Manager worked with an information technology (IT) vendor to install TraCS software at the local level, train law enforcement officers and administrative staff, and provide IT support for agencies using TraCS.
- North Dakota currently has 92 of 116 law enforcement agencies using TraCS for electronic submission of crash reports to the NDDOT. All of those agencies have been upgraded to TraCS 10.0 – a new version of TraCS with additional flexibility and functionality. Seventy-seven of these agencies are also using TraCS to electronically submit citation data to the courts and 44 agencies have access to the electronic Report and Notice form for DUI arrests. About 90 percent of all crash reports received by the NDDOT are electronic.
- North Dakota has begun the move to TraCS Web, thereby allowing law enforcement to have the most recent crash form. TraCS Web allows for the timely correction to validation rules in the crash form thereby improving the accuracy. The TraCS Web crash report has been completely redone to include most of the MMUCC elements and attributes and to ensure that it meets the Federal Motor Carrier Safety Administration recommendations.
- Each of North Dakota's four tribes (Standing Rock, Three Affiliated Tribes/MHA Nation, Turtle Mountain Band of Chippewa, and Spirit Lake Nation) has expressed an interest in beginning to use TraCS in the near future. Two of the four tribes have TraCS installed and are being encouraged to submit their crash reports to NDDOT.

Annual TraCS License Fee – TR1404-04 Budget Expended: \$69,500

Project Description

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

Costs will be limited to the payment of the licensing fee.

Results

- The annual license fee has been paid to the software licensor. TraCS has proven itself to an integral component in receiving accurate and timely crash reports.

EMS Data Analyst - Traffic Records Strategic Plan – TR1404-05 Budget Expended: \$76,592

Project Description

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

and complete necessary quality assurance projects to assure data integrity and accuracy.

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

Results

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

Annual Crash Summary

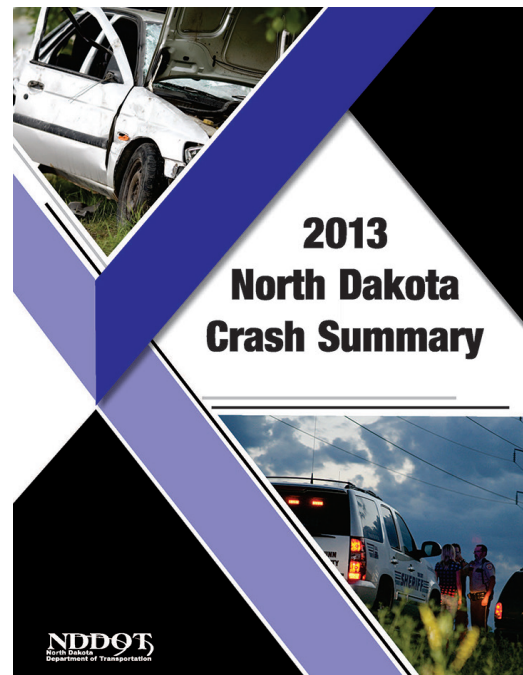
No Project Number: Staff salaries are covered through Federal Highway Administration (FHWA) funds.

Budget Expended: \$0

Project Description

The NDDOT published the annual North Dakota 2013 Crash Summary which combines numerous crash analysis documents into a single comprehensive analysis of annual and historical crash data in North Dakota.

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



OCCUPANT PROTECTION

Program Summary

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

Seat belts dramatically reduce the risk of death and serious injury in motor vehicle crashes. Among drivers and front-seat passengers, seat belts reduce the risk of death by 45 percent, and cut the risk of serious injury by 50 percent. (Source: NHTSA)

But, about two-thirds of those killed in motor vehicle crashes in North Dakota are unbelted at the time of the crash.

This requires that significant resources be allocated to strategies that will increase seat belt use in the state as described below.

Program Management – OP1405-01

Budget Expended: \$8,215

The Occupant Protection program was administered by Program Manager Carol Thurn. The ND Safety Division is a small division, therefore there is cross-training between the program managers. There were eight projects in the program that were completed with a planned budget of \$832,549.

Child Passenger Safety Program - OP1405-02

Budget Expended: \$146,355

Project Description

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

Results

Provided technical assistance and resources to the public related to child restraint devices and North Dakota's CPS law.

- Promoted CPS education as a routine component of other programs including Women, Infant, and Children (WIC), immunization, preschool screening, and other programs. This was completed through use of a variety of materials including audiovisual aids, exhibits, newsletters, etc.
- Maintained partnerships with agencies including local law enforcement agencies, local public



Most car seats are installed incorrectly

Keep children safe, have your car seat checked

August 11th 2 p.m. - 6 p.m.
Transportation Building, Fort Yates

STANDING ROCK TRAFFIC SAFETY

Brought to you by Standing Rock Community Traffic Safety Program and Sioux County Social Services.

health agencies, childcare providers, WIC programs, Head Start programs, Safe KIDS North Dakota, and schools for program outreach.

- Completed CPS Month activities resulting in 450 classroom presentations and distribution of CPS materials to classrooms. Total outreach efforts are estimated to have reached 22,465 children.
- Purchased and provided car seats and supplies to local agencies to distribute to families in their communities. A total of 528 car seats were purchased. The seats were provided to 40 distribution programs including three Native American reservations.
- Conducted a variety of CPS workshops and courses including four 32-hour NHTSA standardized courses with 49 participants completing all course requirements. Conducted numerous other CPS workshops and training throughout the state for law enforcement, hospital staff, social workers and other professionals.
- Assisted certified CPS technicians to maintain their certification.
- Utilized the NDDoH and Injury Prevention and Control's Facebook site to send out current CPS information/campaigns.
- Continued the CPS Advisory Committee to provide technical assistance to the current CPS program and activities. The committee has 22 professional/public members including child care providers, physician, advocates, EMS, law enforcement, government agencies, and other partners. The committee identified priority strategies using the NHTSA Countermeasures That Work guide as follows:
 - » Strengthen Child/Youth Occupant Restraint Laws
 - » Short-Term High-Visibility Child Restraint/Booster Law Enforcement
 - » Communications and Outreach Strategies for Booster Seat Use
- Held a CPS Conference with approximately 80 people attending the two-day conference. The conference offered a variety of presentations geared towards childcare providers, healthcare providers, law enforcement, social workers, and cops technicians.
- Coordinated car safety seat checkups throughout the state in partnership with local programs and auto dealerships. The NDDH assisted with 68 car seat checkups, inspecting 802 car seats.

Data from car seat checkups statewide demonstrated.

- » 75 percent of car seats checked were misused
- » 62 percent of children were incorrectly secured in the child restraint
- » 63 percent of car seats were installed incorrectly
- » 6 percent of the car seats were not appropriate for the child

Annual Statewide Observational Seat Belt Survey – OP1405-03
Budget Expended: \$44,752

Project Description

The TSO conducted an annual statewide seat belt observation survey to determine North Dakota's seat belt use rate as a measure to evaluate the success of occupant protection programs. This survey was conducted June 2-8, 2014.

Results

- North Dakota's seat belt use of front and outboard passengers is estimated at 81.0 percent. This observed use rate is higher than self-reported use rates collected through an annual survey of North Dakotan's knowledge, attitudes, behaviors, and beliefs about traffic safety where 72.2 percent of respondents reported "always" wearing their seat belts.

Observation Seat Belt Survey of Rural Roadways – OP1405-04
Budget Expended: \$16,177

Project Description

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

Results

- The seat belt use rate on the state's rural roads is lower than NHTSA's annual statewide seat belt observation survey. Rural seat belt use is estimated at 65.6 percent.

Seat Belt Enforcement – Click It or Ticket Program – OP1405-05
Budget Expended: \$254,348

Project Description

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

Results

- Conducted four annual Click It or Ticket campaigns – including participation in the national Click It or Ticket campaign in May.
- The quarterly campaigns included participation from 56 law enforcement agencies (city, county, and state law enforcement). The agencies worked to conduct nearly 5,897 overtime seat belt enforcement hours and issued a total of 9,317 citations with 3,241 seat belt and child restraint citations issued.

Media – Paid/Earned/PI&E – OP1405-06-01
Budget Expended: \$298,982

Project Description

Paid and earned media are integral to the success of traffic safety programming. Provided sustained seat belt use messages to the public through the placement of enforcement and non-enforcement messages at frequent intervals through the fiscal year. The FFY 2014 paid media calendar and associated campaign information is included as Attachment 1.

Results

- Media buys and in-kind match were negotiated based on the promotional strategy and target audience for each campaign period. All media purchases were based on Nielson, Arbitron, and Scarborough ratings, as well as counsel from NHTSA. A primary target audience for each campaign was male pickup truck drivers aged 18-34. This population has lower seat belt use rates than other populations in the state.
- The TSO worked with a media consultant to develop promotional plans that included defined partnerships and collateral materials to be used by the TSO and other traffic safety partners for campaign outreach activity to assure campaign messages were consistent and widespread.
- Extensive earned media for each enforcement campaign was garnered by local community programs, law enforcement, and other traffic safety partners through PSAs, news releases, news conferences, live radio or television remotes, and other earned media activities.
- The TSO's *Code for the Road* ad aired at defined periods in FFY 2014 via TV, radio, Pandora, Facebook, Hulu, and Hulu+. Code for the Road. Follow the Rules. Follow the Law. is a new traffic safety theme that focuses on driver behaviors. We are continually making roads safer with improved engineering and materials. Cars keep getting safer, too. Safety features are added each new model year. But the human element can make all those efforts meaningless. North Dakota drivers need to adopt these safety measures or rules—and save their own lives. According to the 2014 behavior survey that measured the knowledge, attitude, behavior, and beliefs of North Dakotans related to traffic safety issues, 74.5 percent of respondents had seen the *Code for the Road* ad.

Media – Paid/Earned/PI&E – OP1405-06-02
Budget Expended: \$1,430

Project Description

The TSO contracted with Clearwater to assist with the Child Passenger Safety Conference.

Results

- Reimbursed occupant protection professional speakers to present at the CPS Conference.
- Reimbursed travel expenses to send a law enforcement officer to Salt Lake City for a Train the Trainer for TOPS.

Tween Seat Belt Outreach Program – OP1405-07

Budget Expended: \$6,887

Project Description

The North Dakota State University (NDSU) Extension Service 4-H Youth Development Program developed and implemented the Stay Alive, Click Then Drive. curriculum to encourage seat belt use among pre-driving 4th, 6th, and 8th graders. The curriculum included two sessions and seven interactive activities delivered by classroom teachers or school counselors.

Results

- Parent education materials were developed as an adjunct to the curriculum to enhance the educational experience of the youth through parent education.
- The curriculum was implemented in three regions of the state in both school and 4-H club settings. A pre- and post-test survey was administered to youth and parents in the intervention groups and control groups to compare knowledge, attitudes, and behaviors related to seat belt use pre- and post-intervention. Fatal crash/fatality experiences were also tracked by community.
- The findings from the evaluation of this curriculum provide insight that can be used to guide future studies and programming. Understanding the connection between beliefs and behavior is important. The individuals with less positive beliefs had a significant increase in positive beliefs from pretest to posttest. The school-based implementation appears more feasible and has the potential to reach a wider group of youth than community-based meeting settings. The curriculum would also benefit from a heavy parent focus as evidenced by the influence parents have on their children's seat belt use. Creating a school climate of "positive peer pressure" promotes everyone's responsibility to wear a seat belt.



MOTORCYCLE SAFETY

Program Summary

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

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

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

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

Program Management – MC1406-01 Budget Expended: \$5,281

The Motorcycle Safety program was administered by Program Manager Carol Thurn. There were three projects in the program that were completed with a planned budget of \$706,750.

Statewide Awareness/Education Campaign – MC1499-01 Budget Expended: \$561,750

Project Description

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

Results

- ABATE employed 23 rider coaches statewide and provided them updated training in preparation for the training season which begins in May.
- The rider coaches taught 201 courses with a total of 1,791 students.
- ABATE maintained and was involved with several organizations in an effort to create a better public awareness of the NDMSP. Some of the groups include: Bismarck/Mandan Safety Council and the Bismarck/Mandan and Fargo Chambers of Commerce. ABATE partnered with motorcycle dealerships to conduct open houses and safety events to promote the NDMSP.
- Promoted May as Motorcycle Safety and Awareness Month with sponsorship of a motorcycle safety public service announcement (PSA) entitled, Watch Out for Motorcyclists, Responsible Driving, and Share the Road campaigns.

- Displayed 11 billboards throughout North Dakota.
- ABATE worked with Mid Continent Communications to secure 49,819 commercial ads for an in-kind value of \$358,368 to promote these campaigns. ABATE also partnered with local radio stations using their PSAs to promote motorcycle safety awareness.
- Partnered with the TSO to initiate the *Code for the Road* contest and ABATE made a donation of \$1,000. A postcard was sent to all registered motorcyclists with an invitation to go to the *Code for the Road* website and take a brief survey to register for prize drawings.
- Continued a partnership with the North Dakota National Guard (NDNG) to provide motorcycle safety education to military personnel per U.S. Department of Defense requirements.

Paid Media and Outreach – MC 1499-03
Budget Expended: \$108,075

Project Description

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

Results

- *Code for the Road* material was created to support existing programs run by ABATE and the NDMSP, as well as encourage motorcyclists to take personal responsibility for their safety. The following items were created for the program:
 - » *Code for the Road* motorcycle logo
 - » Re-tag the existing “Funeral” television spot
 - » *Code for the Road* television spots created
 - » Online ads created
 - » Posters and direct mail postcard created
 - » Motorcycle contest to gather information about riders and introduce the campaign
 - » *Code for the Road* motorcycle patch
 - » Social media safety messages
 - » Website ads (television stations and newspapers)
 - » Pandora, Hulu, Hulu+ and Facebook
 - » YouTube videos
- Media buys and in-kind match were negotiated based on promotional strategy and target audience.



SPEED MANAGEMENT

Program Summary

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

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

Radar Equipment to Law Enforcement – SC1407-02 Budget Expended: \$179,871

Project Description

To assist law enforcement in speed enforcement, the TSO provides grants to law enforcement agencies for use toward the purchase of radar/LIDAR units to identify speeding motorists. Eighteen grants were provided to local law enforcement agencies and the North Dakota Highway Patrol for the purchase of radar/LIDAR in FFY 2014.



Results

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

North Dakota's Strategic Highway Safety Plan Speed/Aggressive Driving Strategies No Project Number Budget Expended: \$0

Project Description

The North Dakota SHSP identifies the following strategies that will be pursued through the SHSP implementation by stakeholders beginning in FFY 2014 and using other state and federal resources, yet to be determined.

Educate state and local leadership and the public on the problem of speed in North Dakota to facilitate the enactment and support of legislation to strengthen penalties such as increased fines for right-of-way and speed violations.

Strengthen speed detection and public perceived risk of being stopped and ticketed through sus-

tained, well-publicized high visibility speed enforcement campaigns.

Address the perception of widespread speeding by heavy vehicles by first conducting a statewide assessment of commercial vehicle speeds. In response to the assessment results, examine enforcement, safety education, and outreach safety strategies for priority regions or corridors identified as needing improvement.

Install speed signing using variable message signs in school zones once selected.

Results

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



YOUTH/YOUNG ADULTS

Program Summary

Over the past five years (2009-2013), teen drivers accounted for an average of 12.9 percent of all fatal crashes and 22.9 percent of all crashes resulting in injury in the state. In 2013, 21.3 percent of alcohol-related fatal crashes involved a driver under the age of 25. 66.6 percent of teen fatality victims under age 18 were unbelted at the time of the crash.

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

Program Management – DE1408-01

Budget Expended: \$33,282

The Youth/Young Adult program was administered by Program Manager Carol Thurn. There were eight projects in the program that were completed with a planned budget of \$315,078.

Teen Media and Outreach – DE1408-02

Budget Expended: \$100,012

Project Description

The Teen media and outreach campaign was used to continue to promote the *Code for the Road* concept. Throughout the year TSO partnered with the North Dakota Association of Counties and the North Dakota High School Activities Association.

Results

- Received a grant from the Governors Highway Safety Association (GHSA) through Ford Motor Company to offer the *Ford Driving Skills for Life* (DSFL) program. Held the fourth annual DSFL in Bismarck, North Dakota in September 2014 over a full day with two sessions for participants to attend. The event consisted of a ride and drive session conducted via Bismarck Police Department's Emergency Vehicle Operator Course (EVOC) officer. The Burleigh County and Morton County Sheriff's Department assist Bismarck Police Department. Teens had the opportunity to drive through the course under normal conditions and then again while being distracted while receiving and sending text messages. A new component was added this year; they also had to take a "selfie" photo while they were driving the course. Additional distractions for the driver included the radio being on in the vehicle and the officers talking to them as they drove to simulate many of the distractions that a driver can experience while operating a vehicle.



- Participants were escorted through a series of traffic safety information, interactive activities and photo opportunity stations.
- Partnered with the local Ford dealership and event sponsors. The North Dakota National Guard (NDNG) makes facility arrangements and sponsors an activity station for participants to learn more about the NDNG. They also provide a number of NDNG volunteers to assist.
- Garnered media attention through a media alert and news release. The local television station interviewed the TSO Program Manager a few days prior to the event which garnered more teen registrations.
- Social media was used prior to the event and the day of the event.
- Designed retractable banners, posters, table runner and a mini code book with rules that ND teens have in their car. These rules were collected at various high school events.
- *Code for the Road* message was displayed at all sporting or scholastic tournaments throughout the year.
- Teen Contest banner.
- Redesign of the North Dakota Driver and Traffic Safety Education Association website. The TSO uses this site to reach the teens and parents.
- Graphic elements were developed for us on the Internet in support of the teen campaign.
- *Code for the Road* teen television and radio ads were developed and placed.

Driver's Education Curriculum and Support – DE1408-03
Budget Expended: \$20,197

Project Description

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

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

Results

- NDDTSEA adapted the curriculum in FFY 2009 and the curriculum was reproduced, promoted, and distributed to driver's education instructors throughout the state each year since then. NDDTSEA has continued to provide training, technical assistance, and resources to driver's education instructors to encourage use of the curriculum through continued funding through the TSO.
- Developed a multimodal interface for teachers and learners called the Playbook. This interface blends 3D animations, real-world videos, interactive presentations and engaging student activities; all accessible through the Instructor DVD ROM.
- Assisted NDDTSEA with their annual conference.

- Re-design of the NDDTSEA website. It is now responsive to the screen size of the device it is being accessed from. Placed teen and parent information on this site as well as information for the Driver Education Instructors. There is a specific folder for Mobile apps that parents can place on the teen’s phone so they cannot use the phone while driving. There have been over 5,000 page views during 1,179 sessions. The Mobile App Resource Center is the most popular page.

Overtime Enforcement – DE1408-04
Budget Expended: \$29,096

Project Description

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

Results

- Seven of the major cities in North Dakota participated in the overtime enforcement. The seven cities were Dickinson, Bismarck, Minot, Devils Lake, Jamestown, Fargo, and Grand Forks.
- A total of 622 citations were issued with 384 distracted driving citations during 676 overtime hours.

Media – Paid/Earned – DE1408-05
Budget Expended: \$99,046

Project Description

Code for the Road was first introduced during the occupant protection campaign. To maintain consistency when expanding *Code for the Road* into the distracted driving campaign we utilized “Hang Up” as rule number one.

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

Results

- Primary demographics were both genders ages 18-54, parents of teen drivers, and educators.
- Overtime was conducted April through September.
- Media buys and in-kind match were negotiated based on the promotional strategy and target audience for each campaign period.
- News releases prior, during and post were sent to the media.



- Email blasts sent to TSO’s stakeholders.
- Social media was used during this campaign. Facebook was the primary social network used.
- Developed two television spots featuring teen and rural characters.
- Two radio spots were written and produced.
- Law enforcement did five radio spots.
- Placed cable and radio media buys.
- Online ads – news websites (television and newspaper), banner ads, Pandora, and Hulu.

Law Enforcement Training - DE1408-06
Budget Expended: \$1,582

Project Description

TSO conducted law enforcement training related to North Dakota’s distracted driving law and enforcement of the law. It was required training for all law enforcement agencies receiving overtime funds for the distracted driving campaign.

Results

- Seven agencies sent officers to the mandated four-hour training. The TSRP presented on the definition of distracted driving, state law, city ordinance, trends, statistics, and enforcement. Provide information on case law, evidence to establish basis to stop, and burden of proof.
- Bismarck and Fargo Police Departments discussed distracted driving overtime campaigns. Explained how to start setting up the campaign and getting buy-in from the Mayor, City Council, Media, and the public.
- POST credits were provided to the officers attending the training.

Mini-Grants to Schools – DE1408-07
Budget Expended: \$4,691

Project Description

Proposals were accepted from middle and high schools to conduct outreach activities to promote traffic safety.

Results

- Three schools submitted proposals.
- One school brought in the North Dakota Safety Council’s Alive at 25 program to all the high school students.
- Another school partnered with the police department and brought in three Victim Impact Panel speakers and an alcohol-related crashed vehicle to share their stories of how they were affected by drinking and driving to grades 7-12 and the general public.

- The final school partnered with Safe Kids Grand Forks and developed a distracted driving campaign. Flyers were developed, presentations were given, and observational surveys were completed. Radio interviews were done, school announcements with facts were given every day during the campaign.

Driver Education Assessment – DE1408-08
Budget Expended: \$19,262

Project Description

TSO hosted a NHTSA assessment of North Dakota's driver education system from August 4-8, 2014.

Results

- A technical assessment team of five individuals from across the nation and a NHTSA representative conducted the assessment.
- Twenty-two people were interviewed during the process.
- North Dakota received the final report from the NHTSA facilitator.

COMMUNITY TRAFFIC SAFETY PROGRAMS

Program Summary

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

About 80-90 percent of fatal crashes occur on North Dakota's rural roads. Therefore, it is important that outreach activity extend broadly to reach North Dakota's rural communities.

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

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

Program Management – CP1409-01

Budget Expended: \$39,563

The Community Traffic Safety program was administered by Program Manager Carol Thurn. There were eight projects in the program that were completed with a planned budget of \$681,165.

County Outreach Program – CP1409-02

Budget Expended: \$237,201

Project Description

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

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

Results

- The North Dakota High School Activities Association (NDHSAA) offered us a unique way to connect with the influencers in the high school system. The TSO message was at every sport and scholastic tournament throughout the year. Under this partnership our message was delivered through banners, program ads, informational booths and announcements. We were at 22 athletic state tournaments, 8 fine art championships and numerous other regional and district events. The estimate reach was 41,633 students at these tournaments.

- The NDHSAA partnership allowed us to get the TSO messages into individual high schools through banners, announcements, and professional traffic safety speakers.
- Sports venue partnerships reach our target audience with the TSO messages. TSO has continued our partnership with universities and amateur athletics. TSO has reached the public through the following venues:
 - » Fargo Force Hockey (3,902 average attendance)
 - » North Dakota State University (14,629 enrollment)
 - » University of North Dakota (15,143 enrollment)
 - » Minot State University (3,666 enrollment)
 - » Dickinson State University (2,572 enrollment)
- McQuade’s softball tournament – the largest softball tournament in the country is held in Bismarck, North Dakota. This tournament has 400 teams and 15,000 fans hearing our messages.
- Traffic safety announcements were made throughout the tournament, an ad appeared in the tournament handbook, and banners were placed at softball diamonds throughout the venue. The primary message was Softball is a game, life is not. Buckle Up. Designate a Driver.
- Provided policy updates for use in each individual county handbook in North Dakota. The policy focus was on: seat belts, distracted driving and impairment.
- Re-wrote the “Workplace Driver Safety” document. This toolkit provides businesses the ability to complete a worksite traffic safety program.
- County traffic safety information was distributed via bi-monthly articles in County News and in the CEG newsletter.

Tribal Outreach Program – CP1409-03
Budget Expended: \$51,398

Project Description

North Dakota’s Native American population is disproportionately impacted by motor vehicle fatalities. Native Americans represent less than 5 percent of North Dakota’s population but account for nearly 11 percent of the state’s motor vehicle fatality victims each year.

In 2013, 44 percent of Native American fatality victims were unbelted at the time of the crash and of the 16 Native Americans killed, 50 percent were alcohol-related.

To advance the planning, coordination, implementation, and evaluation of traffic safety programs on each reservation, the TSO provided a grant to two of North Dakota’s four tribes (Ft. Berthold and Turtle Mountain) to maintain a Tribal Traffic Safety Outreach coordinator in FFY 2014 to conduct traffic safety outreach.

Results

- Coordinator on Fort Berthold Reservation became a certified car seat technician.

- Completed traffic safety presentations at schools on reservation.
- Sent newspaper releases to the local papers for all national and state campaigns.
- Radio PSA's.
- Sent email blasts and fact sheets on traffic safety to all Fort Berthold employees.
- Organized traffic safety presentations for Public Broadcasting System (PBS) to do a documentary.
- Assisted with the implementation and training for the TraCS system.
- Developed a Facebook page.

Moving Forward Safely Media Campaign – CP1409-04-01
Budget Expended: \$98,459

Project Description

This campaign was developed to target a set of traffic safety problems common to fatal and serious injury crashes in oil-impacted counties with the following messages: (1) Be Patient. Slow Down!, (2) Buckle Up. Every Time., (3) Pass With Caution., and (4) Roads Shared. Lives Spared.

Results

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

Media - Code for the Road Website – CP1409-04-02
Budget Expended: \$34,007

Project Description

This project developed and implemented the *Code for the Road* website. *Code for the Road* is about traffic safety with a focus on driver behaviors. We are continually working to enhance safety on our state roadways. Cars keep getting safer, too. But the human element can make all those efforts meaningless. The following programs have been developed to show North Dakota drivers the behaviors they must adopt to save their own lives. All of these programs combine to create Rule 1: Be a safe and responsible driver.

Results

- The *Code for the Road* website covers all the behaviors that are priority for North Dakota. These behaviors are: Occupant Protection; Distracted Driving, Youth and Young Adults, Impaired Driving, Motorcycle Safety and Speed.

Native American Media – CP1409-05

Budget Expended: \$87,219

Project Description

American Indians represent the largest minority population in North Dakota. Census estimates indicate that the American Indian population in North Dakota increased 12 percent from 2000 to 2008. Almost 60 percent of the current American Indian lives on reservations and over 20 percent are under the age of 20. Native Americans represent less than 5 percent of North Dakota's population but account for nearly 11 percent of the state's motor vehicle fatality victims each year.

Results

- Tribal traffic safety print ad campaigns were developed specific to each reservation.
- Traffic safety ads were placed on GoodHealthTV. This is a subscription-based health information network focused on raising health literacy rates through culturally competent programming. It provided viewers with practical tools to improve their health and wellness. This is placed in hospitals, clinics, schools or community centers, and all Indian Health Service waiting rooms in North Dakota.
- Radio ads were placed during the basketball season on all reservations.
- Impaired driving prevention radio ads were placed on all reservations for graduation.
- Radio ads were placed to promote car safety seat clinic and seat belt outreach event on the Standing Rock Sioux Tribe reservation.
- Radio ads branding the Community Traffic Safety Program (CTSP) for all reservations.
- Newspaper ads were placed to raise awareness of the CTSP program on all reservations.
- Facebook ads for CTSP branding and graduation.
- Designed tabletop displays for each reservation to be used at booths, tribal offices, district meetings or information table at sports events.
- Vinyl banners were designed and distributed to each reservation with a traffic safety message.
- Posters were distributed for each reservation.



Program Development and Evaluation – CP1409-06
Budget Expended: \$58,342

Project Description

The TSO contracted with North Dakota State University Upper Great Plains Transportation Institute (UGPTI) Rural Transportation Safety and Security Center (RTSSC) to complete program evaluation functions including the following:

- A public opinion survey consistent with NHTSA/Governors Highway Safety Association (GH-SA)-established performance reporting requirements. The survey establishes the public's knowledge, attitude, behaviors and beliefs (KABB) regarding traffic safety. This survey is conducted annually. The results from the core survey questions are included on page 5.
- Analyzed crash records and produced individual agency reports for their use in programming and resource allocations related to traffic safety.
- Analyzed and interpreted driver record data to validate arrest and conviction data for accuracy, completeness and assessment of conviction rates and use in program evaluation.

Strategic Highway Safety Plan – CP1409-07
Budget Expended: \$14,781

Project Description

The TSO contracted with Clearwater Communications to coordinate the Strategic Highway Safety Plan Conference.

Results

- Reserved meeting rooms, sleeping rooms, made arrangements with presenters.
- Designed and distributed "Save the Date" postcards.
- Set up online registration.
- Prepared conference packets for attendees.
- Designed posters for the conference
- Assisted with all conference coordination activity.

IMPAIRED DRIVING

Program Summary

In 2013 there were 148 fatalities with 71 or 48 percent of those being alcohol-related (alcohol-related is a BAC of .08 or above).

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

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

Program Administration – ID1410-01

Budget Expended: \$66,576

The impaired driving program is administered by Program Manager, Sandy Wilson. There are multiple facets to the impaired driving program and other program managers within the Traffic Safety Office assist in the development of programs.

Media - Paid/Earned/PI&E (Media Vendor) – ID1410-02

Budget Expended: \$544,801

Project Description

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

Results

- Media campaigns were developed and branded with “Code for the Road. Follow the Rules. Follow the Law” tagline.



- Media news releases were developed and issued statewide prior to, and after, each of the scheduled quarterly enforcement events.
- Social media messages were developed and distributed via Facebook.
- Media messaging was developed and distributed during the *Drive Sober or Get Pulled Over* national campaign.
- Messaging was placed on radio, television (broadcast and cable), Internet banner ads, Hulu,

Summaries and Results

Hulu+, Pandora, and point of purchase venues. Messaging through Internet services allows more direct access to our target audience. Website messaging acquired a total of 623,000 impressions. Hulu messaging acquired a total of 102,041 impressions.

- Research was conducted to clearly identify the demographics of impaired drivers in North Dakota and to then identify the best messaging and media venues to reach those demographics.

High Visibility Enforcement – Regional DUI Task Forces – ID1410-03 **Budget Expended: \$529,875**

Project Description

The TSO coordinated Year 4 of a statewide sustained multi-agency DUI enforcement initiative that was implemented in October 2010. The program provides coordinated impaired driving enforcement through Regional DUI Task Forces including state, county, tribal, and city law enforcement agencies statewide with a goal to assure high visibility of law enforcement, even in the most rural and frontier areas of the state – where about 86 percent of fatal crashes occur.

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



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

Results

- Sixty-four law enforcement agencies and the North Dakota Highway Patrol were under contract to participate as members of a Regional DUI Task Force in FFY 2014. Additional agencies participate but are not able to accept overtime funds. This brings total participation in the Regional DUI Task Forces to about 70 agencies or 61 percent of all city, county, state, college/university and tribal agencies.
- All agencies under contract for impaired driving enforcement participated in the national Drive Sober or Get Pulled Over. campaign. They conducted enforcement over the Labor Day holiday, as well as quarterly high visibility enforcement (HVE) activities scheduled around high-risk community events throughout the year.
- The Regional DUI Task Forces completed a total of 1,300 saturation patrols and about 20 sobriety checkpoints resulting in 1,043 DUI and other alcohol-related arrests during overtime efforts.
- Agencies who received funding for underage drinking enforcement conducted enforcement efforts above and beyond the scheduled impaired driving enforcement during high-risk times such as proms and graduations.

- There were 639 compliance checks conducted during FFY 2014.
- A total of 11,043 overtime hours were dedicated to impaired driving enforcement.
- Officers issued over 6,000 total citations during underage drinking overtime shifts, 612 of those being DUI arrests.

Video Camera Surveillance Equipment – ID1410-05
Budget Expended: \$388,000

Project Description

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

Funding was provided to 14 local law enforcement agencies and the North Dakota Highway Patrol.

Results

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

Toxicology Equipment – ID1410-06
Budget Expended: \$300,000

Project Description

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

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

Results

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

Traffic Safety Resource Prosecutor Program – ID1410-08
Budget Expended: \$145,269

Project Description

The TSO contracts for the services of two (one half-time and one quarter-time) Traffic Safety Resource Prosecutors (TSRPs). The TSRP program provides training, technical assistance, and resources to court personnel (prosecutors, state’s attorneys, judges, juvenile court administrators, etc.), law en-

Summaries and Results

forcement, and toxicology lab personnel, to assure appropriate prosecution and adjudication of DUI cases.

Results

- In FFY 2014 North Dakota's TSRP program provided training to over 900 court personnel, law enforcement, and toxicology lab personnel related to legislative updates, 4th Amendment updates, administrative case law updates, and criminal and traffic legislation.
- The TSRPs traveled to each of the eight enforcement regions and conducted Administrative Hearing, From Arrest to Sanction training. Approximately 250 officers were trained and gained an understanding of the administrative process, case law, and common issues seen that can cause a case to be dismissed. This training will be available electronically beginning in 2015 to provide a continued training for new officers.
- The TSRPs participated in the distracted driving training that was held prior to the enforcement effort. The TSRPs were able to provide insight into the legalities of the new distracted driving law.
- The TSRP program also presented a 10-hour course to prosecutors, defense attorneys, and judges entitled Traffic Safety and Impaired Driving Seminar that included the topics: (1) searches, seizures, and arrests, (2) admissibility of evidence, (3) biochemical and physiological information, and (4) sentencing of impaired drivers. The training is provided annually.
- The TSRP program continues to be a vital line of communication from the state level to prosecutors and law enforcement and is considered a reliable source of information. As a result, the TSRP is often consulted regarding complex impaired driving cases, clarification of laws, and interpretation of supporting case law.

Program Development and Evaluation – ID1410-10 **Budget Expended: \$24,030**

Program Development and Evaluation

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

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

Results

- Analyzed crash records and produced individual reports for specific law enforcement agencies. These reports helped agencies in their programming and resource allocations related to traffic safety.
- Analyzed and interpreted driver record data to validate arrest and conviction data for accuracy, completeness, and assessment of conviction rates.
- An evaluation of the North Dakota's implied consent law was conducted. The analysis compared

Summaries and Results

North Dakota's laws, sanctions and administrative processes for suspending or revoking the driver's license of impaired drivers with four neighboring states. This analysis provided NDDOT information that can be used to improve our process.

Events Coordination – ID1410-11 **Budget Expended: \$66,943**

DUI Enforcement Training

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

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



Results

Drug Recognition Expert (DRE) Program

- In FFY 2014, there were 199 DRE enforcement evaluations completed.
- The TSO continues to commit resources to support law enforcement to become Drug Recognition Experts (DREs). There are currently 47 certified DREs in North Dakota and seven DRE instructors. The instructors provide Advanced Roadside Impaired Driving Enforcement (ARIDE) training statewide annually.
- Several DREs attended the DRE Annual Conference, which is supported by the local agencies. The conference provides information on partnering with prosecutors, case preparation for the toxicologist, the effects of various drugs (marijuana, methamphetamine, dextromethorphan, etc.), and updates on the latest policies and procedures, innovative technology, and research.
- A training pertaining to horizontal gaze nystagmus was conducted in September 2014 where more than 30 DRE officers attended. Karl Citek, subject matter expert, presented to the DREs on this topic.

Advanced Roadside Impaired Driving Enforcement (ARIDE)

- The Advanced Roadside Impaired Driving Enforcement (ARIDE) training was held depending on the needs of the law enforcement agencies, but at least once in each of the eight regions during FFY 2014, with over 220 law enforcement officers being trained in advanced drug enforcement. ARIDE is an intermediary level of training beyond SFST, but not as advanced as DRE.

Moments of Impact – ID1410-13 **Budget Expended: \$5,000**

Project Description

The *Moments of Impact* documentary re-enacts a real-life impaired driving crash that killed three

young men in Mandan, North Dakota, in October 2011. The documentary depicts the excess drinking culture in North Dakota and identifies many moments within the evening of the crash where others had the opportunity to intervene and prevent the driver from driving while impaired.

The 28-minute documentary was a partnership between a North Dakota media firm and multiple private and public sector partners, including NDDOT. All partners contributed resources toward the development of the documentary and continue to work to distribute the documentary through multiple venues.

Results

- A curriculum was developed to be used in conjunction with the Moments of Impact video that could be used at high schools and college campuses. An instructor's guide, student's guide and powerpoint were developed for this curriculum. Pre and post tests were developed to gauge the participant's knowledge before and after the presentation. A parent hand-out was developed that outlines the curriculum, as well as providing the parents with guidelines for talking to their teens about alcohol use.

North Dakota's Strategic Highway Safety Plan Impaired Driving Strategies No Project Number Budget Expended: \$0

Project Description

The North Dakota SHSP identifies the following impaired driving strategies that will be pursued through the SHSP implementation by stakeholders beginning in FFY 2014 and using other state and federal resources, yet to be determined.

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

Included in this assessment will be the following key elements:

- Extend/strengthen administrative license suspension of DUI offenders including first-time offenders.
- Expand and implement a mandatory ignition interlock program requiring ignition interlocks as a condition for license reinstatement.
- Remove the option of BAC test refusal or establish stronger penalties for BAC test refusal than for test failure. (Note: NDs DUI law effective July 1, 2013 criminalized the refusal. Also, based on federal court ruling states cannot remove the option of refusal.)



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

Results

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

FFY 2014 Accomplishments

Through the efforts of the NDDOT, grantees, and traffic safety partners throughout the state, the following traffic safety activity was accomplished through the TSO in FFY 2014.

- Applied for and received funding through NHTSA under the new federal requirements of MAP-21 (Moving Ahead for Progress in the 21st Century) – the federal transportation bill – for the following grant programs to support traffic safety programming statewide. These grants totaled \$3,725,711 in new funds for FFY 2014.
 - » Section 402, *Highway Safety Programs*
 - » Section 405(b), *Occupant Protection Low Belt Use*
 - » Section 405(c), *Data Program*
 - » Section 405(d), *Impaired Driving High Fatality*
- Coordinated Year 4 of a sustained, multi-agency impaired driving law enforcement crackdown to decrease alcohol-related motor vehicle fatalities.
- Continued to conduct quarterly Click It or Ticket high visibility enforcement campaigns to increase seat belt use in North Dakota.
- Completed significant data analysis and evaluated several programs to determine program improvements for more targeted, effective programming in subsequent years.
- Developed new media ad campaigns to sustain traffic safety messages to the public.
- Continued to fund the services of a Law Enforcement Liaison (LEL) to provide technical assistance and resources to the State's law enforcement community to build enforcement capacity.
- Conducted a comprehensive assessment of the state's Impaired Driving Prevention Program to identify strengths, weaknesses, opportunities, and barriers to the effective prevention, enforcement, arrest, prosecution, and adjudication of impaired driving.
- Provided resources to law enforcement to increase the number of Advanced Roadside Impaired Driving Enforcement (ARIDE) training and Drug Recognition Experts (DREs) in the state to improve the identification, arrest, and prosecution of drug-impaired drivers.
- Provided continued grant support to the North Dakota Driver and Traffic Safety Education Association (NDDTSEA) to advance driver education in the state. And, obtained funding support through private sector businesses for the purchase of in-car video used to record teen driving experiences for use in classroom activities such as simulated driving situations, situational awareness, movies, discussion and role-playing.
- Conducted the seventh annual Law Enforcement Summit to provide training and resources to law enforcement agencies under contract with the Traffic Safety Office. More law enforcement officers attended this Summit than in the preceding five years. An awards banquet was added to the agenda to acknowledge law enforcement officers, media, and citizens for their contributions to traffic safety.
- Continued to work with a youth advisory council to advance teen programming.

- Conducted traffic safety outreach to young drivers through the annual *Ford Driving Skills for Life* event.
- Provided grant funds in support of tribal outreach through public information and education activities. Grants were provided to Three Affiliated Tribes and Turtle Mountain Band of Chippewa for Tribal Community Traffic Safety Programs.
- Provided grant funds to the North Dakota Association of Counties to provide outreach through public information and education activities to county-level leadership and employees.
- Promoted Parents LEAD (Listen, Educate, Ask, Discuss), an underage drinking prevention program for parents or caregivers that provides resources and information to assist them to prevent underage alcohol consumption. The program is jointly administered between four state agencies: the NDDOT, the North Dakota University System, the North Dakota Department of Human Services, and North Dakota State University Extension Service.
- Deployed electronic crash reporting software, TraCS (Traffic and Criminal Software), to law enforcement agencies statewide. To date, 92 law enforcement agencies, including the North Dakota Highway Patrol, are using TraCS for crash reporting and 100 percent of those agencies have been upgraded to TraCS 10.0. North Dakota currently receives about 90 percent of all crash reports electronically. Currently two tribes are using TraCS for crash reporting and the other three have expressed interest in using TraCS. There are 77 agencies using the citation module within TraCS and 44 agencies have access to the electronic Report and Notice form.
- Continued to participate as the lead stakeholder in North Dakota's Strategic Highway Safety Plan (SHSP) and the resultant Local Road Safety Program to develop plans for each county in North Dakota that identify priority traffic safety emphasis areas and evidence-based, low-costs strategies for implementation.
- Conducted first annual SHSP Conference. The SHSP Conference is an opportunity to bring the SHSP stakeholders together and provide training and information regarding the SHSP process.
- Conducted overtime enforcement efforts for the enforcement of North Dakota's Distracted Driving law. Agencies were solicited to participate in this enforcement effort to address the use of electronic devices while driving.
- Developed a media tag, Code for the Road. Follow the Rules. Follow the Law to be utilized as the umbrella message for the SHSP statewide efforts. Media campaigns for occupant protection, aggressive driving, and impaired driving have been developed using this tag. This tag is designed to empower the driving public to follow the rules and drive safely.

Financial Summary

Figure 1 shows the TSO's expenditures by program area as a portion of total FFY 2014 expenditures.

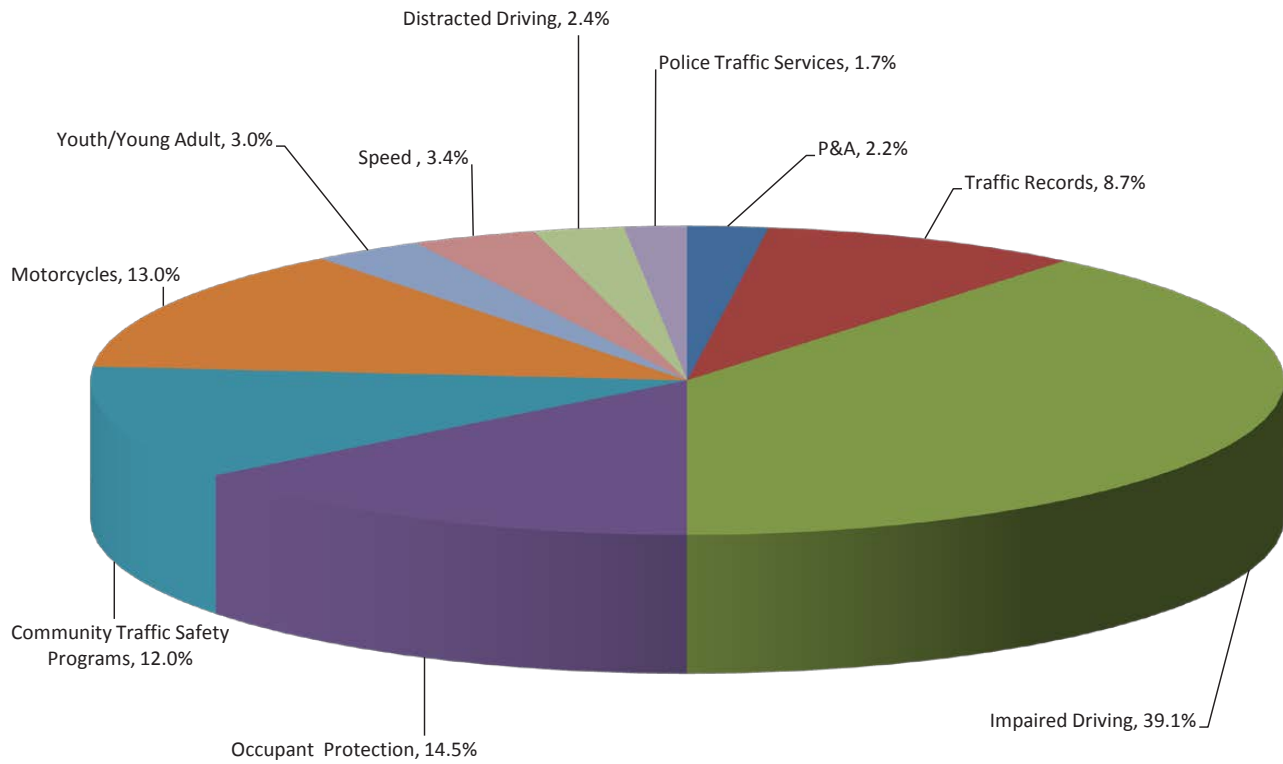


Figure 1

Challenges

The TSO will be faced with the following challenges in FFY 2014.

- North Dakota's motor vehicle fatalities continue to increase due to an increase in population and vehicle miles traveled as a result of oil production in the State. In 2013 there were 148 fatalities in the state. While this number is lower than 2012 it is more fatalities than we historically have experienced.
- With the increase in the number of fatalities, it is critical for the state to better coordinate the 4E areas (education, enforcement, engineering, and EMS) and to adopt more stringent traffic safety legislation to drastically deter behavioral traffic safety issues.
- North Dakota was again one of 10 states in the nation with the highest rate of alcohol-related crash fatalities based on the most recent data (2012) from the national Fatality Analysis Reporting System (FARS). North Dakota has been a high-fatality rate state for the past five data years.
- About two-thirds of motor vehicle fatalities in North Dakota are unbelted at the time of the crash. And, this statistic has held constant over many years. It will be difficult to impact seat belt use beyond status quo without more stringent seat belt use laws, increased fines for lack of seat belt use, and substantial increases in funds to expand OP programming.
- Male pickup-truck drivers aged 18-34 continue to have the lowest seat belt use rates in the state.
- Teen drivers accounted for eight percent of fatal crashes in North Dakota in 2013 and nearly 20 percent of injury crashes.
- The number of registered motorcycles in North Dakota increased by 5.9 percent over from 2012 to 2013. As a result, motorcycle crashes continue to increase resulting in a need to expand the reach of motorcycle safety courses throughout the state.
- North Dakota's Native American population continues to be disproportionately impacted by fatal crashes. Native Americans account for less than 5 percent of North Dakota's population but about 11 percent of the state's total crash fatalities over the past five years.
- The use of electronic devices while driving is of great concern nationally and in North Dakota as well. However, North Dakota crash data does not yet identify the use of electronic devices as a significant factor in motor vehicle fatalities or serious injuries. This is due, to some degree, to underreporting. But, in the absence of supporting data, it is difficult to justify and commit significant resources to address the problem.
- Interim continuing resolution obligation limitations make it difficult to assure traffic safety projects are funded without interruption.

Attachment 1

PAID MEDIA CALENDAR

2014-2015 NDDOT Media Calendar Updated 10-28-14

