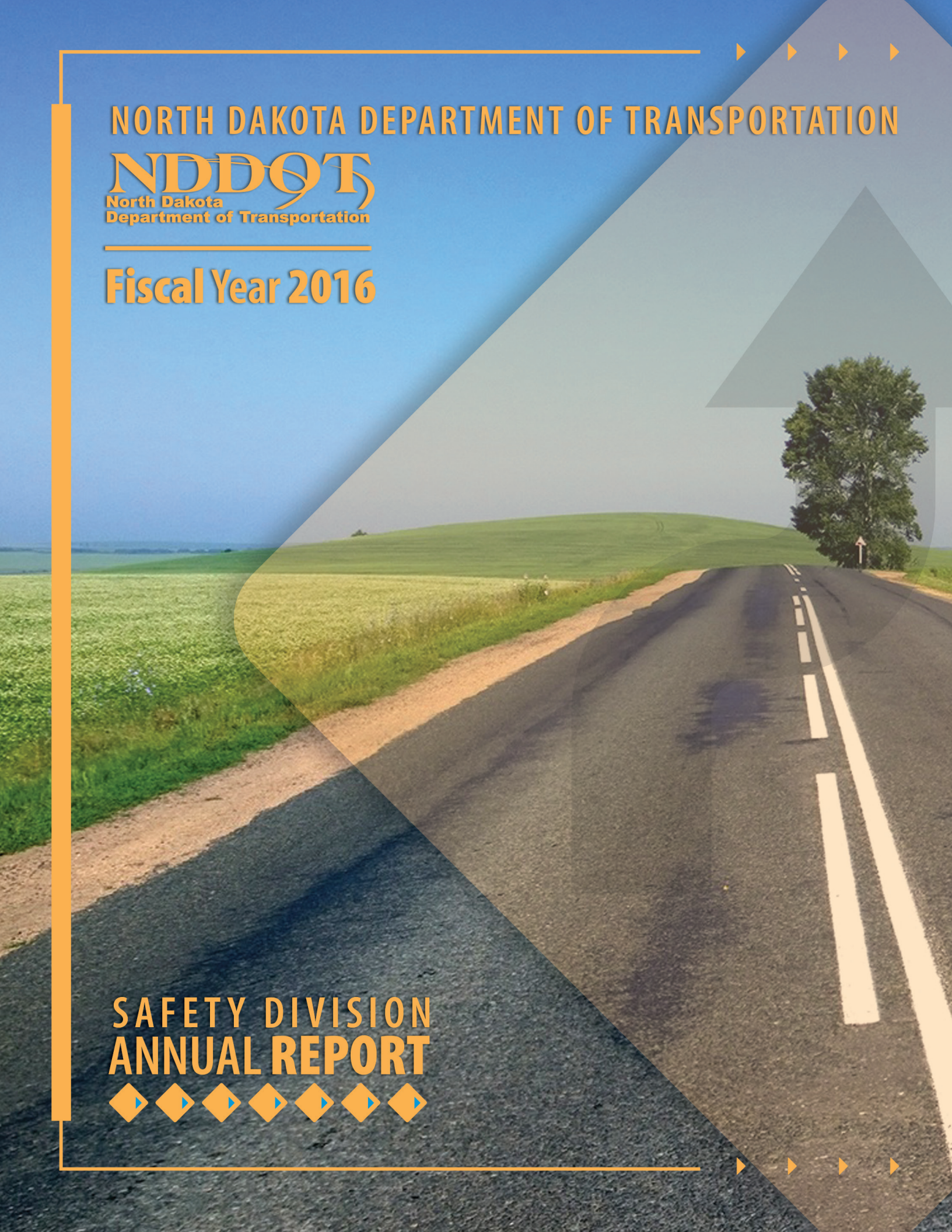
NORTH DAKOTA DEPARTMENT OF TRANSPORTATION

NDDOT
North Dakota
Department of Transportation

Fiscal Year 2016



SAFETY DIVISION ANNUAL REPORT

Prepared by

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STATE DEMOGRAPHICS

The United States Census Bureau estimates that the population of North Dakota is 756,927 on July 1, 2015, a 12.5 percent increase from the 672,591 persons counted in Census 2010.

In North Dakota, 47 of the 53 counties grew in population from 2010 to 2015. 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 2015) reside in the top four populated counties (Cass, Burleigh, Grand Forks and Ward).

Native Americans are the largest minority population but account for just over 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.

Fatalities have steadily decreased since 2012 while the vehicle miles traveled have remained the same.

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

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

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

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

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

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

This Annual Report is an account of previous federal fiscal year (FFY) activity and progress toward achieving the goals set forth in the FFY 2016 HSP.

PERFORMANCE GOALS

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

North Dakota's progress in meeting FFY 2016 performance measures is shown in the data below and on the following pages.

CORE PERFORMANCE MEASURES

Measure	2009 NCSA/ State Data*	2010 NCSA/ State Data*	2011 NCSA/ State Data*	2012 NCSA/ State Data*	2013 NCSA/ State Data*	2014 NCSA/ State Data*	2015 State Data*	FY 2015 Target	Goal Met
1. Number of traffic fatalities	140	105	148	170	148	135	131*	152	Yes
3-year moving average			131	141	151.4	159	140		
2. Number of serious injuries in traffic crashes	332*	380*	462*	575*	517*	518*	540*	513	No
3-year moving average			391	472	518	536	525		
3. Fatality Rate/100 million Vehicle Miles Traveled (VMT)	1.72	1.27	1.62	1.69	1.47	1.28	1.3*	1.59	Yes
3-year moving average			1.54	1.53	1.59	1.56	1.35		
4. Number of unrestrained passenger vehicle occupant fatalities, all seat positions	74	46	76	89	66	71	63*	85	Yes
3-year moving average			65	70	77	77	67		
5. Number of fatalities involving a driver or motorcycle operator with a blood alcohol content (BAC) of .08 or above	54	46	63	72	61	55	50*	56	Yes
3-year moving average			54	60	66	64	56		
6. Number of speed-related fatalities	32	42	51	62	59	50	43*	57	Yes
3-year moving average			42	52	57	56	51		

CORE PERFORMANCE MEASURES *(CONTINUED)*

Measures	2009 NCSA/ State Data*	2010 NCSA/ State Data*	2011 NCSA/ State Data*	2012 NCSA/ State Data*	2013 NCSA/ State Data*	2014 NCSA/ State Data*	2015 State Data*	FY 2015 Target	Goal Met
7. Number of motorcycle fatalities	7	15	14	16	9	10	8*	12	Yes
3-year moving average			12	16	13	12	9		
8. Number of unhelmeted motorcycle fatalities	7	12	10	11	3	9	3*	8	Yes
3-year moving average			10	11	8	7	5		
9. Number of fatal crashes involving a driver age 20 and younger	20	17	22	23	21	23	16*	22	Yes
3-year moving average			20	21	22	22	20		
10. Number of pedestrian fatalities	4	7	9	7	1	9	7*	6	No
3-year moving average			7	8	6	6	6		
11. Number of bicycle fatalities	1	1	1	0	1	3	1*	0	No
3-year moving average			1	<1	<1	1	2		

CORE BEHAVIOR MEASURE

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

CORE ACTIVITY MEASURE

Measure	2009	2010	2011	2012	2013	2014	2015
Number of seat belt citations issued during grant-funded enforcement activities	1,736	2,502	2,442	3,612	3,615	2,183	3,831
Number of impaired driving arrests made during grant-funded enforcement activities	832	521	525	677	670	644	817
Number of speeding citations issued during grant-funded enforcement activities	2,603	5,224	5,007	7,188	5,978	5,409	5,717

CORE ATTITUDE, AWARENESS, & BEHAVIOR MEASURES

2010-BASELINE DATA • 2016-YEAR 7 OF SURVEY

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

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

2010 = 57 percent of respondents

2011 = 57 percent of respondents

2012 = 43.2 percent of respondents

ID-1

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

	2013	2014	2015	2016
None				
1-2 drinks	69.5%	71.3%	66.7%	1.0%
3+ drinks	92.4%	94.5%	93.4%	95.3%
1-5 times				
1-2 drinks	26.8%	27.0%	30.1%	26.5%
3+ drinks	6.6%	5.1%	6.1%	4.4%
6-10 times				
1-2 drinks	3.0%	1.3%	1.5%	2.0%
3+ drinks	0.8%	0.2%	.5%	.1%
More than 10 times				
1-2 drinks	0.7%	0.4%	.7%	.4%
3+ drinks	0.2%	0.2%	.1%	.2%

ID-2

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

	2010	2011	2012	2013	2014	2015	2016
Yes	85.0%	87%	89.5%	88.9%	87.1%	89.5%	89.2%
No	15.0%	13%	10.5%	11.1%	12.9%	10.5%	10.8%

ID-3

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

	2010	2011	2012	2013	2014	2015	2016
Very likely	25%	31.3%	32.5%	25.9%	29.7%	33.6%	32.9%
Somewhat likely	26%	26.7%	29.7%	29.1%	31.6%	32.9%	29.0%
Likely	31%	26.7%	25.9%	26.5%	25.9%	21.3%	31.4%
Unlikely	15%	12.6%	10.3%	16.7%	11.1%	10.3%	5.4%
Very Unlikely	4%	2.7%	1.6%	1.8%	1.7%	2.1%	1.2%

SB-1

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

	2010	2011	2012	2013	2014	2015	2016
Always	58.0%	67.9%	62.8%	70.5%	72.2%	71.9%	74.2%
Nearly always	27.0%	23.5%	26.9%	21.3%	19.7%	20.4%	19.7%
Sometimes	10.0%	5.3%	6.5%	6.0%	5.6%	5.6%	4.1%
Rarely	3.0%	2.7%	2.9%	1.8%	2.1%	1.6%	1.6%
Never	1.0%	0.6%	0.9%	0.4%	0.5%	.6%	.4%

SB-2

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

	2010	2011	2012	2013	2014	2015	2016
Yes	77.0%	82.8%	84.7%	80.6%	74.5%	78.2%	77.1%
No	23.0%	17.2%	15.3%	19.4%	25.5%	21.8%	22.9%

SB-3

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

	2010	2011	2012	2013	2014	2015	2016
Very likely	14.0%	16.0%	17.1%	15.5%	16.5%	16.9%	15.1%
Somewhat likely	26.0%	22.6%	28.1%	28.8%	24.9%	30.6%	39.2%
Likely	23.0%	25.3%	26.6%	21.8%	26.8%	21.6%	24.5%
Unlikely	26.0%	25.0%	23.7%	31.3%	26.3%	26.5%	16.7%
Very Unlikely	10.0%	11.2%	4.5%	2.7%	5.6%	4.4%	4.5%

SP-1 a

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

	2010	2011	2012	2013	2014	2015	2016
Always	1.0%	1.1%	0.6%	1.3%	0.7%	1.3%	1.4%
Nearly always	4.0%	3.5%	6.4%	7.6%	5.3%	7.3%	8.9%
Sometimes	31.0%	32.9%	31.6%	35.5%	33.6%	34.0%	35.6%
Rarely	47.0%	47.3%	46.3%	42.2%	48.1%	44.6%	41.5%
Never	17.0%	15.2%	15.2%	13.4%	12.3%	12.8%	12.5%

SP-1 b

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

	2010	2011	2012	2013	2014	2015	2016
Always	1.0%	1.2%	1.1%	1.3%	1.1%	2.0%	1.7%
Nearly always	5.0%	6.2%	6.3%	8.8%	6.6%	10.6%	10.9%
Sometimes	22.0%	27.3%	23.5%	26.0%	26.3%	28.7%	30.5%
Rarely	45.0%	44.9%	45.6%	45.9%	45.9%	41.3%	40.4%
Never	28.0%	20.5%	23.5%	18.0%	20.0%	17.4%	16.6%

SP-2

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

	2010	2011	2012	2013	2014	2015	2016
Very likely	26.0%	28.0%	28.7%	24.0%	23.9%	24.%	20.5%
Somewhat likely	30.0%	31.3%	33.6%	37.5%	34.3%	43.3%	32.8%
Likely	28.0%	29.1%	28.8%	29.3%	32.7%	25.7%	42.4%
Unlikely	12.0%	9.5%	7.4%	8.4%	8.1%	6.5%	3.8%
Very Unlikely	4.0%	2.1%	1.5%	0.9%	1.0%	.5%	.5%

SP-3

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

	2010	2011	2012	2013	2014	2015	2016
Yes	57.0%	35.8%	34.2%	36.3%	38.1%	41.7%	37.3%
No	43.0%	64.2%	65.8%	63.7%	61.9%	58.3%	62.7%

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

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

BRFSS

Measure	2008	2010	2012	2014	2016
Percent of respondents who never, seldom or sometimes wore a seat belt when driving or riding in a vehicle	17%	14%	15%	3%	13%

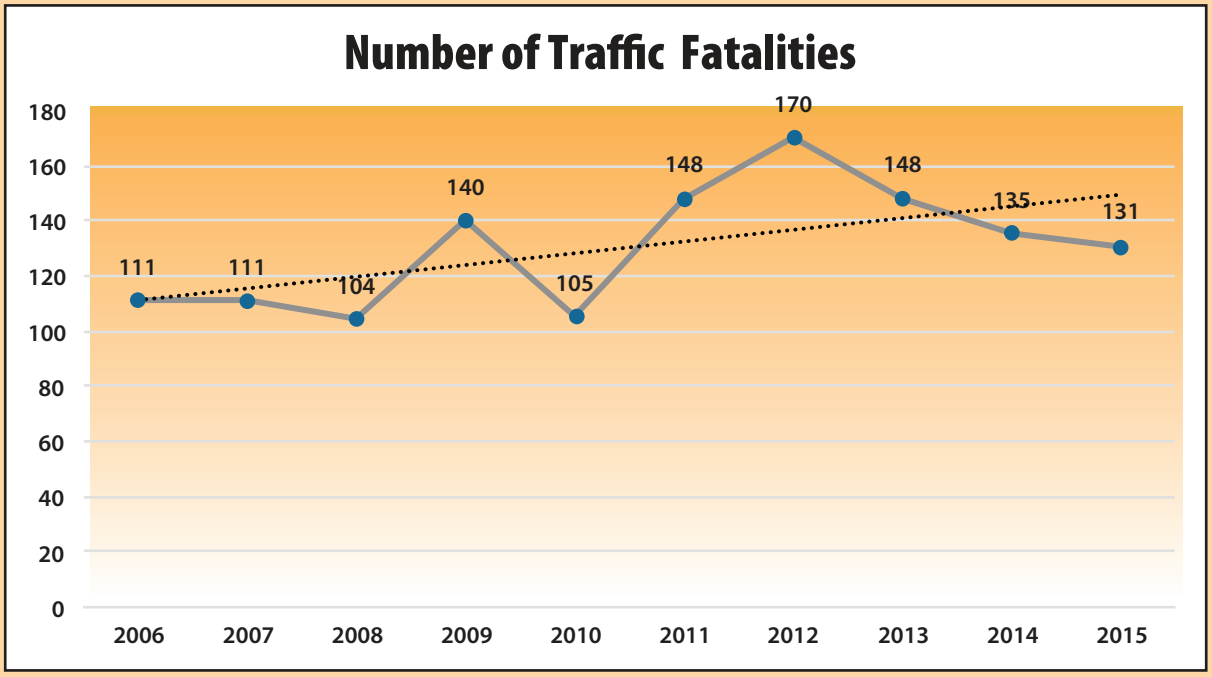
YRBS-9TH-12TH GRADE

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

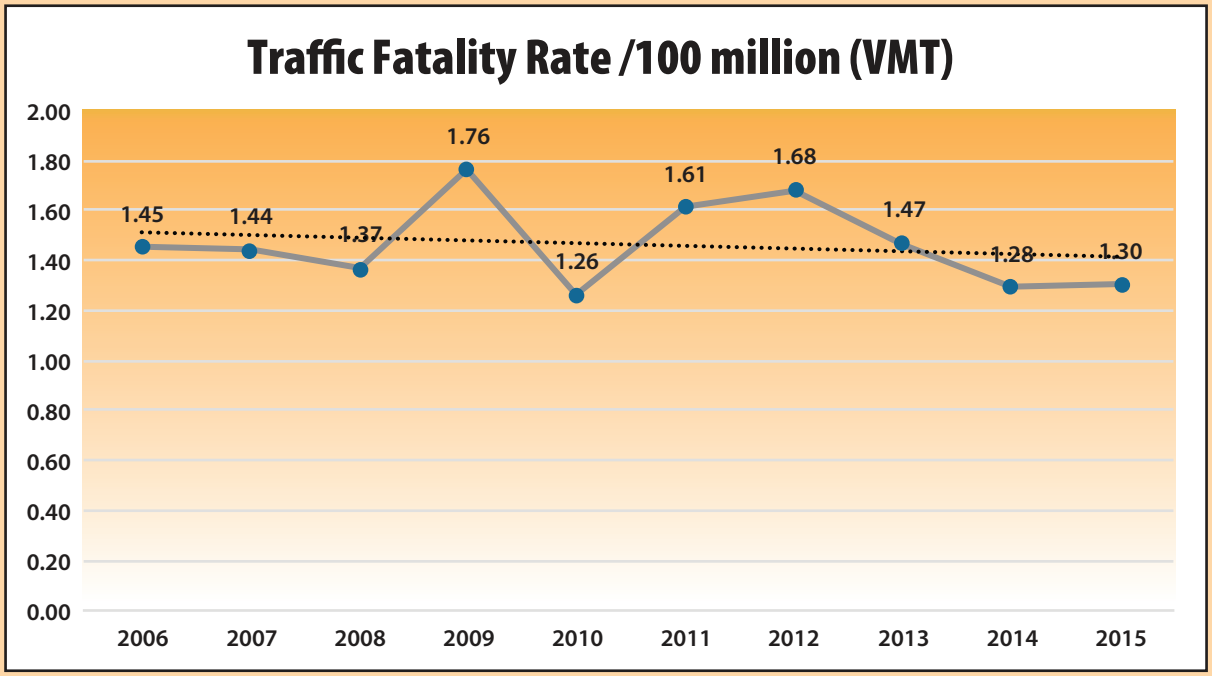
TRAFFIC FATALITIES, INJURIES, AND CRASHES

A DECADE IN REVIEW

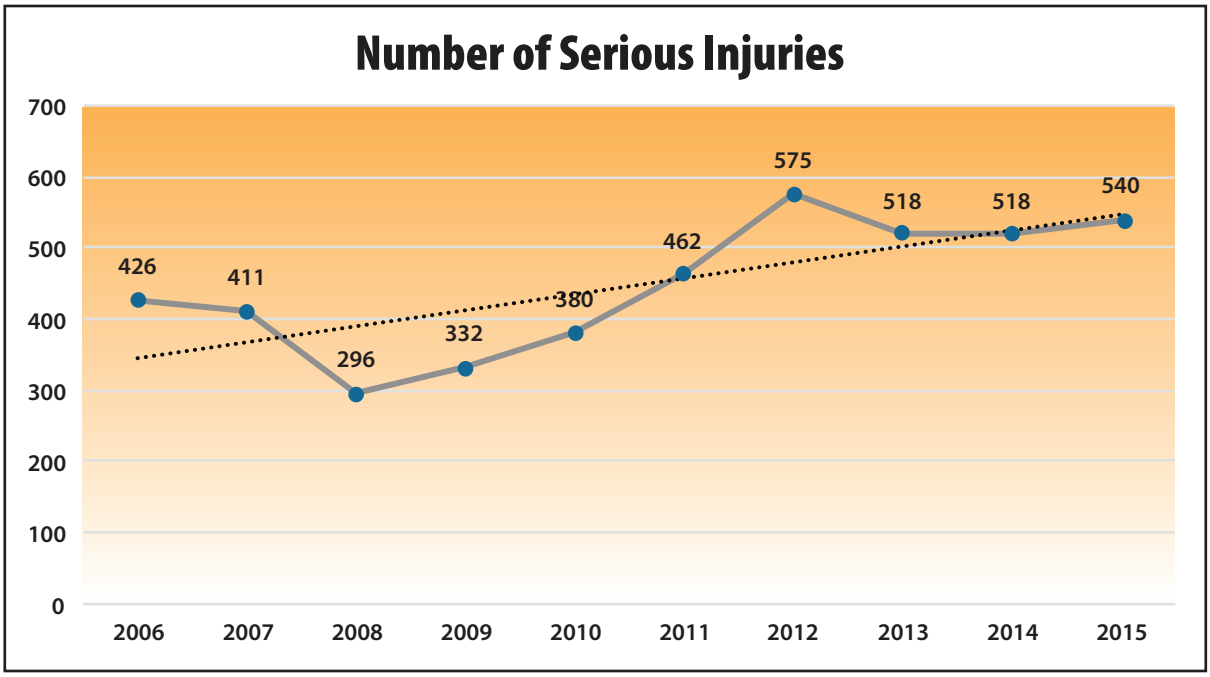
Goal: Decrease the Number of Traffic Fatalities
Crash Data



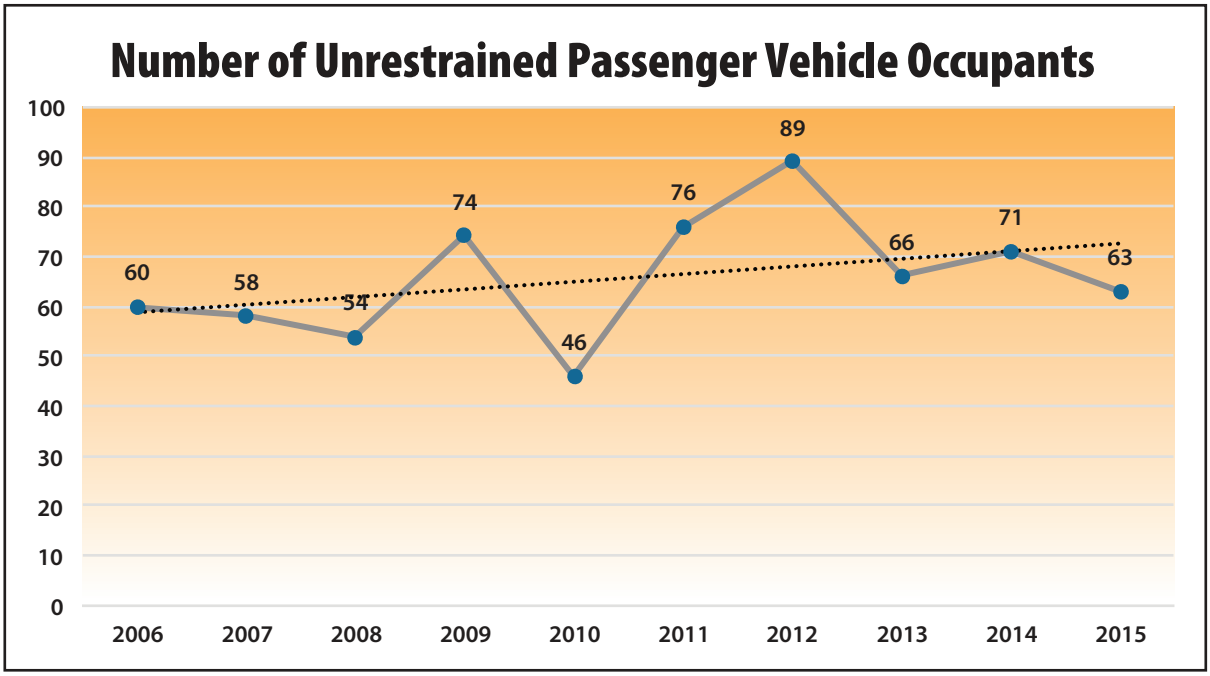
Goal: Decrease the Traffic Fatality Rate/Vehicle Miles Traveled (VMT)
Crash Data



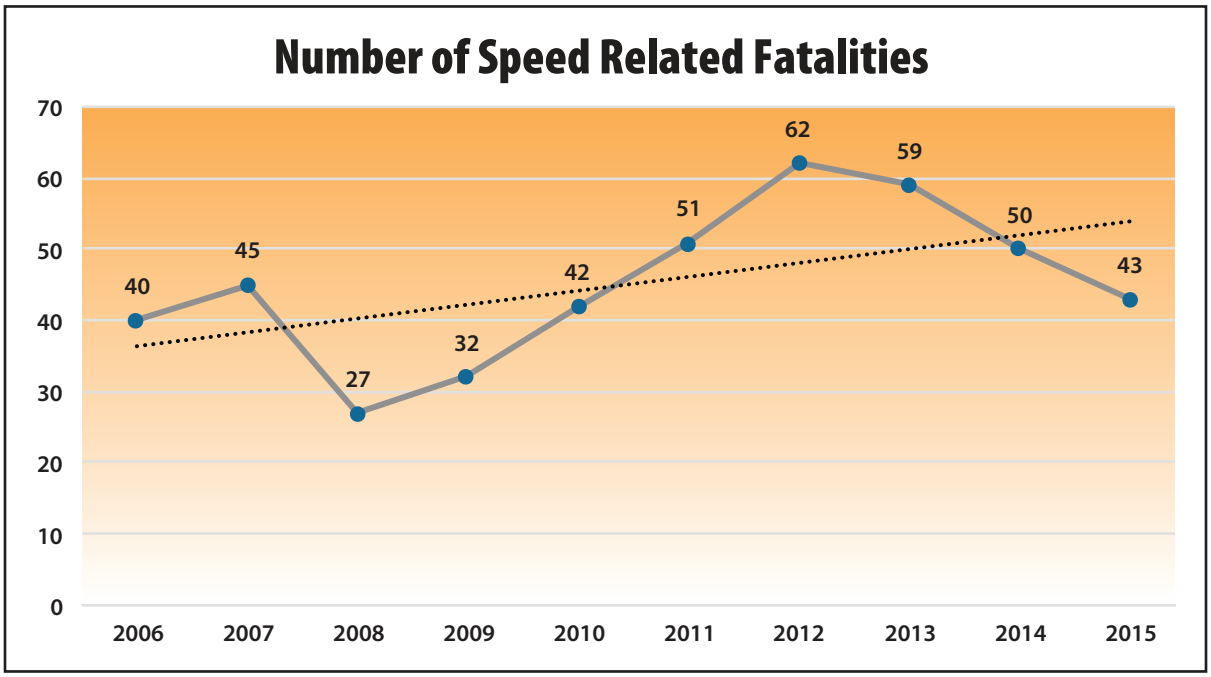
Goal: Decrease the Number of Serious Injuries (Actual)
Crash Data



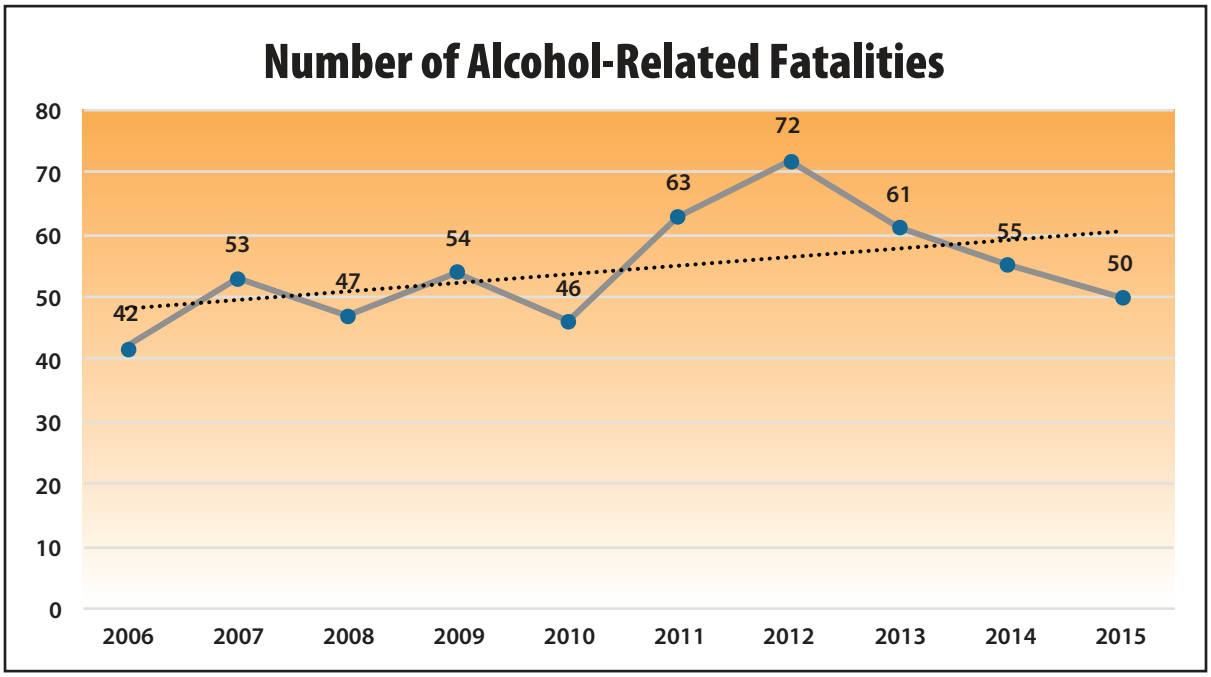
Goal: Decrease the Number of Unrestrained Passenger Vehicle Occupants
Crash Data



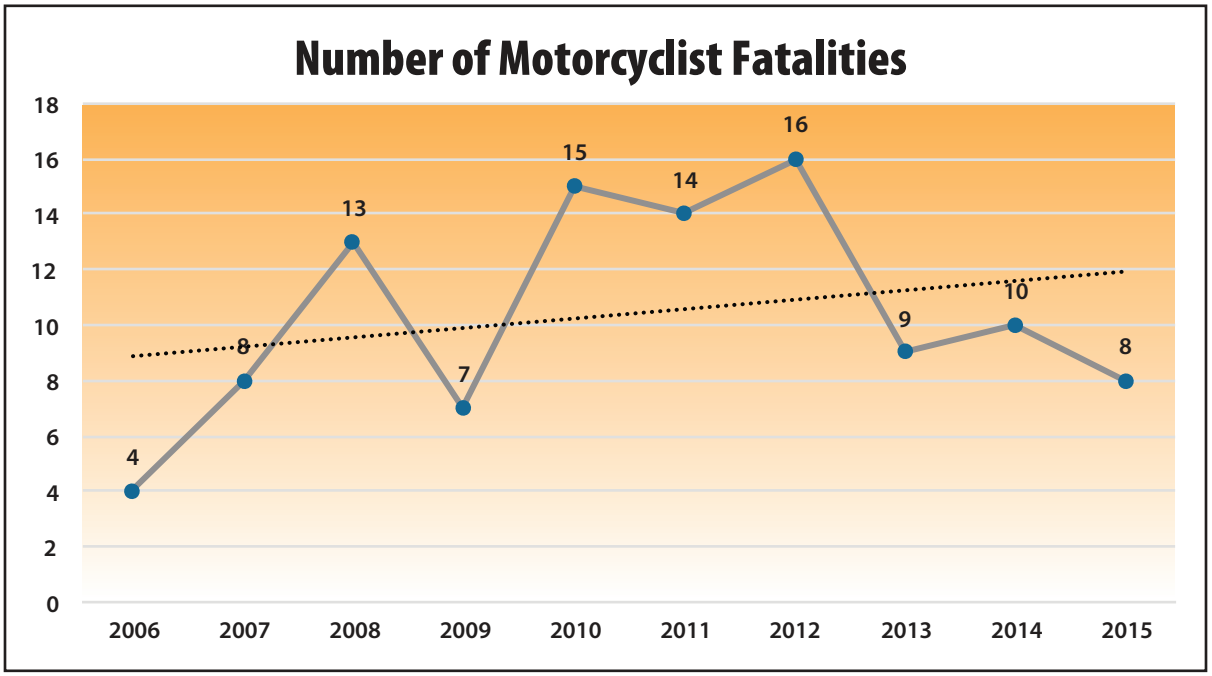
Goal: Decrease the Number of Speed Related Fatalities
Crash Data



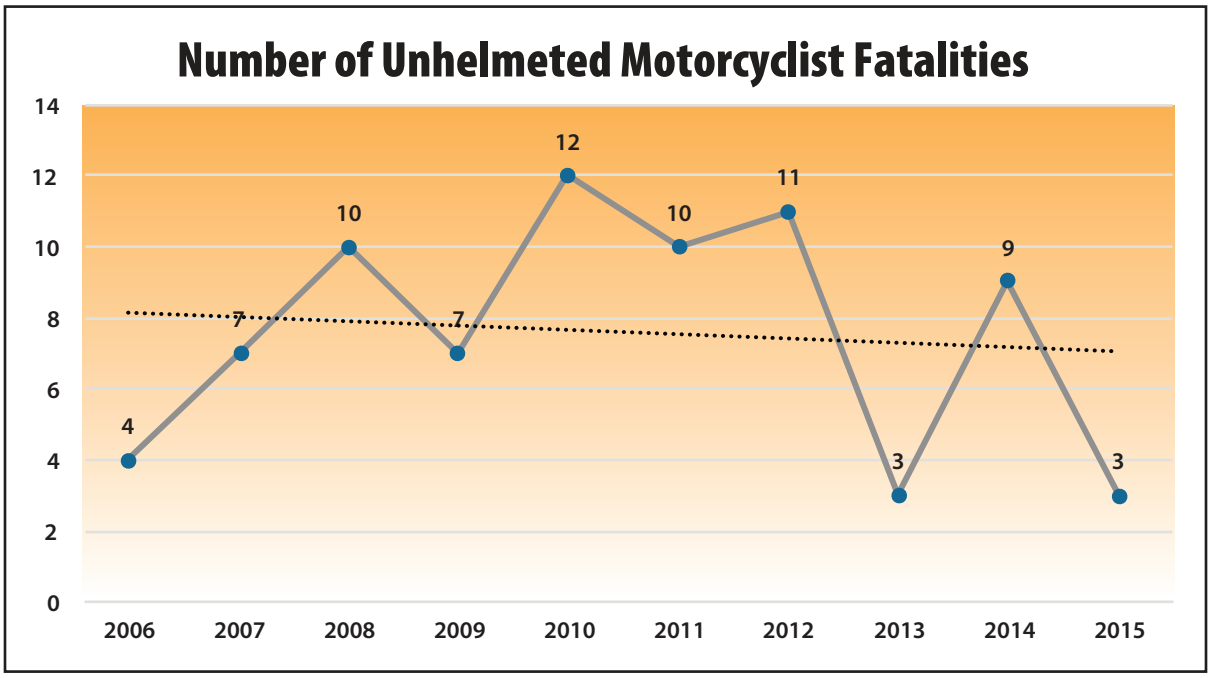
Goal: Decrease the Number of Alcohol Related Fatalities
Crash Data



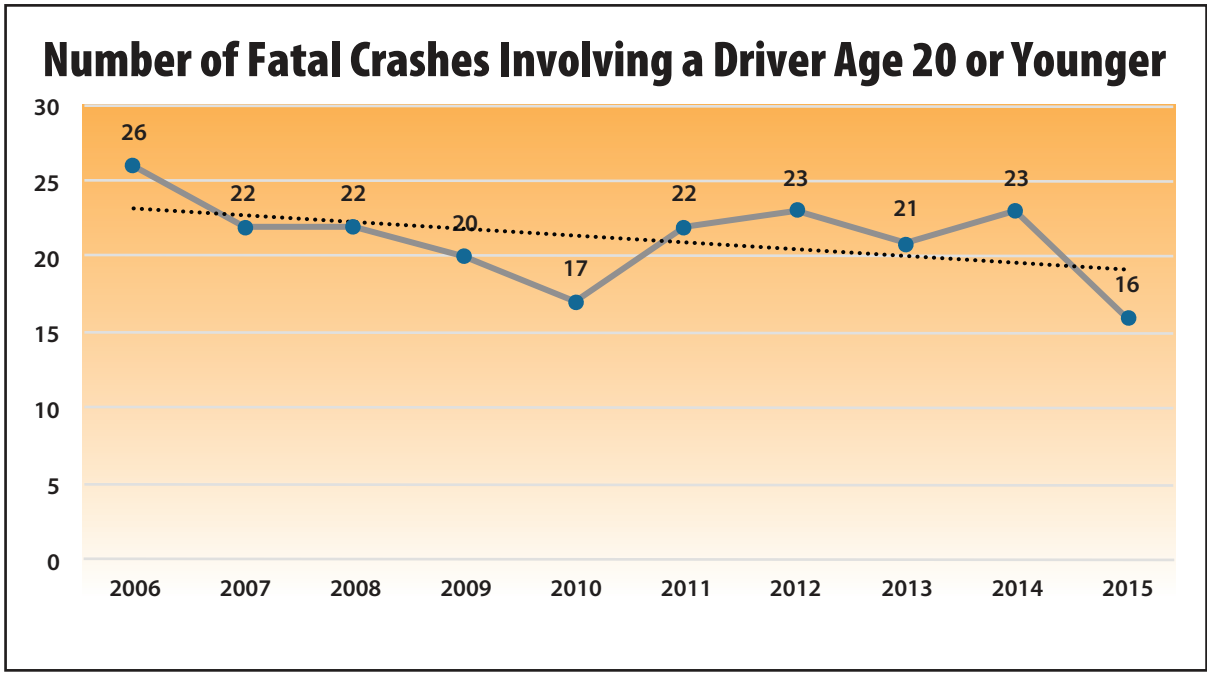
Goal: Decrease the Number of Motorcyclist Fatalities
Crash Data



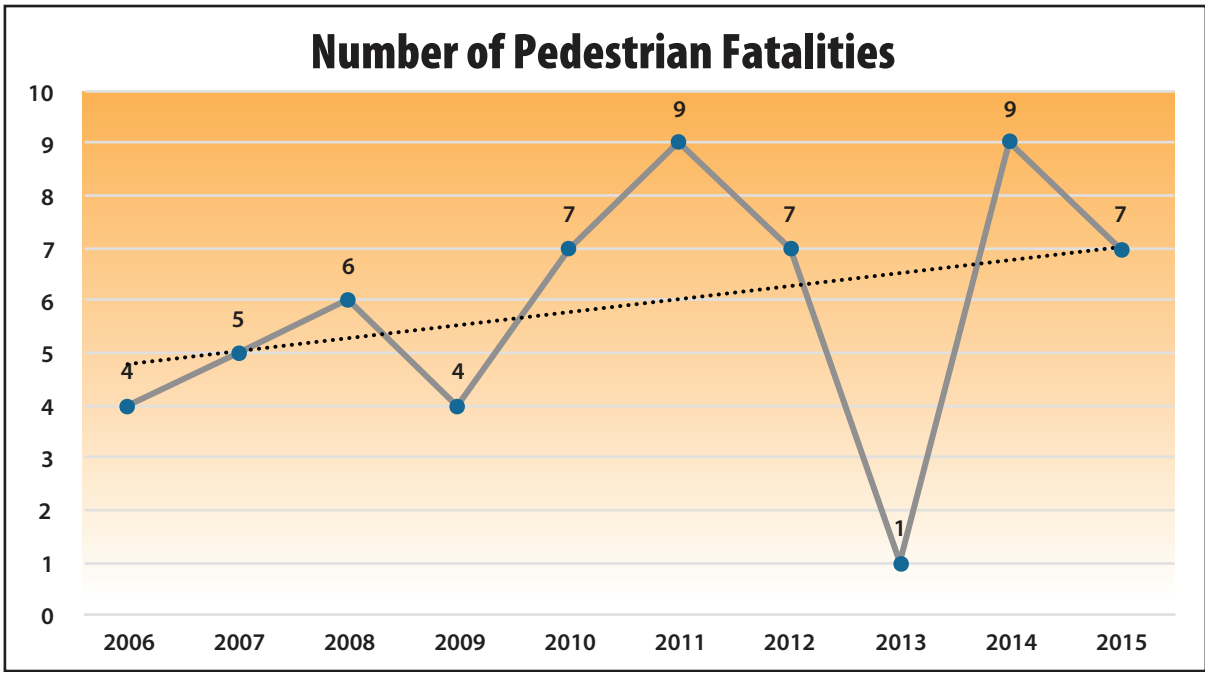
Goal: Decrease Number of Unhelmeted Motorcyclist Fatalities
Crash Data



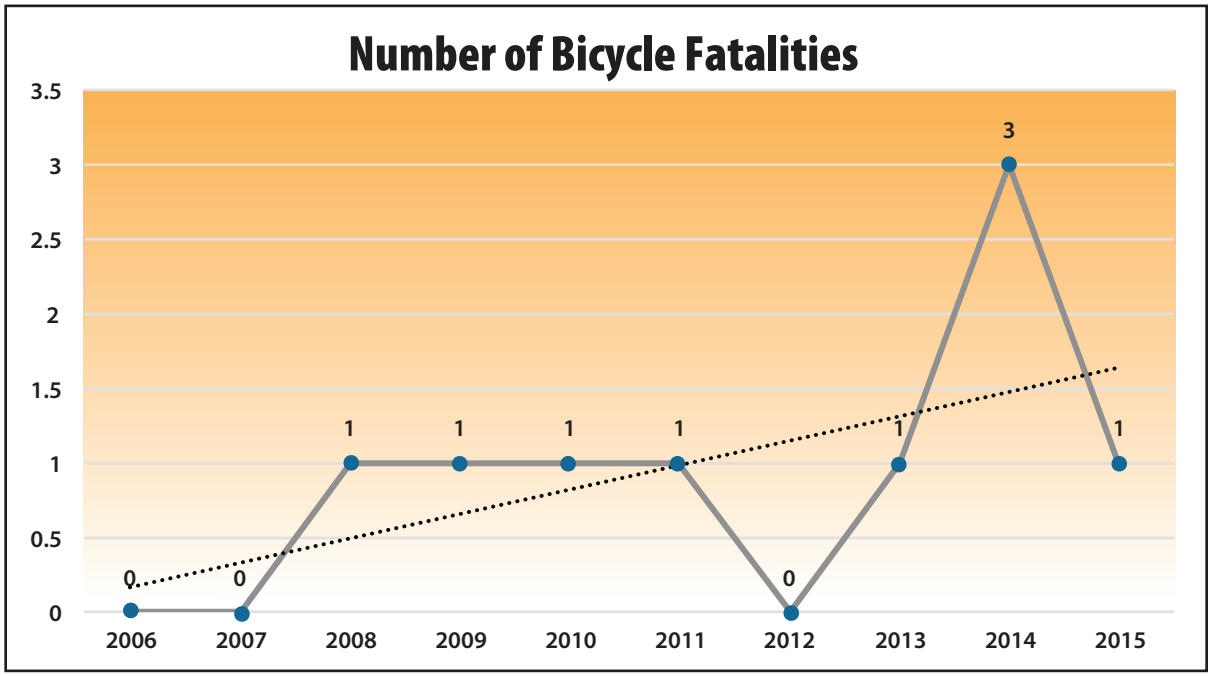
Goal: Decrease Number of Fatal Crashes Involving a Driver 20 or Younger
Crash Data



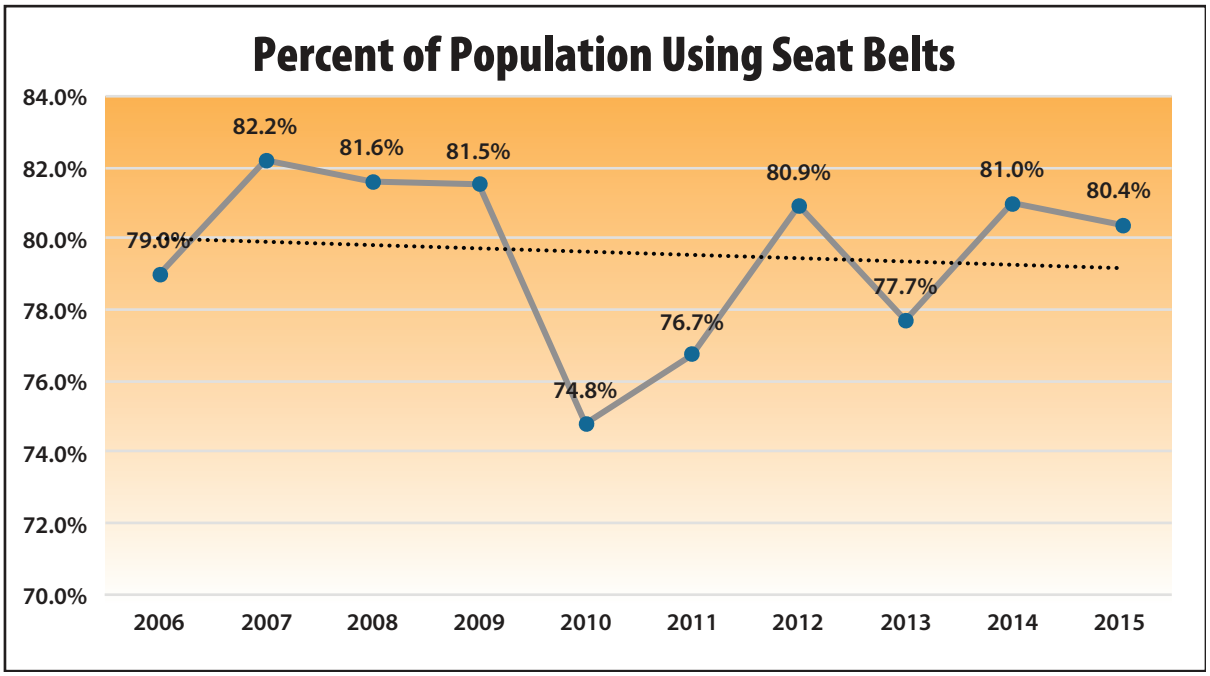
Goal: Decrease Number of Pedestrian Fatalities
Crash Data



Goal: Decrease Number of Bicycle Fatalities
Crash Data



Goal: Increase the Percent of Population Using Seat Belts
Observed Seat Belt Survey



FFY 2016 PROGRAM SUMMARIES

C1 Core Performance Measure Countermeasures

Number of Fatalities from Traffic Crashes
Decrease the number of traffic fatalities by 2.5 percent from a three-year (2011-2013) average of 155.3 to three-year average (2012-2014) of 151.4 by December 31, 2016.

Planning and Administration – PA1601-01 • Budget Expended: $138,997

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

Program Management – CP1609-01 • Budget Expended: $81,858

Project Description
The costs under this program consisted of the direct management costs and travel expenses for Community Traffic Safety Projects for salary, travel, and other direct costs.

County and Corporate Outreach Program (NDACo) – CP1609-02 • Budget Expended: $243,363

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

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

Results:

- The North Dakota High School Activities Association (NDHSAA) offered a unique opportunity to connect with the high school system. The traffic safety message – Code for the Road – was at every sport and scholastic tournament throughout the year. Under this partnership the message was delivered through banners, program ads, informational booths and announcements at 22 athletic state tournaments, 8 fine art championships and numerous other regional and district events. The estimate reach is over 41,000 students at these tournaments.

  - Continued sports venue partnerships to promote traffic safety messages through universities and amateur athletics as follows.
  - Fargo Force Hockey (3,498 average attendance)
  - North Dakota State University (18,497 football attendance with 14,432 enrollment)
  - University of North Dakota (11,675 average hockey attendance with 14,951 enrollment)
  - Minot State University (3,320 enrollment)
  - Dickinson State University (1,386 enrollment)
  - University of Mary (3,160 enrollment) Not a sponsorship, but a partnership
  - Bismarck Bobcats (1,203 average attendance)

- Fargo Moorhead RedHawks (3,607 average attendance)
- Continued the partnership with McQuade's softball tournament – the largest single-weekend softball tournament in the country is held in Bismarck, ND. This tournament has over 450 teams and 15,000 fans. Traffic safety announcements were made throughout the tournament, an ad appeared in the tournament handbook, and banners were placed at softball diamonds throughout the venue in the cities of Bismarck and Mandan. The primary message was Softball is a game, life is not. Buckle Up. Designate a Driver.
- Reached nearly 1,500 students across the state in both classroom and school assembly style training with the "Impact Teen Drivers" program. This program provided engaging awareness on the dangers of distracted driving and the importance of good decision making behind the wheel.
- County traffic safety information was distributed via bi-monthly articles in County News and in the CEG Newsletter.

Program Evaluation (NDSU-UGPTI) – CP1609-06 • Budget Expended: $16,712

Project Description

The North Dakota State University Upper Great Plains Transportation Institute completed the following evaluation projects as requested by the NDDOT.

Costs consisted of UGPTI's consulting fees, sub-consultant fees, operating expenses, and an approved indirect cost rate.

Results:

The NDSU UGPTI completed the following evaluation projects:

- The annual public opinion survey (KABB) consistent with NHTSA/GHSA-established performance reporting requirements; This survey measures the public traffic safety knowledge, attitude and behavior or North Dakota Drivers.
- Analyzed of crash and driver data sets request to meet specific needs of the Safety Division.
- Alive at 25 program assessment was conducted. Participants from the Alive at 25 program were analyzed and tracked regarding driver crashes, citations, and impaired driving events. Before and after trends were examined.
- Continued the evaluation of the 24/7 Sobriety Program that showed the success of this driver-based intervention for DUI offenders.

Annual Traffic Safety Partners Summit & Positive Community Norms Traning-CP1609-07 Budget Expended: $42,556

Project Description

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

Results:

- The TSPS occurred in April 2016 and the Positive Community Norms Training was held in May 2016. Clear water Communications coordinated all aspects of the summit and training including reserving rooms, making arrangements with presenters, design and distribution of marketing materials, on-line registration, preparation of conference packets, and on-site support.

C2 Core Performance Measure Countermeasures

Serious Traffic Injuries

Decrease the number of serious traffic injuries by 1.0 percent from a three-year (2011-2013) average of 518 to three-year average (2012-2014) of 512.8 by December 31, 2016.

C3 Core Performance Measure Countermeasures

Motor Vehicle Fatalities per VMT
Decrease the rate of motor vehicle tfatalities per VMT by 2.0 percent from a three-year (2011-2013) average of 1.59 to three-year average (2012-2014) of 1.56 by December 31, 2016.

C4 Core Performance Measure Countermeasures

Occupant Protection
Decrease the number of unrestrained passenger vehicle occupant fatalities, all seat positions, by 1.0 percent from a three-year (2011-2013) average of 77.3 to three-year average (2012-2014) of 76.2 by December 31, 2016.

Program Management- OP1605-01 • Budget Expended: $49,570

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

Overtime Enforcement- OP1605-05 • Budget Expended: $281,276

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 ***Click It or Ticket*** campaigns including participation in the national ***Click It or Ticket*** campaign in May.

  The quarterly campaigns included participation from North Dakota Highway Patrol, 21 police departments and 26 sheriff departments. Over 6,000 hours of overtime was performed and total of 8,886 citations were issued that included 3,132 seat belt and child restraint citations.

Enforcement Media-Paid/Earned/PI&E – OP1605-06 • Budget Expended: $234,501

Project Description
This project provided sustained seat belt use messages to the public through the placement of enforcement and non- enforcement messages at frequent intervals through the fiscal year. The FFY 2016 paid media calendar and associated campaign information is included as **Attachment 1**. A mix of social and traditional media along with earned media were used to broadcast our messages to the public.

Results:

- Media buys and in-kind match were negotiated based on the promotional strategy and target audience for each campaign period. All media purchases were based on Nielson, Arbitron, and Scarborough ratings, as well as counsel from NHTSA. A primary target audience for each campaign was male pickup truck drivers aged 18-34. This population has lower seat belt use rates than other populations in the state.

- The Safety Division worked with a media consultant to develop promotional plans that included defined partnerships and collateral materials to be used by the and other traffic safety partners for campaign outreach activity to assure campaign messages were consistent and widespread.
- Extensive earned media for each enforcement campaign was garnered by local community programs, law enforcement, and other traffic safety partners through PSAs, news releases, news conferences, live radio or television remotes, and other earned media activities.
- In FFY 2016, social media marketing including Facebook, Twitter and YouTube was used to promote the ***"Code for the Road"*** messages. The social media cover images were designed to be consistent with the traditional media artwork messaging.
- The Code for the Road ad aired at defined periods in FFY 2016 via TV, radio, Pandora, Facebook, Hulu. Code for the Road. Follow the Rules. Follow the Law. is a traffic safety theme that focuses on driver behaviors.

Tribal Outreach Programs – CP1609-03 Budget Expended: $77,172

North Dakota's Native American population is disproportionately impacted by motor vehicle fatalities. Native Americans represent 5.4 percent of North Dakota's population but account for an average of 15 percent of the state's motor vehicle fatality victims from 2011-2015.

In 2015, 100 percent of Native American fatality victims were unbelted at the time of the crash and of the 13 Native Americans killed, 54 percent were alcohol-related.

To advance the planning, coordination, implementation, and evaluation of traffic safety programs on each reservation, the Safety Division provided a grant to two of North Dakota's four tribes (Ft. Berthold and Turtle Mountain) to maintain a Tribal Traffic Safety Outreach coordinator in FFY 2016 to conduct traffic safety outreach.

Results:

- Traffic Safety Outreach Coordinators:
  - Conducted traffic safety presentations at schools on reservation.
  - Sent newspaper releases to the local papers for all national and state campaigns.
  - Developed and distributed radio PSAs
  - Posted traffic safety information to the Tribal Traffic Safety Program Facebook pages.
  - Sent out email blasts and fact sheets on traffic safety to all tribal employees.
  - Placed traffic safety posters around the reservation and at casinos.
- The Coordinator on the Ft. Berthold Reservation is a CPS technician and sits on the CPS Advisory Committee.

Native American Media – CP1609-05 • Budget Expended: $74,997

Project Description

Native Americans represent the largest minority population in North Dakota. Census estimates from October 2015, indicate that the Native American population in North Dakota is about 5.4 percent of the total population of the state. Almost 60 percent of the current Native American population in North Dakota lives on reservations and over 40 percent are under the age of 20. Native Americans accounted for an average of 15 percent of North Dakota's motor vehicle fatality victims over the past five years (2011-2015).

Results:

- Tribal traffic safety print ad campaigns were developed specific to each reservation.
- Advertising on Tribal Transit buses for the Standing Rock Reservation. The exterior "Buckle Up" ads were placed on the rear of the transit vehicles.
- Materials were developed for educating the community at events and basketball games. Each item was customized for each reservation.

- Traffic safety ads were placed on GoodHealthTV. This is a subscription-based health information net work focused on raising health literacy rates through culturally competent programming. It provided viewers with practical tools to improve their health and wellness. This is placed in hospitals, clinics, schools or community centers, and all Indian Health Service waiting rooms in North Dakota.
- Radio ads were placed during the basketball season along with Graduation Impaired Driving Prevention ads on all reservations.
- Display advertising and news articles were used to reach community members through local and tribal newspapers where available.
- Facebook is extremely popular among the Indian populations in North Dakota. Each reservation has a Facebook page.
- Radio ads branding the Community Traffic Safety Program (CTSP) for all reservations.
- Facebook ads for CTSP branding and graduation.

Traffic Safety Partner Network – CP1609-09 • Budget Expended: $24,997

Project Description

This project will provide media services to assist the NDDOT to conceive, develop, implement, and evaluate traffic safety media campaigns.

Results:

- This project was in the transition and learning to prepare to provide full media services to the NDDOT Safety Division. The media firm gathered all prior working and completed work products from the past media services vendor, research on current traffic safety programs and program areas, developed marketing plans for each program area. The Traffic Safety Partner Network was developed in FFY 16 consisting of private and public partners through employers, associations, groups and individuals. The TSPN exist to protect the health and safety of families, employees, and the community by preventing motor vehicle injuries and crashes through education, enforcement and policy activities.

C5 Core Performance Measure Countermeasures

Fatalities Involving an Operator with .08 BAC or Above

Decrease the number of traffic fatalities involving a driver or motorcycle operator with a .08 BAC or above by 2.0 percent from a three-year (2011-2013) average of 65.6 to three-year average (2012-2014) of 64.3 by December 31, 2016.

Program Management- ID1610-01 Budget Expended: $101,011

Project Description

The Impaired Driving Program is administered by Traffic Safety Manager, Sandy Wilson and Law Enforcement Program Manager, Lori Malafa. The costs under this project consisted of the salary of the program managers, travel, and miscellaneous expenses for the program.

Overtime DUI Enforcement- ID1610-02 • Budget Expended: $329,201

Project Description:

The Safety Division coordinated the deployment of Regional DUI Task forces which bring together state, county, city and tribal law enforcement to crackdown on impaired driving through statewide sustained overtime DUI enforcement (saturation patrols and checkpoints). The task forces worked regionally based on pre-determined enforcement calendar development to target planned enforcement to high-risk periods where there's a greater risk of impaired driving in the regional such as holidays, community celebrations and data-driven times and locations.

Results:

- The North Dakota Highway Patrol along with 22 police departments and 29 sheriff's departments worked 8,699 overtime hours dedicated to impaired driving. All agencies under contract participated in the national *Drive Sober or Get Pulled Over* campaign.
- The participating agencies conducted over 1,600 shifts throughout the year.
- A total of 4,368 citations were written that included 472 DUI citations, 230 drug arrests, and 93 Minor Zero tolerance, minor in possession and minor in consumption arrests.
- Agencies who received funding for underage drinking enforcement conducted enforcement efforts above and beyond the scheduled impaired driving enforcement during pre-identified high-risk times such as proms and graduations.
- There were 216 compliance checks conducted during FFY 2016
- A total of 1,350 hours and 268 overtime shifts were dedicated to underage drinking enforcement.
- Officers issues over 513 citations during the underage drinking enforcement grant overtime

The underage drinking enforcement saw a decrease from previous years. However, the Strategic Prevention Framework, State Incentive Grant (SPF-SIG) was ongoing during this same time period. Several agencies were working with their local Public Health entities addressing underage drinking issues within their local communities.

Enforcement Media – Paid/Earned/PI &E (Media Vendor) - ID1610-03
Budget Expended: $380,749

Project Description

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

Results:

- Media was distributed through TV, radio, point of sale, online and social media. Venues used were network and cable television, radio, websites, mobile game ads, Facebook, Twitter, YouTube, Pandora, Hulu.
- The Safety Division began development of the Traffic Safety Partners Network. The purpose of the Network is to develop a resource-sharing. With the development of the Network the Safety Division created "bundles" of all of our traffic safety materials for each campaign and sent those bundles via email to our registered partners. The first campaign bundle distributed was the Super Bowl social media campaign for impaired driving.
- #Savethe20 Campaign – This campaign provided startling crash data statistics from 2012-2014 indicated an average of 20 people died in motor vehicle crashes in North Dakota between November 21 - December 31. The email blast asked partners to join the effort to educate the public about holiday traffic safety trend and to prevent deaths by buckling up driving sober. A click through rate of 16.6 percent was achieved.
- Life on Point Campaign was launched in August 2016. This campaign spotlighted Macy Christianson, Miss North Dakota 2016.
- Miss North Dakota's platform focused on making positive choices for the road ahead in life and considered the impact those decisions have on others. Macy messaged supported the impaired driving crackdown and focused on making the right decision to not drink and drive.
- Point of Sale marketing was used as a strategic messaging opportunity to draw attention to the issued of impaired driving at the time the sale is being made. Custom designed cooler wraps were placed on ice chests and clings that went on glass cooler doors inside convenience stores.
- 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 prior to, and after, each of the scheduled quarterly enforcement events.
- Social media messages were develop and distributed via Facebook and Twitter.
- Media messaging was developed and distributed during the *Drive Sober* or *Get Pulled Over* national campaign.

- Mobile game app and online banner ads were also placed. A total of 1,359,576 impressions and 1,193 clicks were received.
- 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.
- The Fargo PD worked with various stakeholders to develop and place media in the Fargo metro area to provide sustained media messaging regarding impaired driving. The Fargo PD conducts enforcement on a regular sustained basis and the media is used to increase awareness and visibility to the enforcement efforts.

Video Camera Surveillance systems (Law Enforcement Agencies)- ID1610-05 Budget Expended: $140,512

Project Description

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

Results:

- In-car video camera surveillance units have proven to decrease officers time spent in court and is a best practice.
- The North Dakota Highway Patrol was awarded funding to purchase 25 in-car video surveillance systems.

Alcohol-Testing Equipment (State Toxicology Lab) ID1610-06 • Budget Expended: $290,189

Project Description

Funds were provided to the State Toxicology Lab to purchase equipment for testing samples of alcohol and drugs. Funding was also provided for training to the analysts to attend to stay current in forensic toxicology field.

Results:

- The State Toxicology Lab purchased and certified the following equipment:
  29 Intoxilyzer 8000's
  4 2100 Simulator
  4 34C Simulator
  29 Locking Devices
- The Custom Report for BAC in Chromeleon was delayed by the producing company. The State Toxicology Lab requested to purchase the following in place of the Custom Report;
  1 Biohomogenizer
  2 Volumetric Flasks
  1 UltraSonic Sonciator
  2 Repeater Pipette
  1 Microman Pipette 1mL
  1 Microman Pipette 3-25 uL
  3 Repipet Dispensors with bottles
  1 SPEWare Autosampler Vial Rack 48 place
  1 SPEWare 6 mL SPE Column rack
  1 Clark's Analysis of Drugs and Poisons
  1 Clark's Analytical Forensic Toxicology
- 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 ID1610-07 • Budget Expended: $150,462

Project Description

Funding provided for the salaries, travel, operations and program costs associated with the TSRP program.

Results:

- During the FFY 2016 TSRPs has trained over 800 individuals on topics of Search and Seizure, Prosecuting the Drugged Driver, DUI Mock Trial, Criminal and Traffic Legislative changes, DUI Case Law Update, and Effective Witnessing. Participants are law enforcement, prosecutors and judges. The TSRP also provided technical assistance to approximately 100 prosecutors and law enforcement personnel.
- The TSRP has also been instrumental in working with law enforcement to reduce the number of dismissed administrative hearings. This is beneficial to the administrative hearing process and to ensure that all DUI offenders are prosecuted swift and certain.
- The TSRPs have participated in national/regional trainings and conferences, such as the Annual TSRP conference, Annual DRE Conference, and NHTSA Regional LEL, TSRP, JOL conference.
- A TSRP web page has been implemented on the NDSAA web site. This page is open to prosecutors and law enforcement to find training regarding impaired driving stops and courtroom testifying, SFST training manuals, memos regarding interpretations of case law and etc. This page is valuable for law enforcement and prosecutors and is a go to source for each discipline.
- The TSRPs are Co-Chairs of the Impaired Driving Task Force. The TF is reviewing; current state laws, incarceration issues, current treatment practices, and data gaps. The TF is working to strengthen these areas by researching other state best practices and determining how to further develop state policy, laws and procedures.

Program Evaluation (NDSU UGPTI) ID1610-08 • Budget Expended: $47,870

Program Description

Program evaluation supports the Safety Divison's planning, program development, and resource all location decisions. The North Dakota State University Upper Great Plains Transportation Institute (UGPTI) will 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 in the state.

Costs will consist of UGPTI's consulting fees, operating expenses, and approved indirect cost rate.

Results:

- UGPTI conduct the Safety Divisions annual public survey of traffic safety knowledge, attitude and behavior. UGPTI evaluates the responses received and prepares a draft and final report for the Safety Division. The results of this annual survey provide guidance for the Safety Division in determining how effective our messaging efforts have been.
- UGPTI also prepares an annual summary for each county and the larger cities that depicts the trend of traffic crashes in that community/jurisdiction.
- The 24/7 program is reviewed annually now that data is available and can be correlated with the driver record. The 24/7 program does appear to have a positive effect on the participants in reducing drinking and driving and even motor vehicle crashes. UGPTI will continue to conduct an ongoing evaluation of the 24/7 Sobriety Program to understand the success of the 24/7 programs as driver-based intervention for DUI offenders that is targeted to specific offender groups.
- The Pilot Program identified in the Scope of Work was delayed by the Safety Division to pursue more information and data prior to implementation.

DUI Training/Events Coordination (Vendor Fiscal Agent) - ID1610-09 • Budget Expended: $53,695

Program Description

The Safety Division contracted with a professional firm to act in the capacity of events planner to assist the Safety Division to plan and conduct training, conferences and other traffic safety program events.

The fiscal agent coordinated and completed the event logistics and act as a fiscal agent to reimburse the onsite and participant expenses associated with each of the following activities/events:

Results:

- This project provided funding for the reimbursement of travel expenses for law enforcement to attain the following training:
  Advanced Roadside Impaired Driving Enforcement
  Multi-Agency Enforcement Regional Meetings
  Drug Recognition Expert (DRE) course (includes out-of-state training to attain Certifications)
- Travel expenses were provided for DRE Officer of the Year to attend the DRE National Annual Conference in Denver.

Impaired Driving Assessment (Vendor/Fiscal Agent) ID1610-10 • Budget Expended: $24,998

Program Description

The Safety Division will host a NHTSA assessment of North Dakota's impaired driving program to identify opportunities to advance the program beyond its current capacity.

Results:

- An impaired driving assessment was held September 19-23, 2016 at the Wyngate Hotel in Bismarck. The impaired driving assessment team conducted interviews with various ND stakeholders for each of the components of the Impaired Driving Program guideline.
- Project costs included event coordination fees, conference room rental, travel and associated expenses, stipends for team members, equipment rental, printing and other miscellaneous expenses.

Attitudinal Dynamics of Driving Implementation Project CP1609-10 • Budget Expended: $20,996

Program Description

DDC-ADD is designed to be an instructional intervention course for drivers who receive multiple traffic citations, a DUI, or drivers who are at fault in a vehicle collision. The psychology of this course is adopted from "Choice Theory" by Dr. William Glasser. Attitudinal Dynamics of Driving is used extensively for court referrals, and also as a diversion program for people with DUI violations, excessive points, or any violation of law including minor alcohol violations, theft and other poor decisions. The North Dakota Safety Council will use the funds to develop the ADD course into a statewide program.

Results:

- The DDC-ADD project was implemented in FY16. The initial months of the project were spent seeking participation in the project and educating prosecutors and judges about the DDC-ADD course and the benefits it can provide to participants in reducing recidivism. The NDSC coordinated 20 classes across the state to share information and perspectives on the Attitudinal Dynamics of Driving project, more specifically targeted to drivers with DUI violations, or any violation of law including minor alcohol violations, excessive points, or drivers who are at fault in a vehicle collision.
- The project will continue in FY17 and will continue to expand the instructor base, increase the court referrals with the goal of reducing the number and severity of alcohol-related violations among the DDC-ADD participants.

Other Funds Parents LEAD • Budget: $180,000 State Funds

The Safety Division is a partner agency in the administration of the Parents LEAD (Listen, Educate, Ask, Discuss) program – an evidence-based underage drinking prevention program.

The Parents LEAD program provides education and awareness to parents about the importance of their involvement and intervention to ultimately change the drinking culture in North Dakota by deterring underage drinking and overconsumption.

Program content was developed in partnership between the Safety Divison, the North Dakota Department of Human Services Division of Mental Health and Substance Abuse Services, the North Dakota University System Consortium for Substance Abuse Prevention, and the North Dakota State University Extension Services. These agencies also coordinate for the administration of the program and the distribution of program materials through stakeholder and referral groups of each agency.

Parents LEAD program materials include a website (www.parentslead.org) that includes an option to register for e-mail updates, television and radio ads, print materials, and a Facebook page.

The funding for the Parents LEAD program continues to be provided by the Department of Human Services

Project Description

The North Dakota SHSP identifies the following impaired driving strategies that will be pursued through the SHSP implementation by stakeholders in FFY 2016 and using other state and federal resources, yet to be determined.

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

Included in this assessment will be the following key elements:

Extend/strengthen administrative license suspension of DUI offenders including first-time offenders. Continue to research and determine the best sanctions for impaired drivers.

Remove the option of BAC test refusal or establish stronger penalties for BAC test refusal than for test failure. (Note: NDs DUI law effective July 1, 2013criminalized 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:

- 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.
- Emphasis will be placed on enhancing the DUI law to reflect the Supreme Court Decision of Birchfield v North Dakota.

C6 Core Performance Measure Countermeasures

Speed-Related Fatalities
Decrease the number of speed-related fatalities by 1.0 percent from a three-year average (2011-2013) of 57.3 to a three-year average (2012-2014) of 56.7 by December 31, 2016.

Program Management- SC1607-01 • Budget Expended: $0

Project Description
Safety Division staff administered speed management projects. Because of the nominal time allocated to this program area by Program Managers no time was charged directly to this project number.

Radar Equipment to Law Enforcement SC1607-02 • Budget Expended: $76,500

Project Description
This project will provide radar equipment to law enforcement to facilitate the use of speed as a trigger violation for impaired driving and occupant protection enforcement periods.

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.

Oil Country Partnership – Paid/Earned Media (Media Vendor) CP1609-04 • Budget Expended: $0

Project Description
A partnership including the NDDOT, the North Dakota Highway Patrol, and the North Dakota Petroleum Council has been working together to develop a media campaign to target the motoring public in North Dakota's oil-producing counties and a set of traffic safety problems common to fatal and serious injury crashes in these counties including speed/aggressive driving, lack of seat belt use, and inappropriate passing.

Results:
- The partnership team met in late spring and elected to develop a new ad that would identify the No-Zone area of a commercial vehicle truck and how to drive safety around Commercial Driver Vehicles. The development and artwork for this ad was paid for the North Dakota Petroleum Council. The ad was still under production at the time of this report and is planned for placement in the spring/summer of 2017.

Other Funds Motor Carrier Enforcement (North Dakota Highway Patrol) • Budget: $126,000 FMCSA

The North Dakota Highway Patrol (NDHP) conducted a TACT-like (Ticketing Aggressive Cars and Trucks) high visibility enforcement program.

Funds are for the NDHP to conduct high visibility enforcement on overtime in areas of the state more prominently impacted by speed-related fatal and serious crashes.

North Dakota's SHSP Speed/Aggressive Driving Strategies
The North Dakota SHSP identifies the following speed/aggressive driving strategies that will be pursued through SHSP implementation by stakeholders beginning in FY 2016 and using other state and federal resources yet to be determined.

Project Description

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

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

Results:

- Expanded the Code for The Road to include a page on speeding/aggressive driving.
- Continued to provide support to the North Dakota Highway Patrol for funding for equipment to conduct speed enforcement.

C7 Core Performance Measure Countermeasures

Motorcycle Fatalities

Decrease the number of motorcycle fatalities by 1.0 percent from a three-year (2011-2013) average of 13.0 to three-year average (2012-2014) of 12.7 by December 31, 2016.

Program Management- MC1606-01 • Budget Expended: $9,318

Project Description

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

Motorcycle Safety Education Program ABATE of ND- MC1699-01 & MC1606-02 Budget Expended: $512,796

Project Description

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

Results:

- The NDMSP employed 22 rider coaches statewide and provided them updated training in preparation for the training season which begins in May.
- Rider coaches taught 182 courses with a total of 1,941 students.
- The NDMSP certified one new rider coach.
- 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. Conducted advanced motorcycle safety classes for motorcycle groups in ND.

- The NDMSP displayed 10 motorcycle safety billboards throughout North Dakota during May and June. One additional billboard was displayed along Interstate 94 From April through September.
- ABATE worked with MidContinent Communications to secure almost 81,000 commercial ads for an in-kind value of approximately $618,000 to promote these campaigns. ABATE also partnered with local and Fargo radio stations using their PSAs to promote motorcycle safety awareness.
- Continued a partnership with the North Dakota National Guard (NDNG) to provide motorcycle safety education to military personnel per U.S. Department of Defense requirements.
- Developed a Motorcycle Advisory Committee with eleven members including law enforcement, EMT, driver license supervisor, engineer, motorcycle groups, doctor, & marketing.

C8 Core Performance Measure Countermeasures

Unhelmeted Motorcycle Fatalities
Decrease the number of unhelmeted motorcycle fatalities by 1.0 percent from a three-year (2011-2013) average of 8.0 to three-year average (2012-2014) of 7.92 by December 31, 2016.

Motorcycle Safety Education – Paid Media and Outreach- MC1606-03 • Budget Expended: $74,961

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

Results:

- Public information and education material was created to support existing programs run by ABATE and the ND MSP as well as encourage motorcyclists to take personal responsibility for their safety.
- Media buys and in-kind match were negotiated based on promotional strategy and target audience.
- Social media was used for further reach to motorcyclists. Email blasts were sent encouraging motorists and riders to be alert and share the road. Facebook, Twitter, and YouTube were used to promote motorcycle safety campaign efforts.
- Ads geared toward motorcyclists were developed and placed in bathroom stalls in establishments along the most traveled routes to Sturgis, SD. Signs were placed in 94 locations in ND.

C9 Core Performance Measure Countermeasures

Drivers Age 20 and Younger Involved in Fatal Crashes
Decrease the number of drivers age 20 and younger involved fatal crashes by 1.0 percent from a three-year (2011-2013) average of 21.6 to three-year average (2012-2014) of 21.5 by December 31, 2016.

Program Management – TSP1608-01 • Budget Expended: $15,123

Project Description

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

Teen Media and Outreach –TSP1608-02 • Budget Expended: $49,957

Project Description

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

Results:

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

Driver's Education Curriculum and Support – DE1608-01 • Budget Expended: $5,703

Project Description

The Safety Division provided grant funds to assist the North Dakota Driver and Traffic Safety Education Association (NDDTSEA) over a several year period to tailor the driver's education curriculum used in the State of Oregon for use by driver's education programs throughout North Dakota. In Oregon, the curriculum contributed toward reducing motor vehicle fatalities among new drivers. The curriculum, North Dakota Driver Risk Prevention Curriculum, moves beyond skills-based driver's education to include behavioral safety skills and parent education.

Results:

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

Ford Driving Skills for Life – Other Funds – Ford Motor Company • Budget Expended: $2,062

Project Description

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

Results:

- Started the planning of the Ford Driving Skills for Life event in Grand Forks. The event did not take place in FY2016 due to not getting approval for the location of the event. Presented at different events to discuss the DSFL and what is needed to bring this event to communities in North Dakota.

C10 Core Performance Measure Countermeasures

Pedestrian Fatalities

Decrease the number of pedestrian fatalities from a three-year (2011-2013) average of 5.67 by 1.0 percent to a three-year 2012-2014 average of 5.61 by December 31, 2016.

Other Funds Media – Paid/Earned/PI&E – Pedestrian Safety • Budget: $300,000 FHWA

Project Description

This project provides for paid and earned media and PI&E for motorist and pedestrian awareness to "Share the Road." Funds will be used to purchase radio, television, billboard, and print ads. Alternative media including blogs, social networking websites, email blasts, etc. will also be used.

Funds are for the Safety Divison's media vendor to develop and implement pedestrian safety campaigns including paid media placement.

Results:

- Funding was provided to the Department of Health to conduct Bike Rodeos across the state, develop a community tool kit to conduct Bike Rodeos, and develop a school crossing guard guideline and video.
- Funding was provided to Banik Communications and Odney Advertising to assist in the development of news releases and ordering supplies for local communities wishing to develop a Safe Routes to School program. News releases were issued for International Walk to School day in October. Communities organized walk to school events and included their Mayor, School Principals, and parents to encourage children to walk to school.
- The 17 larger communities in ND were solicited to conduct a SRTS program within their community. Six communities applied for and were awarded funding to conduct educational components in their schools, develop crossing guard programs, training for crossing guards, to conduct media events and enforcement of school zones, to all K-8 schools, that encourage children to walk and/or bike to school.

C11 Core Performance Measure Countermeasures

Bicycle Fatalities

Reduce the number of bicycle fatalities three-year (2011-2013) average of 0.67 by 1.0 percent to a 2012-2014 three-year average of 0.66 by December 31, 2016.

Other Funds Media – Paid/Earned/PI&E – Bicycle Safety • Budget: $300,000 FHWA

Project Description

This project provides for paid and earned media and PI&E for motorist and pedestrian awareness to *"Share the Road*." Funds will be used to purchase radio, television, billboard, and print ads. Alternative media including blogs, social networking websites, email blasts, etc. will also be used.

Funds are for the Safety Division's media vendor to develop and implement pedestrian safety campaigns including paid media placement.

Results:

- Funding was provided to the Department of Health to conduct Bike Rodeos across the state, develop a community tool kit to conduct Bike Rodeos, and develop a school crossing guard guideline and video.
- Funding was provide to Banik Communications and Odney Advertising to assist in the development of news releases and ordering supplies for local communities wishing to develop a Safe Routes to School program. News releases were issued for International Walk to School day in October. Communities organized walk to school events and included their Mayor, School Principals, and parents to encourage children to walk to school.
- The 17 larger communities in ND were solicited to conduct a SRTS program within their community. Six communities applied for and were awarded funding to conduct educational components in their schools, develop crossing guard programs, training for crossing guards, to conduct media events and enforcement of school zones, to all K-8 schools, that encourage children to walk and/or bike to school.

B1 Behavior Core Measures

Observed Seat Belt Usage

Increase the percent of observed occupants using a seat belt from 77.7 by 1.0 percent to 78.4.

Annual Statewide Observational Seat Belt Survey – OP1605-03 • Budget Expended: $47,616

Project Description

The Safety Division conducted an annual statewide seat belt observation survey to determine North Dakota's seat belt use rate as a measure to evaluate the success of occupant protection programs. This survey was conducted June 6-12, 2016.

Results:

- North Dakota's seat belt use of front and outboard passengers is estimated at 82.8 percent.

Observational Seat Belt Survey of Rural Roadways – OP1605-04 • Budget Expended: $29,499

Project Description

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

Results:

- The observed seat belt use rate on North Dakota's rural roads is lower than the annual statewide observed seat belt use rate. Seat belt use for drivers on rural highways and towns was 67.8 percent and 46.6 percent respectively.

A1 - A3 Core Activity Measures

ACTIVITY MEASURES		
Program area	**2014 Data**	**2015 Data**
A 1 Seat belts	2,183	3,831
A 2 Impaired Driving Citations	644	817
A 3 Speeding Citations	5,409	5,717

Activity measures are used for tracking purposes only. No performance goals/targets are identified.

Program Management (Program Manager) PT1602-01 • Budget Expended: $332

Project Description

The Safety Divison 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 operation expenses associated with administering police traffic services projects.

Law Enforcement Liaison– PT1602-03 • Budget Expended: $0

Project Description

The LEL will act as a liaison, provide technical assistance to the State's law enforcement community, and conduct networking activities on behalf of the Safety Division. The LEL will critically review overtime activity reports, conduct on-site monitoring, and provide feedback accordingly. The LEL will gain participation of law enforcement agencies in state enforcement activities and national mobilizations.

Program costs include salary, travel and operation expenses associated with the project.

Results:

- The LEL position was not filled as the Safety Division hired a full-time employee to focus solely on the enforcement programs. The employee is responsible for conducting annual on sites with law enforcement to ensure agencies are complying with the terms of the contract; reviewing log sheets and vouchers submitted by agencies for overtime work; obtaining law enforcement input when developing enforcement schedules; ensuring officers are trained to conduct impaired driving and occupant protection enforcement efforts; and that the Safety Division is meeting all federal requirements.

Web-Based Law Enforcement Reporting System– PT1602-03 • Budget Expended: $10,044

Project Description

The Safety Division will maintained 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:

- Funding was set aside to cover the costs associated with maintaining and hosting the LEWR system. Updates were made to existing reports to further enhance the needs of law enforcement so that they are better able to monitor their enforcement efforts and attain the required performance measures.

Law Enforcement Training (Vendor/Fiscal Agent)– PT1602-04
Budget Expended: $24,809

Project Description

The Safety Division contracted with a professional firm to assist the Safety Division to plan and conduct training conferences and other law enforcement events. The firm will coordinate and complete the event logistics and act as a fiscal agent to reimburse the on-site and participant expenses.

Results:

- Funding was provided to reimburse law enforcement for travel expenses to attend TOPS training. The TOPS training is required by all officers who work the occupant protection overtime grants. Officers are reimbursed for meals, mileage and hotel costs associated with attending the TOPS training.

- The distracted driving training was not held in 2016 as only one new agency was awarded funding for the distracted driving overtime grant. This agency (Watford City Police Department) received one on one training from the Safety Division Program Manager, regarding ND distracted driving laws; appropriate enforcement tactics; and reporting requirements.

In addition to reimbursing law enforcement travel expenses funds were used to reimburse the firm's hourly services and direct costs associated with each event.

Mini-Grants to School Resource Officers– CP1609-08 • Budget Expended: $16,265

Project Description

Teen drivers account for 5.2 percent of all licensed drivers in North Dakota but were involved in 18.5 percent of all crashes and 12.6 percent of fatal crashes. This project consist of various types of student education and outreach including peer-to-peer activities and parent education to establish positive social norms. School Resource Officers enforce positive driver and passenger behavior on school grounds.

Results:

- Sent solicitation to schools, law enforcement agencies and partners. Fifteen applications were submitted but due to submitting the liability insurance only thirteen contracts were drafted. Out of the thirteen contracts only seven schools actively participated in the outreach. All of Grand Forks Middle and High Schools participated under one contract.

A4 Core Activity Measure

ACTIVITY MEASURES		
	2014 Data	2015 Data
A4 Number of citations from Law enforcement that comply with the validation rules of the State Repository for transfer to the courts and driver records.	63,024	66,690

Number of citations from law enforcement that comply with the validation rules of the State Repository for transfer to the courts and driver records.

Activity measures are used for tracking purposes only. No performance goals/targets are identified.

Program Management (Traffic Records Manager)TR1604-01 • Budget Expended: $64,701 FHWA Funds: $93,612

Project Description

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

Results:

- Managed the Crash Reporting System (CRS) and developed of the 2015 Crash Summary.
- Held quarterly meetings with the TRCC.
- All of North Dakota crashes are electronically submitted via TraCS.
- North Dakota's Traffic Records Coordinating Committee (TRCC) continued to work toward the objectives of the state's Traffic Records Strategic Plan (Plan).
- The TRCC also began to revise the Plan to incorporate recommendations obtained through a requisite NHTSA Traffic Records Assessment (TRA) completed in February 2016. NHTSA requires an assessment be completed every five years. An assessment was completed January-May 2016.
- The revised Plan will continue to include projects to address timeliness, accuracy, completeness, uniformity, integration, and accessibility of the CRS, driver system, vehicle system, adjudication/ court system, roadway information quality system, and injury surveillance system.

Crash Data Systems Enhancement (NDDOT Information Technology) TR1604-02 Budget Expended: $5,048

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 – ArcMap, Cognos, and TraCS – 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 and enhancements to crash data accuracy. The report generation segment of the CRS – Cognos and TraCS – have 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.

Results:

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

TraCS (Information Technology Vendor) TR1604-03
Budget Expended: $304,676

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.) and the TraCS Web conversion. 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.

TraCS will be updated to collect additional MMUCC elements and attributes as determined through the TRCC.

Results:

- Funds were used to reimburse the vendor's hourly services, travel, and other direct costs associated with TraCS.
- 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.
- All of NDDOT crash reports are submitted electronically via TraCS.
- North Dakota has converted all agencies 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 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 (Software Licensor)–TR1604-04 • Budget Expended: $0

Project Description

The State of North Dakota uses the TraCS (Traffic and Criminal Software) electronic crash reporting software through a Memorandum of Understanding (MOU) with the State of Iowa – the software licensor. The annual cost of the license fee is $79,000.Costs will be limited to the payment of the licensing fee.

Results:

- North Dakota continues to use TraCS as an electronic crash reporting software as of the time of this report the licensing fee has not been paid.

EMS Data Analyst (ND Department of Health)– TR1604-05 • Budget Expended: $84,208

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.

Results:

- The Safety Division continued to fund the EMS Data Analyst position. The Analyst analyzes data from the ND Trauma Registry and the Statewide Online Ambulance Reporting system. The EMS Data Analyst is an intregal member of the Traffic Records Coordinating Committee and also contributed significantly in the TRCC Assessment that was held in February, 2016.
- Improved EMS and trauma data allows for improved evaluation of program functions to build capacity with in the state's EMS and trauma systems for improved response to motor vehicle crashes.

Annual Crash Summary

Other Funds – Staff Salaries through FHWA funds • Budget Expended: $0

Project Description

The NDDOT Safety Division published the annual North Dakota 2015 Crash Summary which combines numerous crash analysis documents into a single comprehensive analysis of annual and historical crash data in North Dakota.

Results:

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

Other Projects in the Traffic Records Strategic Plan

Other projects in the current Traffic Records Strategic Plan include quality assurance projects for each of the six data systems (crash, citation/adjudication, driver, injury, roadway, and vehicle) to be completed through each agency with responsibility for the data system. Quality assurance projects will be completed with existing agency resources for standard operations. No federal funds will be used for these projects except as identified in projects listed above.

A5 Core Activity Measure

ACTIVITY MEASURES	2012	2013	2015
PROGRAM AREA			
A5 Percentage of misused car seats during checks	New Measure	75%	77%

Activity measures are used for tracking purposes only. No performance goals/targets are identified.

Child Passenger Safety Program - OP1605-02 • Budget Expended: $149,630

Project Description

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

Results:

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

- Maintained partnerships with agencies including local law enforcement agencies, local public health agencies, childcare providers, WIC programs, Head Start programs, Safe KIDS North Dakota, and schools for program outreach.
- Completed CPS Month activities resulting in 541 classroom presentations and distribution of CPS materials to classrooms. Total outreach efforts are estimated to have reached 12,880 children.
- Purchased and provided car seats and supplies to local agencies to distribute to families in their communities. A total of 547 car seats were purchased. The seats were provided to 31 distribution programs including four Native American reservations.
- Conducted a variety of CPS workshops and courses including four 32-hour NHTSA standardized courses with 52 participants completing all course requirements. Conducted numerous other CPS workshops and training throughout the state for law enforcement, hospital staff, social workers and other professionals.
- Conducted CPS trainings, presentations and events throughout the state.
- Assisted 220 certified CPS technicians to maintain their certification.
- Mentored five CPS techs to become CPS technician proxies. There are currently 12 proxies in the state. Proxies are able to sign off on CPS technician installs for recertification.
- Used the NDDoH Injury Prevention Program's Facebook site to send out current CPS information/ campaigns.
- Continued the CPS Advisory Committee to provide technical assistance to the current CPS program and activities. The committee has 21 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
  - Researching a data source for detailed injury data to understand what injuries are occurring as a result of motor vehicle crashes.
  - Communications and Outreach Strategies for Booster Seat Use
- Coordinated car safety seat checkups throughout the state in partnership with local programs and auto dealerships. The NDDH assisted with 54 car seat checkups, inspecting 635 car seats.
- Data from car seat checkups statewide demonstrated:
  - 76 percent of car seats checked were misused
  - 60 percent of children were incorrectly secured in the child restraint of 64 percent of car seats were installed incorrectly
  - 6 percent of the car seats were not appropriate for the child
  - 45 percent of car seat owners did not register car seat with the manufacturer after receiving car seat.

Other Activity Measures

OTHER ACTIVITY MEASURES	2011	2013	2015
DISTRACTED DRIVING			
Percent of Students who drove a car or other vehicle while texting or emailing while driving in the past 30 days.	Not Collected	59%	58%
Percent of Students who drove a car or other vehicle who talked on a cell phone while driving in the past 30 days.	Not Collected	68%	61%

Program Management – DD1611-1 Budget Expended: $3,088

Project Description

Direct management costs and travel expenses for young driver projects was funded.

Overtime Enforcement (Law Enforcement Agencies – DD1611-0 • Budget Expended: $37,613

Project Description

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

Funds are for grants to participating law enforcement agencies to conduct high visibility enforcement overtime in areas of the state more prominently impacted by distracted driving fatal and serious crashes.

Results:

- Eleven law enforcement agencies participated in two statewide distracted driving overtime grant activities in FY 2016. The statewide enforcement took place in April and September, 2016.
- These agencies conducted 882 hours of distracted driving overtime and issued 388 distracted driving citations. Agencies were reimbursed for the overtime hours dedicated to the distracted driving overtime.

Media – Paid/Earned (Media Vendor) DD1611-03 • Budget Expended: $99,938

Project Description

The Safety Division will provide distracted driving enforcement messages to the public through paid and earned media in conjunction with distracted driving enforcement events.

The Safety Division will contract with a media firm to develop, print, and purchase media and PI&E materials to support distracted driving enforcement efforts. Funds will be used to purchase radio, television, billboard, and print ads. Alternative media including blogs, social networking websites, email blasts, etc. will also be used. Outreach efforts will leverage state and community resources through partnerships with city, county and state law enforcement; other government agencies; community-based organizations; businesses; schools; and other partners to provide PI&E to deter distracted driving.

Campaign effectiveness will be measured by the number of paid and non-paid electronic and print mediums, the target population reached (gross rating points), and a statewide evaluation of the target audience's knowledge, attitude, behavior, and beliefs toward occupant protection and reductions in speed-related fatalities and serious injuries. Earned media including newspaper articles, live radio remotes, appearances on local news shows, social media activity, etc. will also be tracked and reported.

Results:

- All media was tagged with *Code for the Road Follow the Rules*. *Follow the Law*. umbrella tag.
- Target audience included male and female drivers age 18-54.
- Media campaigns consisted of two enforcement campaigns and one social norming campaign.
- A radio spot using the U Drive. U Text. U Pay. was produced and used during the April and September. enforcement campaigns.
- Web and mobile banners were developed as an efficient and effective way to put key campaign messages in front of our target audience. Web and mobile banners were made to be consistent with the radio spots and also used the U Drive. U Text. U Pay. messaging.
- Posters were developed that were consistent with the radio and online ads and distributed to all NDDOT districts for display.
- Handouts were developed for the NDDSTEA (North Dakota Driver and Traffic Safety Education Association) conference. The handouts provided a description of the distracted driving prevention program and the campaign materials that are available to the NDDSTEA group for use.
- The Safety Division partnered with the North Dakota Convention Visitors Bureau and developed a brochure that was distributed in all CVB packets to visitors to ND to inform them of the traffic safety laws in ND. The brochure laid out in clear and direct language the rules of the road for ND including many aspects of distracted driving.

- News releases were developed for each enforcement campaign and issued to the media outlets in the communities where distracted driving overtime enforcement was to take place. Post news releases were issued after each campaign that detailed the enforcement results.
- Facebook and Twitter accounts were used to share news stories about the enforcement campaigns and to engage followers in the conversation of distracted driving.
- Email blasts were distributed to the partners of the Traffic Safety Partners Network and the members of the Strategic Highway Safety Plan. The email blasts provided information about the enforcement campaigns and distracted driving.
- Sydney Helgeson, Miss State Capitol's Outstanding Teen 2016 developed a distracted driving prevention video, which was shared on the *Code for the Road* YouTube channel. This video posted in April, 2016 and generated more than 63,000 views.
- Paid TV and radio were used during the enforcement campaigns.

ACCOMPLISHMENTS

Through the efforts of the NDDOT, grantees, and traffic safety partners throughout the state, the following traffic safety activity was accomplished through the in FFY 2016.

- Applied for and received funding through NHTSA under the new federal requirements of FAST-ACT (Fixing America's Surface Transportation Act)) – the federal transportation bill – for the following grant programs to support traffic safety programming statewide. These grants totaled $1,866,104 in new funds for FFY 2016.

  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

  Section 405(d)(6)(b) 24-7 Sobriety Programs

- Coordinated Year 6 of a sustained, multi-agency impaired driving law enforcement crackdown to decrease alcohol-related motor vehicle fatalities.
- Continued to conduct quarterly Click It or Ticket high visibility enforcement campaigns to increase seat belt use in North Dakota.
- Completed significant data analysis and evaluated several programs to determine program improvements for more targeted, effective programming in subsequent years.
- Developed new media ad campaigns to sustain traffic safety messages to the public.
- Provided resources to law enforcement to increase the number of Advanced Roadside Impaired Driving Enforcement (ARIDE) training and Drug Recognition Experts (DREs) in the state to improve the identification
- Conducted the annual Traffic Safety Partners Summit. The Summit provides training and resources to law enforcement, engineers, EMS and educational professionals. An awards banquet was held to acknowledge law enforcement officers, media, and citizens for their contributions to traffic safety. The banquet was sponsored by Oxy Oil and Gas and AAA.
- 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. North Dakota currently submits 100 percent of all crash reports electronically. Currently two tribes have TraCS available for crash reporting and the other two have expressed interest in using TraCS. There are 68 agencies using the citation module within TraCS and all agencies have access to the electronic Report and Notice form.

- Continued to participate as the lead stakeholder in North Dakota's Strategic Highway Safety Plan (SHSP) and the resultant Local Road Safety Program to develop plans for each county in North Dakota that identify priority traffic safety emphasis areas and evidence-based, low-costs strategies for implementation.

- Conducted overtime enforcement efforts for the enforcement of North Dakota's Distracted Driving law. Agencies were solicited to participate in this enforcement effort to address the use of electronic devices while driving.

- Continued the use of the media tag, *Code for the Road. Follow the Rules. Follow the Law.* to be utilized as the umbrella message for the SHSP statewide efforts. Media campaigns for occupant protection, aggressive driving, and impaired driving have been developed using this tag. This tag is designed to empower the driving public to follow the rules and drive safely.

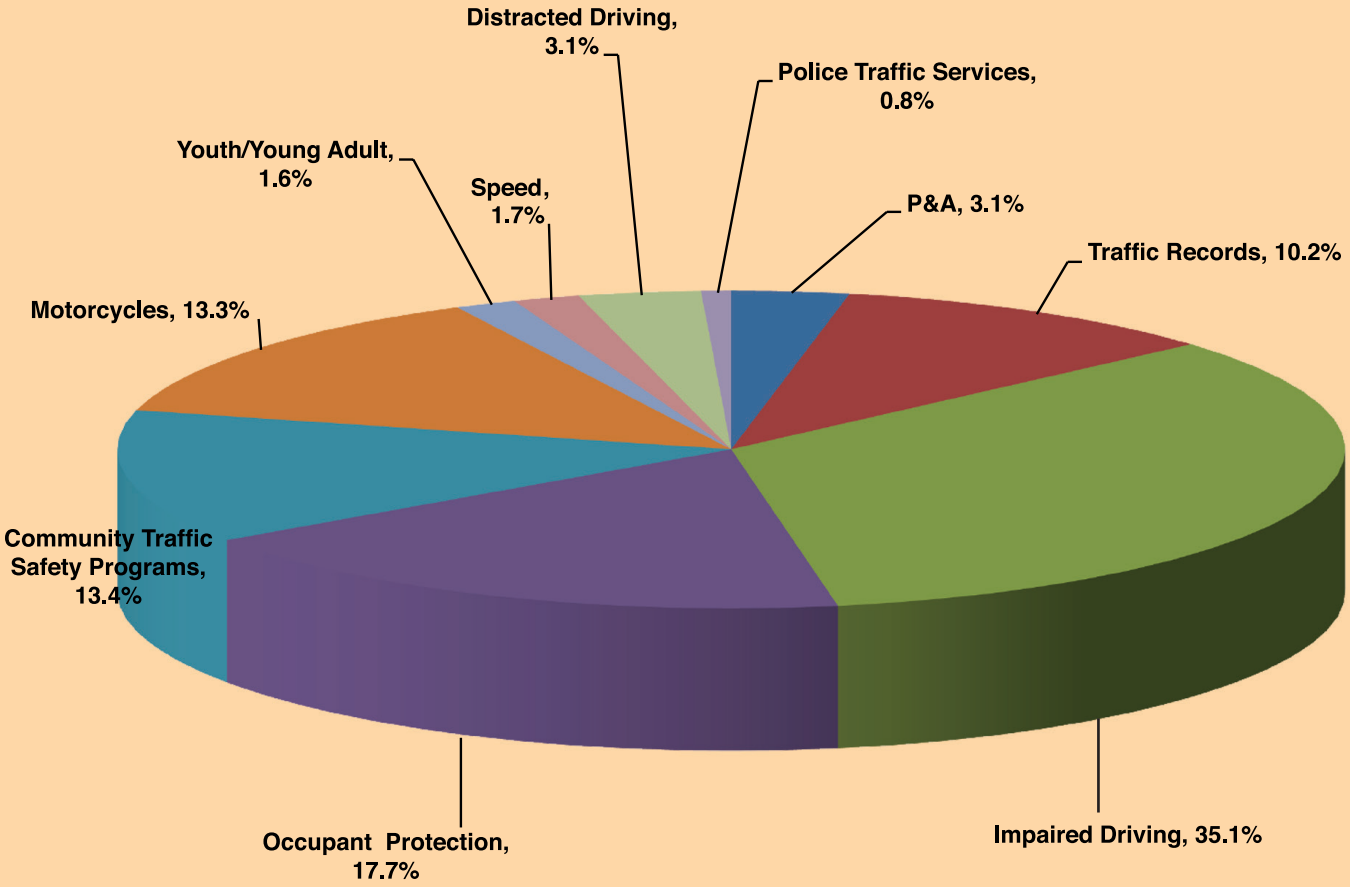
CHALLENGES

The Safety Division will be faced with the following challenges in FFY 2017.

- North Dakota's motor vehicle fatalities had continued to increase due to an increase in population and vehicle miles traveled as a result of oil production in the state. In 2015, there were 131 fatalities in the state. While this number is lower than 2012 it is more fatalities then we have historically experienced.
- The landscape in North Dakota has changed dramatically in recent years and it is critical for the state to better coordinate the 4E areas (education, enforcement, engineering, and EMS) and adopt more stringent traffic safety legislation to drastically deter behavioral traffic safety issues.
- North Dakota was again one of the states in the nation with the highest rate of alcohol-related crash fatalities based on the most recent data (2014) from the national Fatality Analysis Reporting System (FARS). North Dakota has been a high-fatality rate state for the past five data years.
- About two-thirds of motor vehicle fatalities in North Dakota are unbelted at the time of the crash. And, this statistic has held constant over many years. It will be difficult to impact seat belt use beyond status quo without more stringent seat belt use laws, increased fines for lack of seat belt use, and substantial increases in funds to expand OP programming.
- Male pickup-truck drivers aged 18-34 continue to have the lowest seat belt use rates in the state.
- Teen drivers accounted for 12.6 percent of fatal crashes in North Dakota in 2015, which is a 4.5 percent decrease from 2014 and 19.6 percent injury crashes in 2015.
- The number of registered motorcycles in North Dakota increased by 3.0 percent over from 2014 to 2015. As a result, motorcycle crashes continue to increase resulting in a need to expand the motorcycle safety courses and education throughout the state.
- North Dakota's Native American population continues to be disproportionately impacted by fatal crashes. Native Americans account for 5.4 percent of North Dakota's population but about 15 percent of the state's total crash fatalities over the past five years.
- The use of electronic devices while driving is of great concern nationally and in North Dakota as well. However, North Dakota crash data does not yet identify the use of electronic devices as a significant factor in motor vehicle fatalities or serious injuries. This is due, to some degree, to underreporting. But, in the absence of supporting data, it is difficult to justify and commit significant resources to address the problem.
- Interim continuing resolution obligation limitations make it difficult to assure traffic safety projects are funded without interruption.

FINANCIAL SUMMARY

Figure 1 shows expenditures by program area as a portion of total FFY 2016 expenditures.



MEDIA CALENDAR

2015-2016 NDDOT Media Calendar

October 2015

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

November 2015

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

December 2015

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

January 2016

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

February 2016

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

March 2016

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

April 2016

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

May 2016

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

June 2016

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

July 2016

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

August 2016

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

September 2016

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

Impaired Driving
-October 12-31, 2015
-December 14 2015-January 1, 2016
-February 1-7, 2016
-March 1-20, 2016
-April 1-May 17, 2016
-June 1-30, 2016
-August 17-September 5, 2016

Distracted Driving
-April 1-30, 2016
-September 1-25, 2016

Motorcycle
-June 1-30, 2016
-July 1-31, 2016
-August 1-14, 2016

Native American Safety Program
-November 16-December 13, 2015
Occupant Protection
-December 21, 2015-January 2, 2016
Impaired Driving
-January 11-February 29, 2016
Occupant Protection
-May 16-June 7, 2016
Impaired Driving
-June 20-July 10, 2016
Impaired Driving
-August 15-September 5, 2016
Impaired Driving
-September 12-25, 2016
Occupant Protection

Occupant Protection
-November 9-29, 2015
-January 1-31, 2016
-May 23-June 5, 2016
-July 1-26, 2016

ProgressZone/OilCan!
-July 1-August 28, 2016

Teen Drivers
-October 12-24, 2015
-April 4-17, 2016
-August 8-28, 2016