

**NORTH DAKOTA DEPARTMENT  
OF TRANSPORTATION**

# **TRAFFIC SAFETY OFFICE ANNUAL REPORT**

**FISCAL YEAR 2011**

Prepared by

**NORTH DAKOTA DEPARTMENT OF TRANSPORTATION**

BISMARCK, NORTH DAKOTA

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# EXECUTIVE SUMMARY

## ***State Demographics***

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

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

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

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

## ***The Highway Safety Plan***

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

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

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

This Annual Report is an account of previous federal fiscal year (FFY) activity and progress toward achieving the goals set forth in the FFY 2011 HSP.

## **Legislative Highlights**

The North Dakota Legislature passed two important traffic safety bills during the 2011 legislative session that have or are to become law.

- (1) Effective August 1, 2011, texting while driving in North Dakota is prohibited. Those in violation of the law are subject to a \$100 fine.
- (2) On January 1, 2012, North Dakota will implement new graduated driver license (GDL) provisions for young drivers. The minimum age to obtain a learner's permit will remain at 14 but the new provisions require those under the age of 16 to:
  - Maintain the learner's permit for 12 months, as opposed to 6 months (otherwise 6 months or until age 18, whichever comes first)
  - Complete 50 hours of supervised driving in varied conditions including nighttime, gravel roads, winter weather, and both urban and rural roads
  - Must still complete an approved driver education program.

Also, no cell phone use is allowed (except for emergencies).

Unrestricted licensure can occur at age 16. Those who are not yet 16 are subject to an intermediate licensure phase that includes:

- No driving between sunset or 9 PM, whichever is later, and 5 AM (exceptions exist for work, school, and religious activity)
- No cell phone use (except for emergencies)

States are encouraged to adopt traffic safety laws that have proven effective to reduce motor vehicle crashes and fatalities. The ban on texting and driving and GDL provisions are two such laws. And, North Dakota should see fewer fatalities in subsequent years as a result.

# PERFORMANCE GOALS

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

North Dakota's progress in meeting FFY 2011 performance measures is shown in the data on the following pages.

## CORE OUTCOMES MEASURES

| Measure  | 2006/<br>NCSA | 2007/<br>NCSA | 2008/<br>NCSA | 2009/<br>NCSA | 2010/<br>NCSA | FFY 2011<br>Goals** | Goal Met<br>(Yes/No) |
|--|---------------|---------------|---------------|---------------|---------------|---------------------|----------------------|
| 1. Number of traffic fatalities  | 111           | 111           | 104           | 140           | 105           | <b>104</b>          | No                   |
| 2. Number of serious injuries in traffic crashes   | 562           | 528           | 401           | 458           | 484           | <b>429</b>          | Yes                  |
| 3. Fatalities/Vehicle Miles Traveled (VMT) – Total   | 1.45/<br>1.41 | 1.44/<br>1.42 | 1.37/<br>1.33 | 1.76/<br>1.72 | 1.26          | <b>1.37</b>         | Yes                  |
| Fatalities/VMT – Rural   | 1.98          | 1.77          | 1.68          | 1.69          | 1.53          | <b>1.66</b>         | Yes                  |
| Fatalities/VMT – Urban   | 0.18          | 0.06          | 0.60          | 0.08          | 0.56          | ***                 | ***                  |
| 4. Number of unbelted passenger vehicle occupant fatalities, all seat positions  | 60/60         | 62/58         | 61/54         | 83/74         | 48            | <b>52</b>           | Yes                  |
| 5. Number of fatalities involving a driver or motorcycle operator with a blood alcohol content (BAC) of 0.08 and above | 29/42         | 29/53         | 26/47         | 42/54         | 38            | <b>24</b>           | No                   |
| 6. Number of speeding-related fatalities   | 48/40         | 55/45         | 32/27         | 38/32         | 41            | <b>35</b>           | No                   |
| 7. Number of motorcyclist fatalities   | 4             | 8             | 13            | 7             | 15            | <b>4</b>            | No                   |
| 8. Number of unhelmeted motorcyclist fatalities  | 4/4           | 7/7           | 10/10         | 6/7           | 9             | <b>4</b>            | No                   |
| 9. Number of fatal crashes involving a driver age 20 or younger  | 25/26         | 24/22         | 22/22         | 19/20         | 14            | <b>20</b>           | No                   |
| 10. Number of pedestrian fatalities  | 4/4           | 5/5           | 8/6           | 4/4           | 8             | <b>4</b>            | No                   |

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

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

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

## CORE BEHAVIOR MEASURE

| Measure   | 2006  | 2007  | 2008  | 2009 * | 2010 ** | FFY 2011 Goal | Goal Met (Yes/No) |
|---|-------|-------|-------|--------|---------|---------------|-------------------|
| Percent of observed occupants using a seat belt | 79.0% | 82.2% | 81.6% | 81.5%  | 74.8%   | 82.6%         | No                |

*\*Beginning in 2001, North Dakota used a formula – which was approved by NHTSA – to analyze the data collected via the statewide observational seat belt use study. In 2004, a deviation from this formula occurred to allow for weighted data for direct comparisons. This resulted in an increased seat belt use rate. In 2009, the state requested that NHTSA review the formula change for concurrence with the original formula. As a result, the state reverted to the original formula with the 2009 survey. Unfortunately, data from 2004-2008 and earlier were not available to be recalculated.*

*\*\*2011 use rate is 76.7 percent.*

## CORE ACTIVITY MEASURES

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

# CORE ATTITUDE, AWARENESS, AND BEHAVIOR MEASURES

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

*Spring 2011 – Year 2 of Survey*

| <b>ID-1. In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcohol?</b> |                        |   |           |          |               |           |
|---|------------------------|---|-----------|----------|---------------|-----------|
| 2010  | Do Not Drink           | Do Drink, by Time Driving (=57% of Respondents) |           |          |               |           |
|   | 43%                    | 0   | 1         | 2 or 3   | 4 to 6        | 7 or more |
|   |                        | 56%   | 14%       | 16%      | 7%            | 6%        |
| 2011  | Do Not Drink           | Do Drink, by Time Driving (=60% of Respondents) |           |          |               |           |
|   | 40%                    | 0   | 1         | 2 or 3   | 4 to 6        | 7 or more |
|   |                        | 59.1%   | 17.5%     | 15.5%    | 5.5%          | 2.4%      |
| <b>ID-2. Have you recently read, seen, or heard anything about drunk driving enforcement?</b> Yes (85%) No (15%)        |                        |   |           |          |               |           |
| <b>ID-3. What do you think the chances are of someone getting arrested if they drive after drinking alcohol?</b>        |                        |   |           |          |               |           |
|   | Very Likely            | Somewhat Likely                                 | Likely    | Unlikely | Very Unlikely |           |
| 2010  | 25%                    | 26%   | 31%       | 15%      | 4%            |           |
| 2011  | 31.3%                  | 26.7%   | 26.7%     | 12.6%    | 2.7%          |           |
| <b>SB-1. How often do you use seat belts when you drive or ride in a vehicle?</b>                                       |                        |   |           |          |               |           |
|   | Always                 | Nearly Always                                   | Sometimes | Rarely   | Never         |           |
| 2010  | 58%                    | 27%   | 10%       | 3%       | 1%            |           |
| 2011  | 67.9%                  | 23.5%   | 5.3%      | 2.7%     | 0.6%          |           |
| <b>SB-2. Have you recently read, seen, or heard anything about seat belt law enforcement?</b>                           |                        |   |           |          |               |           |
| 2010  | Yes (77%) No (23%)     |   |           |          |               |           |
| 2011  | Yes (82.8%) No (17.2%) |   |           |          |               |           |
| <b>SB-3. What do you think the chance is of getting a ticket if you don't wear your seat belt?</b>                      |                        |   |           |          |               |           |
|   | Very Likely            | Somewhat Likely                                 | Likely    | Unlikely | Very Unlikely |           |
| 2010  | 14%                    | 26%   | 23%       | 26%      | 10%           |           |
| 2011  | 16.0%                  | 22.6%   | 25.3%     | 25.0%    | 11.2%         |           |
| <b>SP-1a. On a road with a speed limit of 30 mph, how often do you drive faster than 35 mph?</b>                        |                        |   |           |          |               |           |
|   | Always                 | Nearly Always                                   | Sometimes | Rarely   | Never         |           |
| 2010  | 1%                     | 4%  | 31%       | 47%      | 17%           |           |
| 2011  | 1.1%                   | 3.5%  | 32.9%     | 47.3%    | 15.2%         |           |
| <b>SP-1b. On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?</b>                        |                        |   |           |          |               |           |
|   | Always                 | Nearly Always                                   | Sometimes | Rarely   | Never         |           |
| 2010  | 1%                     | 5%  | 22%       | 45%      | 28%           |           |
| 2011  | 1.2%                   | 6.2%  | 27.3%     | 44.9%    | 20.5%         |           |
| <b>SP-2. What do you think the chance is of getting a ticket if you drive over the speed limit?</b>                     |                        |   |           |          |               |           |
|   | Very Likely            | Somewhat Likely                                 | Likely    | Unlikely | Very Unlikely |           |
| 2010  | 26%                    | 30%   | 28%       | 12%      | 4%            |           |
| 2011  | 28.0%                  | 31.3%   | 29.1%     | 9.5%     | 2.1%          |           |
| <b>SP-3. Have you recently read, seen, or heard anything about speed enforcement?</b>                                   |                        |   |           |          |               |           |
| 2010  | Yes (57%) No (43%)     |   |           |          |               |           |
| 2011  | Yes (35.8%) No (64.2%) |   |           |          |               |           |

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

### BRFSS

| Measure   | 2006 | 2008 | 2010 |
|---|------|------|------|
| Percent of respondents who never, seldom or sometimes wore a seat belt when driving or riding in a vehicle        | 16%  | 17%  | 14%  |
| Percent of respondents reporting haven driven within the past 30 days when they've perhaps had too much to drink. | 7%   | 8%   | 6%   |

### YRBS – 9th-12th grade

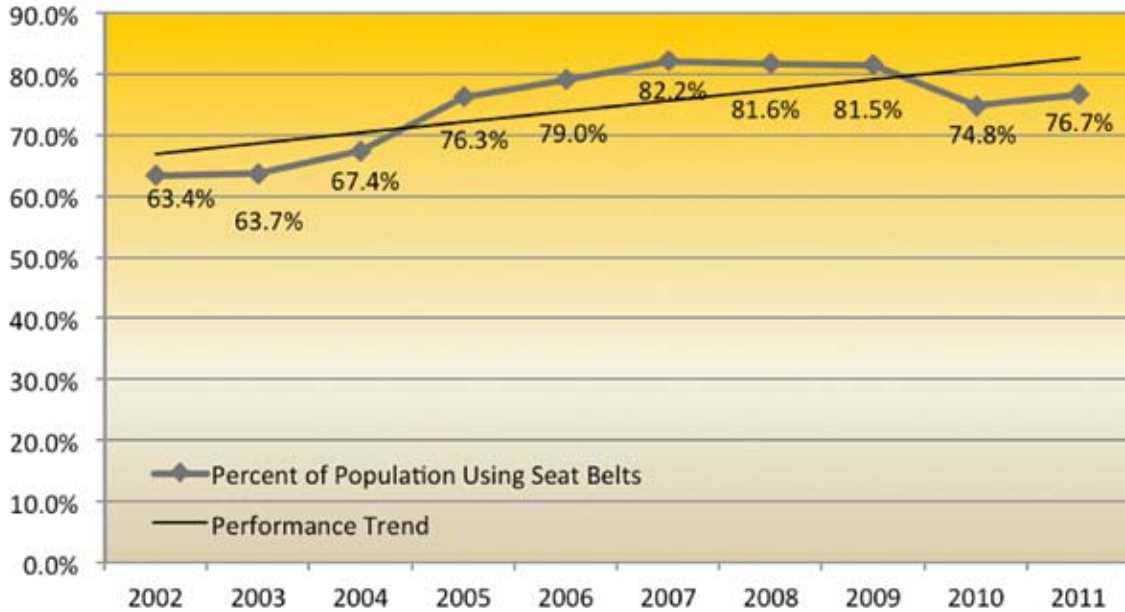
*\*Data is not available.*

| Measure   | 2005 | 2007 | 2009 | 2011 |
|---|------|------|------|------|
| Percentage of students who never or rarely wore a seat belt when riding in a car driven by someone else   | 17%  | 15%  | 17%  | 13%  |
| Percentage of students who never or rarely wear a seat belt when driving a car  | *    | *    | 16%  | 13%  |
| Percentage of students who rode one or more times during the past 30 days in a car or other vehicle driven by someone who had been drinking alcohol | 37%  | 32%  | 28%  | 25%  |
| Percentage of students who drove a car or other vehicle one or more times during the past 30 days when they had been drinking alcohol               | 22%  | 19%  | 15%  | 12%  |
| Percentage of students who drove a car or other vehicle while texting or talking on a cell phone on one or more of the past 30 days                 | *    | *    | 67%  | 61%  |

# TRAFFIC FATALITIES, INJURIES, AND CRASHES – A DECADE IN REVIEW

## Seat Belt Use Goal: Increase Seat Belt Use

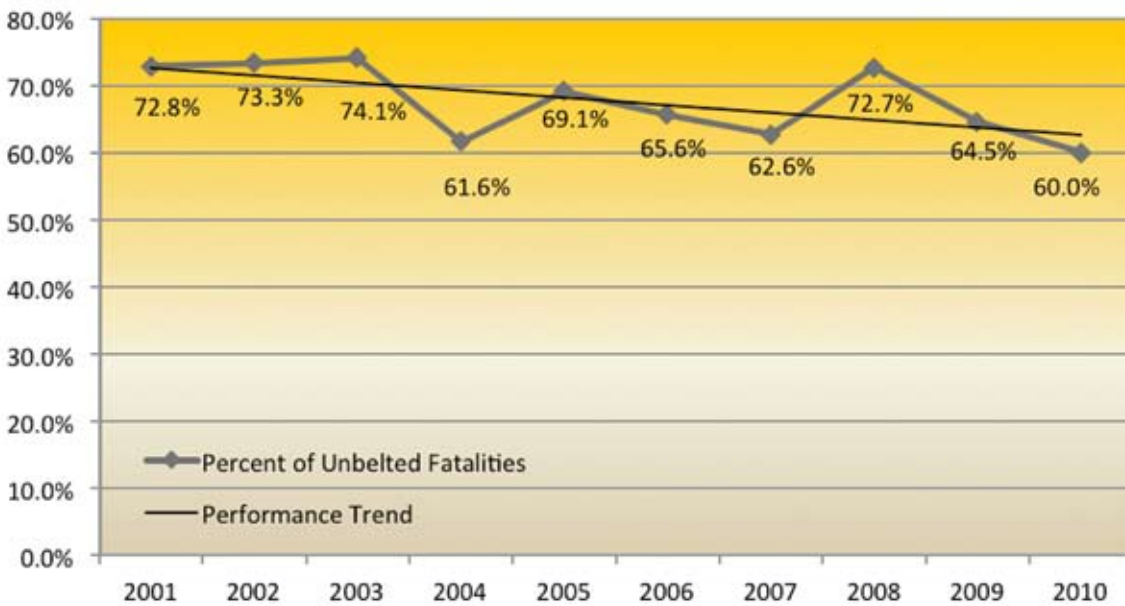
The seat belt use rate in North Dakota is based on an annual observational seat belt use study.



## Proportion of Unbelted Motor Vehicle Fatalities Goal: Reduce Unbelted Fatalities

About 7 of ten motor vehicle fatalities are unbelted at the time of the crash.

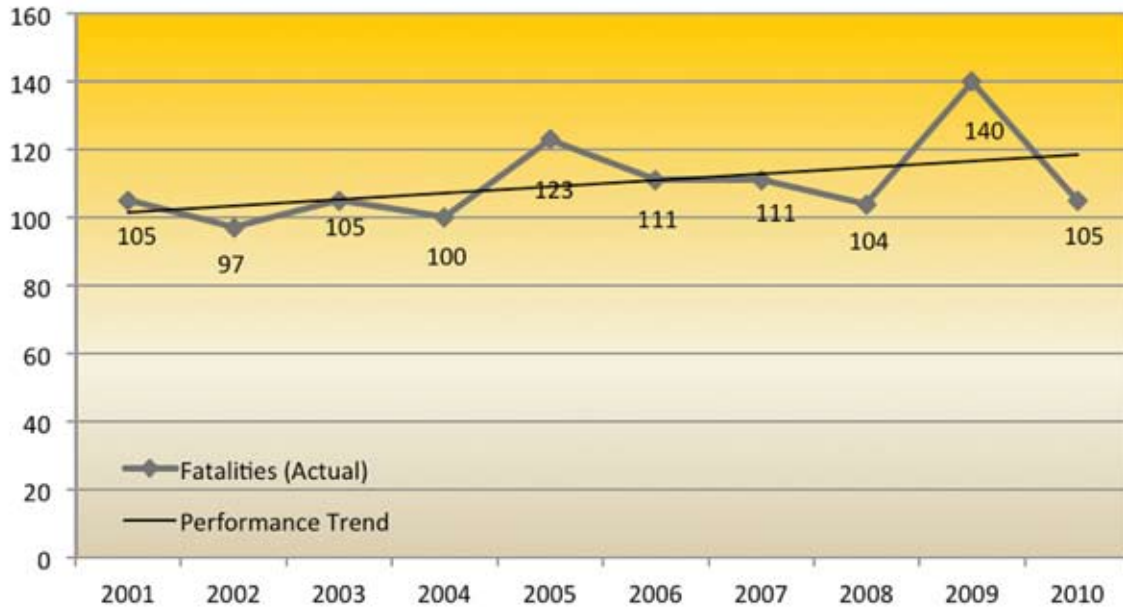
Note: Data includes all passenger vehicles and pickup trucks - it excludes commercial vehicles.



## Actual Number of Fatalities

### Goal: Reduce Fatalities

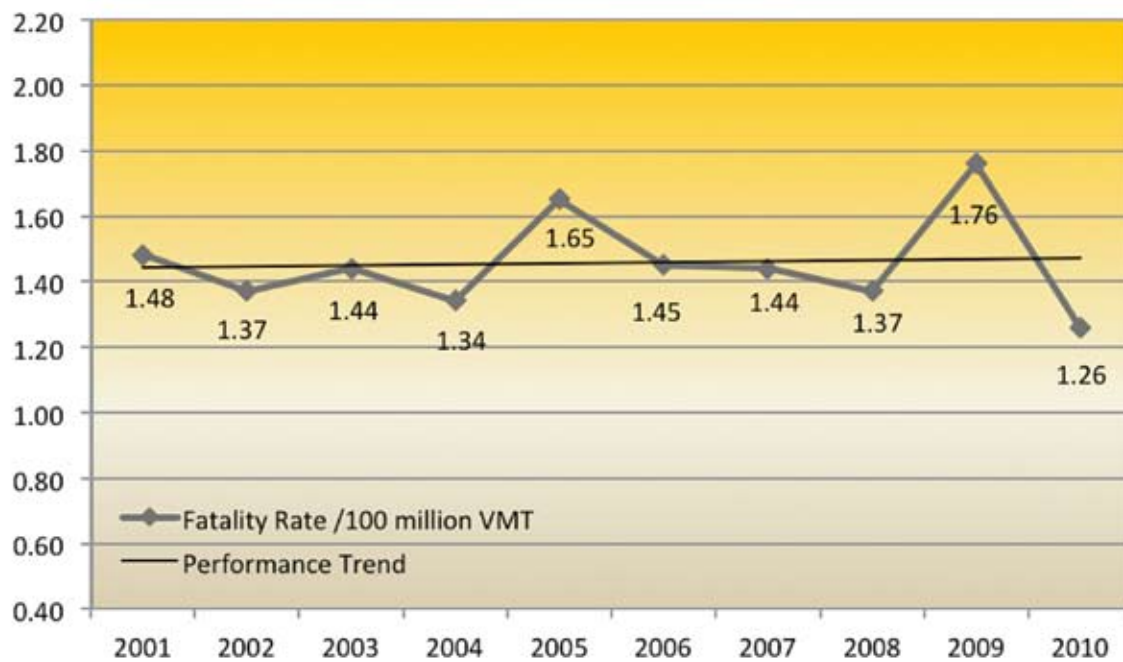
The number of fatalities per year has varied to some degree over the past ten years with an average number of 110 fatalities per year.



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

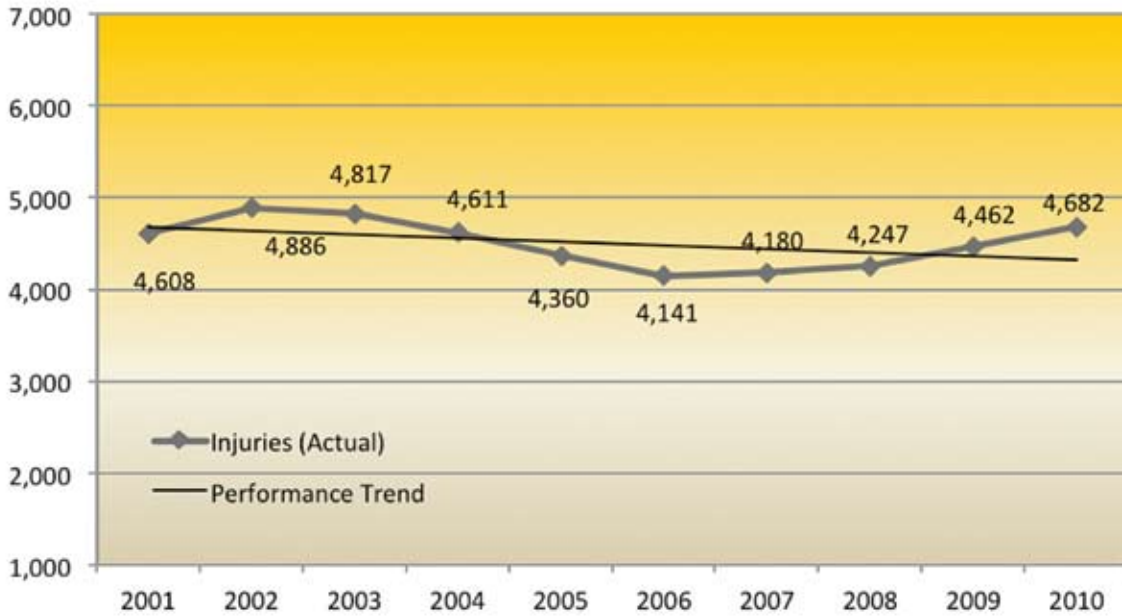
### Goal: Reduce Fatality Rate

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



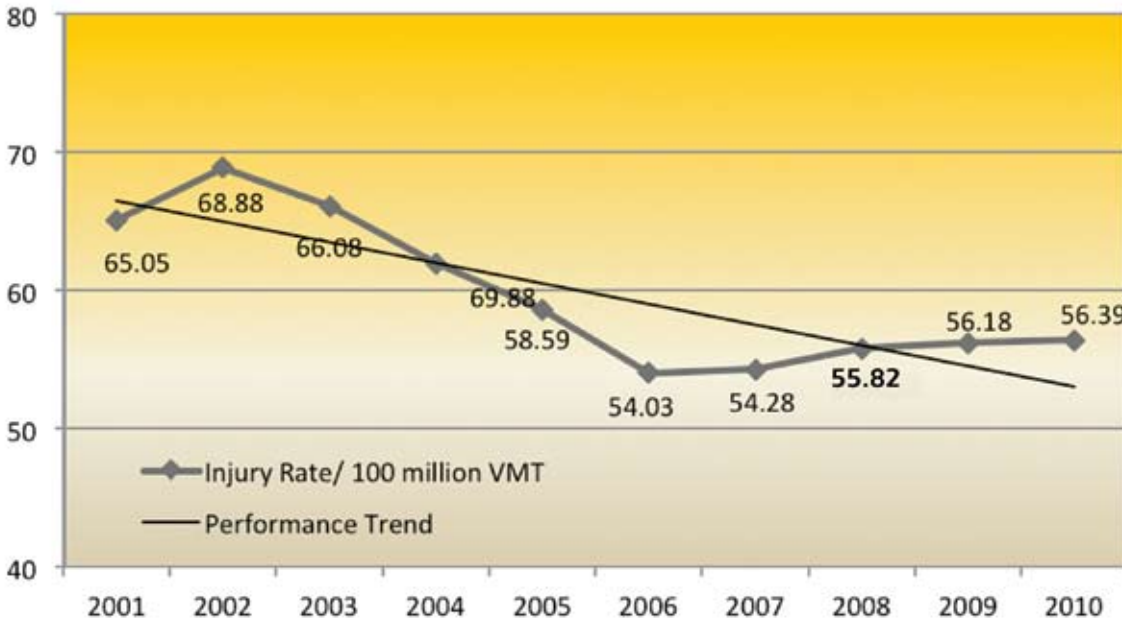
## Actual Number of Injuries Goal: Reduce Injuries

*There is an average of 4,500 motor vehicle-related injuries each year in North Dakota.*



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

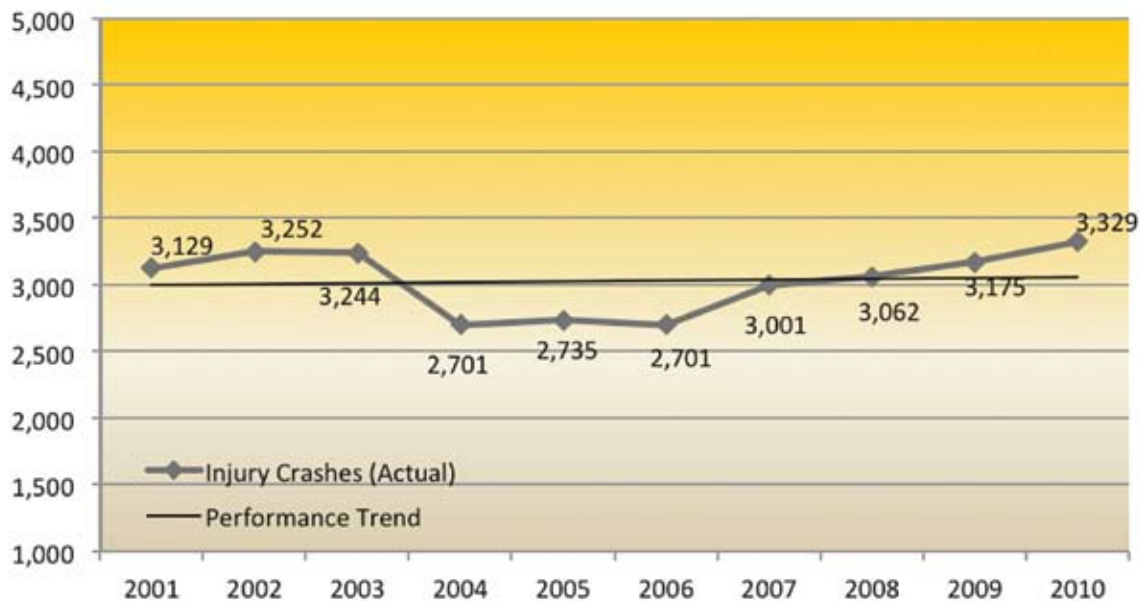
*The injury rate per 100 million VMT has decreased 13 percent over the past 10 years.*



## Actual Number of Injury Crashes

### Goal: Reduce Injury Crashes

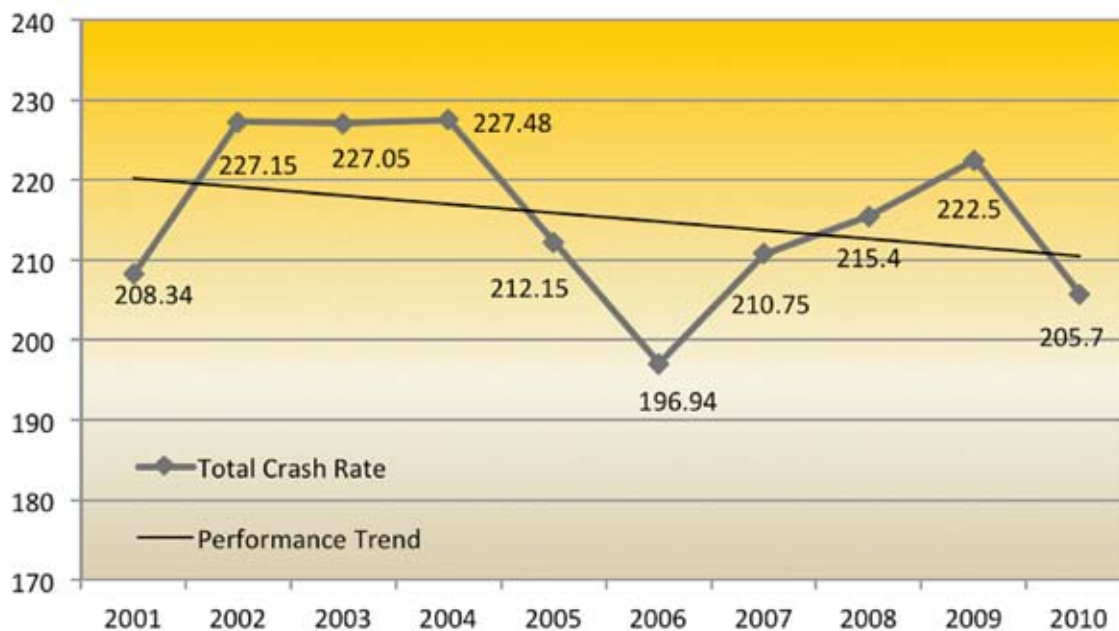
The number of injury crashes per year remains fairly constant with an average of about 2,790 injury crashes per year.



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

### Goal: Reduce Crash Rate

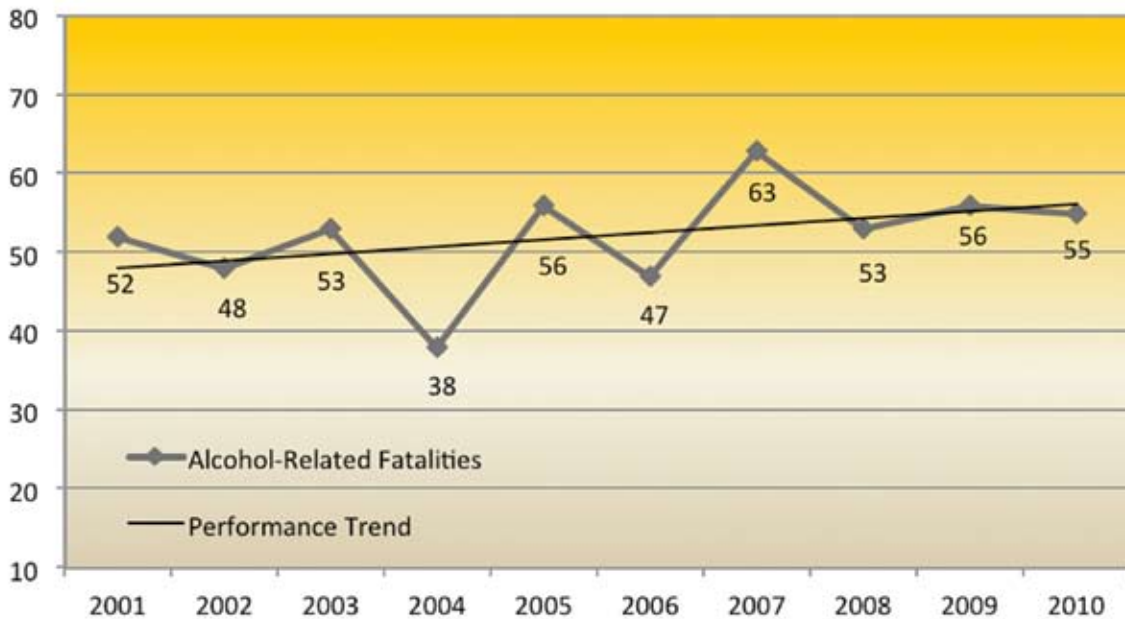
While the number of crashes per 100 million VMT varies, the rates demonstrate a trend decrease.



## Alcohol-Related Fatalities

### Goal: Reduce Alcohol-Related Fatalities

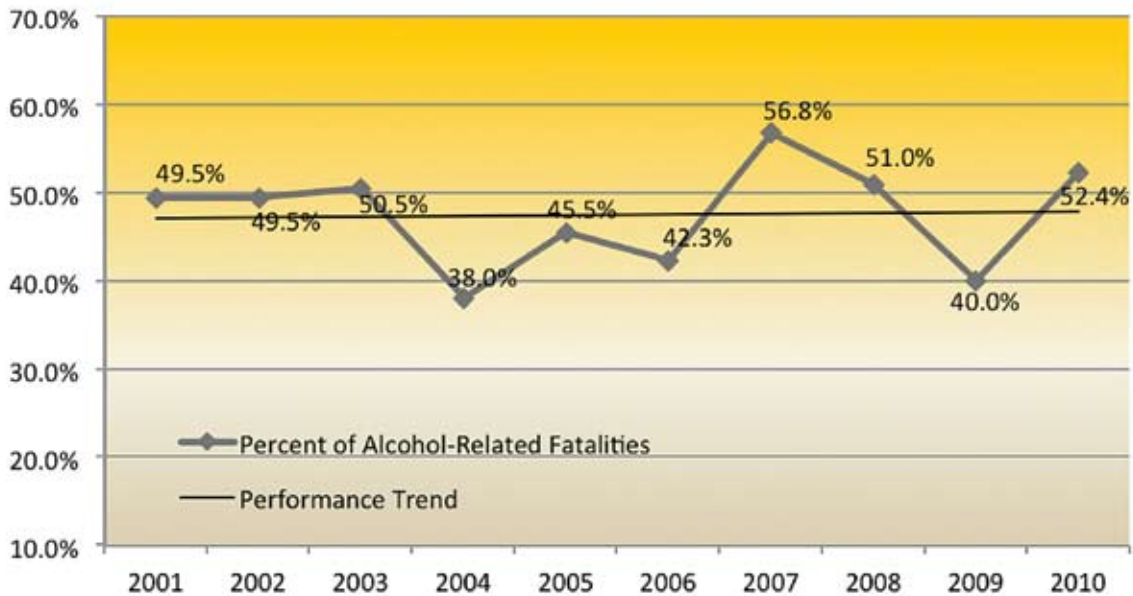
*In 2010, there were 55 alcohol-related fatalities.*



## Proportion of Alcohol-Related Fatalities

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

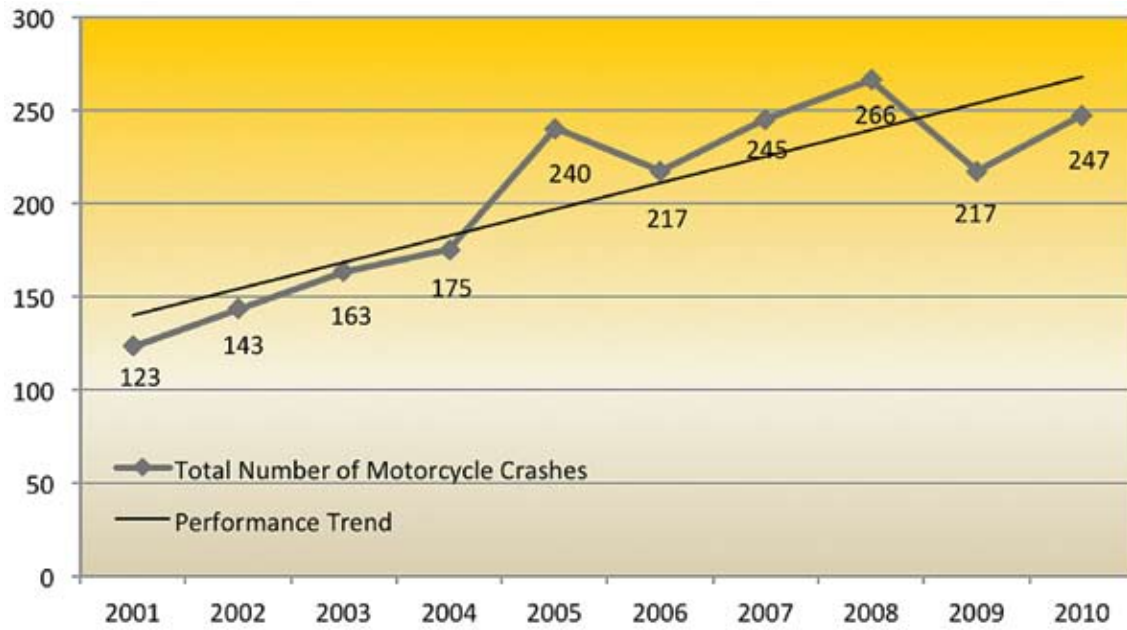
*About half of motor vehicle fatalities in North Dakota each year are alcohol-related.*



# Motorcycle Crashes

## Goal: Reduce Motorcycle Crashes

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



# FFY 2011 ACCOMPLISHMENTS

Through the efforts of the NDDOT, grantees, and traffic safety partners throughout the state, the following traffic safety accomplishments occurred in FFY 2011.

The TSO:

- Applied for and received Year 6 funding through NHTSA for the following grant programs to support traffic safety programming statewide. These grants totaled \$4,543,161 in new funds for FFY 2011.
  - Section 402 (S402), Highway Safety Programs
  - Section 410 (S410), Alcohol Incentive
  - Section 408 (S408), Traffic Safety Information System Improvement
  - Section 2010 (S2010), Motorcycle Safety Incentive
- Coordinated Year 1 of a sustained, multi-agency impaired driving law enforcement crackdown which appears to be decreasing the percent of alcohol-related motor vehicle fatalities to-date in calendar year 2011.
- Increased the number of Click It or Ticket high visibility enforcement campaigns conducted in the state.
- Completed the evaluation of several programs to determine program improvements for more targeted, effective programming in subsequent years.
- Developed new media ad campaigns to sustain traffic safety messages to the public during non-enforcement periods.
- Implemented programs targeting young drivers including a Driving Skills for Life event. Also, convened a youth advisory council to advance teen programming.
- Continued outreach efforts to foster improved relationships between the NDDOT and North Dakota's four Tribal Nations (Standing Rock, Spirit Lake, Three Affiliated Tribes, and Turtle Mountain). Provided grants to Three Affiliated Tribes and Turtle Mountain for Tribal Community Traffic Safety Programs to provide traffic safety education and outreach on the reservations.
- Continued deployment of the electronic crash reporting software, TraCS (Traffic and Criminal Software), to law enforcement agencies statewide. To date, 65 law enforcement agencies, including the North Dakota Highway Patrol, are using TraCS and 53 (82%) of those agencies have been upgraded to TraCS 10.0. North Dakota currently receives about 83 percent of all crash reports electronically. And, each of the four tribes has expressed interest in implementing TraCS in the near future.
- Received a "clean" Management Review from the National Highway Traffic Safety Administration Region 8 in July 2011 where all areas of review were deemed compliant with federal and/or state laws, regulations, rules, and/or federal written policy and/or guidelines. Management Reviews are conducted every three years.

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

# FFY 2011 PROGRAM SUMMARIES AND FUTURE STRATEGIES

## IMPAIRED DRIVING

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

### Program Summary

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

The TSO coordinated a statewide sustained multi-agency DUI enforcement initiative that was implemented in October 2010. The program provides coordinated enforcement through Regional DUI Task Forces including state, county, and city law enforcement agencies statewide with a goal to assure high visibility of law enforcement, even in the most rural and frontier areas of the state (where about 80 percent of fatal crashes occur) through regular saturation patrols and sobriety checkpoints.

Prior to implementation, the Regional DUI Task Forces received extensive training in Standardized Field Sobriety Testing (SFST), the administrative hearing process, completing accurate and complete *Report and Notice* forms for DUI processing, and *Intoxilyzer* use.

The Regional DUI Task Forces continue to build their capacity through regular planning meetings to identify enforcement periods and improve upon earned media activity to better inform the public when enforcement is underway. The task forces also plan for ongoing training and submit grants to the TSO for the purchase of in-car digital video surveillance units.

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

Seventy-four law enforcement agencies and the North Dakota Highway Patrol were under contract to participate as a member of a Regional DUI Task Force in FFY 2011. Additional agencies participate but are not able to accept overtime funds. This brings total participation in the Regional DUI Task Forces to about 90 agencies or 83 percent of all city, county, state, college / university and tribal agencies.

Agencies participated in the national *Drunk Driving. Over the Limit. Under Arrest.* campaign conducted over the Labor Day and the Christmas / New Year holidays and conducted quarterly high visibility enforcement (HVE) activities scheduled around high-risk community events throughout the year.

The Regional DUI Task Forces completed a total of 2,528 saturation patrols and more than 20 sobriety checkpoints in FFY 2011. This included 15,302 overtime hours resulting in 508 DUI arrests. And, most importantly, provisional 2011 data shows that alcohol-related fatalities have decreased to about 40 percent of total fatalities – a decrease from years past when 50 percent of fatalities were alcohol related.

## **Underage Drinking Enforcement**

Three law enforcement agencies received grants through the TSO to conduct alcohol compliance checks and server training programs in FFY 2011: (1) Bismarck PD, (2) Jamestown PD, and (3) Burleigh County Sheriff's Department. Other communities conduct server training as required through city or county ordinances including Dickinson, Fargo, Grand Forks and Williston.

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

## **Drug Recognition Expert Program**

North Dakota is seeing an increase in driving while under the influence of drugs (DUI-D). In FFY 2011, there was a 26 percent increase in Drug Recognition Expert (DRE) enforcement evaluations from the prior year.

The TSO continues to commit resources to support law enforcement to become DREs. Three DREs attended an instructor training class held in September 2011 in Iowa. There are currently 33 certified DREs in North Dakota and seven DRE instructors.

Several DREs attended the DRE Annual Conference, which is supported by the local agencies. The conference provides information on partnering with prosecutors, case preparation for the toxicologist, the affects of various drugs (marijuana, methamphetamine, dextromethorphan, etc.), and updates on the latest policies / procedures, innovative technology, and research.

The Advanced Roadside Impaired Driving Enforcement (ARIDE) training was held in four regions during FFY 2011, with over 255 law enforcement officers being trained in advanced drug enforcement. ARIDE is an intermediary level of training beyond SFST but not as advanced as DRE.

## **Equipment**

### *Digital Surveillance Cameras*

The TSO awarded grants to 31 law enforcement agencies toward the purchase of in-car digital video surveillance cameras to facilitate the arrest, prosecution, and adjudication of DUI offenses.

### *Toxicology Equipment*

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

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

The TSO provided a grant to the North Dakota Office of Attorney General (NDAG) to purchase Secure Continuous Remote Alcohol Monitoring (SCRAM) units for use by the NDAG's 24/7 Sobriety Program.

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

## **Traffic Safety Resource Prosecutor Program**

The TSO contracts for the services of two half-time Traffic Safety Resource Prosecutors (TSRPs). The TSRP program provides training, technical assistance, and resources to court personnel (prosecutors, judges, juvenile court administrators, etc.), law enforcement, and toxicology lab personnel, to assure appropriate prosecution and adjudication of DUI cases.

In FFY 2011, North Dakota's Traffic Safety Resource Prosecutor (TSRP) program provided training to over 700 law enforcement officers and prosecutors related to legislative updates, 4th Amendment updates, administrative case law updates, and criminal and traffic Legislation.

The TSRP program also presented 12-hour course to prosecutors, defense attorneys, and judges entitled *Traffic Safety and Impaired Driving Seminar* that included the topics: (1) alcohol assessments and treatment, (2) vehicle sanctioning, (3) electronic monitoring and home detention, and (4) DWI courts. This training was consistent with 23 CFR 1313.6(b)(ii) and allowed the TSO to fulfill S410 programmatic criterion #2 for a *Prosecution and Adjudication Outreach Program* to meet one of several federal requirements for continued S410 funding. The training is provided annually.

The *Protecting Lives, Saving Futures* training was also presented September 2011 with over 20 prosecutors and law enforcements agencies in attendance. *Protecting Lives, Saving Futures* is a curriculum designed by the National Prosecutor's Association to create a collaboration between law enforcement and prosecutors.

The TSRP program continues to be a vital line of communication from the TSO to prosecutors and law enforcement and is considered a reliable source of information. As a result, the TSRP is often consulted regarding complex impaired driving cases, clarification of laws, and interpretation of supporting case law.

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

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

Parents LEAD includes tips for starting the conversation, handling questions from children, and suggestions for prevention measures that are effective for children at each individual developmental stage.

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

website to allow parents to ask specific questions and get answers surrounding the topic of underage drinking.

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

Program Logo



The revised Parents LEAD program rolled out in September 2011 with a news conference with leadership from each of the partner agencies participating. Television and radio ads aired to drive parents to the website. Partner organizations are each planning additional outreach activities to expand the reach of the program in FFY 2012.

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

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

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

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

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

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

## **National Save A Life Tour**

The TSO provided funds to bring the national *Save a Life Tour* to four North Dakota communities in FFY 2011.

The *Save a Life Tour* exists to educate youth about the dangers of impaired driving “through the use of cutting-edge technology and no-holds barred attitude.” The program has numerous features including a(n):

- Non-traditional “shock jock” approach to alcohol awareness and anti-drinking and driving
- Immersive multi-screen, state-of-the art drinking and driving simulation
- Memorials to victims who have lost their lives in a DUI crash
- Casket on display
- Informational video presentations
- A pre-post survey to measure participant attitudes before and after the event

*The Save a Life Tour*



The program simulates many aspects of a fatal crash caused by impaired driving so that participants internalize the experience to achieve lasting prevention. Post-event surveys demonstrated that participants thought the Tour demonstrated the seriousness of drinking in a realistic approach. The tour allowed participants to interact with the displays, which added to the dynamic demonstration.

## **DUI Offender Survey**

The TSO developed and distributed a DUI offender survey to identify patterns in the behaviors of the DUI offender population that may assist to develop DUI prevention programs. Surveys were distributed through participating substance abuse treatment providers throughout the state. To date, survey responses are insufficient for analysis. However, this project will continue in FFY 2012 with continued data collection.

## **Traffic and Criminal Software (TraCS) Software Upgrade – DUI Report and Notice Module**

North Dakota law provides for administrative license suspension/revocation (ALS/R) for DUI offenders. However, ALS/R hearings are sometimes dismissed due to errors by law enforcement

related to the process including completion and issue of the Report and Notice (R&N) forms which serve as the temporary driver permit. Errors have included items ranging from the omission of the officer's signature and data fields on the form to failure to process the breath and/or blood alcohol sample correctly.

To counter this problem, the TSO worked with a software vendor to develop and implement a module for TraCS – the state's electronic crash reporting system used by law enforcement – that allows law enforcement to electronically complete the R&N form. The module was developed with validations to mitigate the administrative errors by law enforcement to facilitate the ALS/R sanction to DUI offenders.

## Future Strategies

Continue to:

- Support the Regional DUI Task Forces. Emphasis on enforcement will challenge the public's belief that they are unlikely to get apprehended if they choose to drive impaired.
- Provide for sustained DUI prevention messaging during non-enforcement periods through various awareness / social norms messages distributed through a broad range of mediums: television, radio, billboards, and alternative social media including blogs, social networking websites, email blasts, etc.
- Convene Regional DUI Advisory Councils that include a wide range of stakeholders including legislators, law enforcement, prosecutors, judges, substance abuse treatment providers, those impacted by impaired driving, and others. The councils review current DUI prevention policy and programs and provide guidance for system improvements.
- Market the TSO's standardized alcohol beverage server training program entitled *Serve Safe. Serve Smart. Serve Your Community.* and increase participation in server training by alcohol establishments throughout the state. Continue to gauge the efficacy of server training through participant evaluations and monitoring compliance check results for a correlating reduction in alcohol sales to minors.
- Make grant funds available to support innovative community-level impaired driving prevention initiatives through colleges / universities, community-based organizations, and other venues.
- Administer the Parents LEAD program in cooperation with partner agencies for widespread program distribution and use by parents throughout the state.
- Make grant funds available to the tribes to identify and implement appropriate impaired driving intervention on each reservation.
- Actively participate as a member of the Governor's Prevention Advisory Council and the State Epidemiological Outcomes Workgroup to identify gaps in prevention data and services and to leverage prevention resources on a statewide basis to deter underage drinking, alcohol abuse, impaired driving and other alcohol-related consequences.

- Provide law enforcement with equipment grants to purchase in-car digital video surveillance units to facilitate enforcement, prosecution, and adjudication of impaired driving offenders.
- Support the TSRP program to provide further technical assistance and resources to law enforcement, prosecutors, and judicial partners statewide to more effectively prosecute impaired-driving cases.
- Support additional training and education to expand the DRE program within North Dakota to cover the more rural regions of North Dakota.

## OCUPANT PROTECTION

### Program Summary

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

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

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

### **Seat Belt Use Surveys – North Dakota – 2011**

North Dakota’s seat belt use is estimated at 76.7 percent according to an annual statewide seat belt observation survey conducted each year in June to observe seat belt use of front seat and outboard passengers.

This observed use rate is higher than self-reported use rates collected through an annual survey of North Dakotan’s knowledge, attitudes, behaviors, and beliefs about traffic safety where about 68 percent of respondents reported “always” wearing their seat belts.

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

North Dakota now conducts two annual *Click It or Ticket* campaigns – one in the fall of the year and participation in the national *Click It or Ticket* campaign in May.

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

The fall campaign occurred in November and included participation from 64 law enforcement agencies (city, county, and state law enforcement). The agencies worked to conduct 2,651 overtime seat belt enforcement hours and issued a total of 3,118 citations (1.18 citations/hour) with 1,002 seat belt citations issued.

Participation in the national *Click It or Ticket* campaign occurred in late May to early June and included participation from 62 agencies. The agencies worked 3,080 hours of overtime and issued a total of 3,891 citations (1.26 citations/hour) with 1,230 seat belt citations issued.

## **Child Passenger Safety Program**

The Child Passenger Safety (CPS) program goal is to increase the use of car safety seats, booster seats, and seat belts by infants, toddlers, children, and tweens (children aged eight through 12).

The TSO contracts with the North Dakota Department of Health (NDDH) to administer the CPS program. The following activities were conducted by the CPS program in FFY 2011.

- Provided technical assistance and resources to the public related to child restraint devices and North Dakota's CPS law.
- Promoted CPS education as a routine component of other programs including Women, Infant, and Children (WIC), immunization, pre-school screening, and other programs. This was completed through use of a variety of materials including audiovisual aids, exhibits, newsletters, etc.
- Maintained partnerships with agencies including local law enforcement agencies, local public health agencies, child care providers, WIC programs, Head Start programs, Safe KIDS North Dakota, and schools for program outreach.
- Completed CPS Month activities resulting in 784 classroom presentations and distribution of CPS materials to classrooms. Total outreach efforts are estimated to have reached 22,566 children.
- Purchased and provided car seats and supplies to local agencies to distribute to families in their communities. A total of 1,843 car seats were purchased. The seats were provided to 41 distribution programs including four Native American reservations and one Indian Health Service (IHS) unit.
- Completed a car seat recycling project to recycle old car seats in the Bismarck area. Over 62 car seats were collected in just a 2.5 hour period.
- Conducted a variety of CPS workshops and courses including four 32-hour NHTSA standardized courses with 37 participants completing all course requirements. Conducted 13 other CPS workshops throughout the state with about 300 participants attending.
- Assisted certified CPS technicians to maintain their certification.

The CPS program also coordinated car safety seat checkups throughout the state in partnership with local programs and auto dealerships. The NDDH assisted with 77 car seat checkups, inspecting 907 car seats.

Data from car seat checkups statewide demonstrated:

- 88 percent of car seats checked were misused
- 67 percent of children were incorrectly secured in the child restraint

- 72 percent of car seats were installed incorrectly
- 15 percent of the car seats were not appropriate for the child

## Other Seat Belt Countermeasures

- The TSO provided a grant to the North Dakota Safety Council toward the purchase of a roll-over simulator that uses “dummies” to simulate the trajectory of unbelted occupants in a roll-over crash. The roll-over simulator is rotated throughout the state by the North Dakota Highway Patrol to provide demonstrations for education purposes.

## Future Strategies

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

# SPEED MANAGEMENT

## Program Summary

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

To assist law enforcement in speed enforcement, the TSO provides grants to law enforcement agencies for use toward the purchase of radar/LIDAR units to identify speeding motorists. Thirty-five grants were provided to local law enforcement agencies and the North Dakota Highway Patrol for the purchase of radar/LIDAR in FFY 2011.

## Future Strategies

Continue to:

- Provide grants to state and local law enforcement to assist with the purchase of radar/LIDAR units.

- Use speed enforcement as a trigger violation during sustained enforcement of seat belt use and impaired driving.

## **POLICE TRAFFIC SERVICES**

### **Program Summary**

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

#### ***Law Enforcement Summit***

In February 2011, the TSO hosted the fourth annual Law Enforcement Summit for law enforcement agencies under contract with the TSO to conduct overtime enforcement.

Sixty-nine law enforcement officers participated in the 8-hour Summit. The Summit provided information on many topics including the following sessions: an update on the success of North Dakota's statewide regional DUI enforcement teams (i.e., Regional DUI Task Forces); DUI detection of motorcyclists; legislative updates by North Dakota's Traffic Safety Resource Prosecutor; an overview on the status of the Enforcing Underage Drinking Laws (EUDL) program; a study of seat belt use on North Dakota's rural roads; and a presentation from the Federal Motor Carrier Safety Administration regional office related to enforcement of commercial vehicles.

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

#### ***Incentive Programs***

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

The award options include: (1) commemorative coins, (2) the ASSISTS (Alcohol, Seatbelt, and Speed Intervention to Support Traffic Safety) Award Program, (3) the Traffic Safety Honor Roll, and (4) the Outstanding Enforcement Award.

The ASSISTS program recognizes law enforcement agencies for extraordinary efforts in traffic safety through receipt of a nominal grant award. Agencies submit an application documenting their efforts in enforcement, media, public information and education, and continued training of staff. There were no applications received under this program in FFY 2011.

The Commemorative Coin Program allows for law enforcement supervisors to nominate officers for recognition for exemplary traffic safety enforcement. The coins are accompanied by a letter from the NDDOT Director / Governor's Highway Safety Representative acknowledging the officer's

contribution to traffic safety. There were 33 commemorative coins awarded to officers in FFY 2011. Nominating agencies presented the coins to their officers and also publicized the award through local media outlets.

The Commemorative Coin Program recipients and five Traffic Safety Honor Roll nominees were recognized during a small ceremony held at the close of the 2011 Law Enforcement Summit.

## **Future Strategies**

- Continue the annual Law Enforcement Summit to provide law enforcement agencies under contract with the TSO with a wide range of information from grant management to effective impaired driving enforcement techniques. The fifth annual Law Enforcement Summit is scheduled for March 2012.
- Further develop and market the law enforcement incentive programs including the ASSISTS and other programs.
- Continue to provide training to law enforcement related to the enforcement and adjudication of traffic safety laws.
- Continue to provide funding for law enforcement to purchase equipment needed to conduct speed, seat belt, and child restraint enforcement.

## **TRAFFIC RECORDS**

### **Program Summary**

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

#### ***Traffic Records Coordinating Committee***

North Dakota's Traffic Records Coordinating Committee (TRCC) continued to work toward the objectives of the state's Traffic Records Strategic Plan (Plan).

The TRCC also began to revise the Plan to incorporate recommendations obtained through a requisite NHTSA Traffic Records Assessment (TRA) completed in February 2011. NHTSA requires a TRA be completed every five years.

The revised Plan will continue to include projects to address timeliness, accuracy, completeness, uniformity, integration, and accessibility of the Crash Reporting System (CRS), driver system, vehicle system, adjudication/ court system, roadway information quality system, and injury surveillance system.

#### ***Electronic Crash Reporting***

The TSO continued to deploy TraCS (Traffic and Criminal Software), North Dakota's electronic crash

reporting system. The TSO worked with an information technology (IT) vendor to install TraCS software at the local level, train law enforcement officers and administrative staff, and provide IT support for agencies using TraCS.

North Dakota currently has 65 law enforcement agencies, including the North Dakota Highway Patrol, using TraCS for electronic submission of crash reports to the NDDOT. And, 23 of these agencies are also using TraCS to electronically submit citation data to the courts. About 83 percent of all crash reports received by the NDDOT are electronic which is a two-fold increase in electronic crash reporting over the past three years.

Fifty-three (82%) of agencies already using TraCS were upgraded to TraCS 10 – a new version of TraCS with additional flexibility and functionality.

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

### **Annual Crash Summary**

In September 2010, the NDDOT published the annual *North Dakota 2010 Crash Summary* which combines numerous crash analysis documents into a single comprehensive analysis of annual and historical crash data in North Dakota.

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

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

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

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

## **Future Strategies**

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

# MOTORCYCLE SAFETY

## Program Summary

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

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

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

The NDDOT partially funds the NDMSP through the state's motorcycle education fund. This fund exists through a legislative mandate requiring the NDDOT to collect ten dollars from each motorcycle registration for use to provide statewide motorcycle safety education. The remainder of the program is funded through NHTSA Section 2010 funds, fees paid by course participants, and in-kind funds and services donated by ABATE.

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

In FFY 2011, ABATE employed 27 rider coaches statewide and provided them training in preparation for the training season which begins in May. The rider coaches taught 175 courses with a total of 1,624 students.

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

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

ABATE continued a partnership with the North Dakota National Guard (NDNG) to provide motorcycle safety education to military personnel per U.S. Department of Defense requirements. The program allows the NDNG to achieve record numbers for motorcycle training of their personnel.



## Future Strategies

- Promote the *Share the Road* and a new impaired driving awareness campaign during the FFY 2011 riding season.
- Add rider coaches through the rider coach mentoring program.
- Promote scooters under the Basic Rider Course training.
- Continue to promote rider education to the NDNG.
- Conduct a professional development workshop for North Dakota rider coaches.
- Conduct a quality assurance assessment of the rider education program.
- Implement select recommendations from the FFY 2010 NHTSA assessment of the NDMSP.
- Add the Advanced Rider Course curriculum for experienced riders.

## COMMUNITY TRAFFIC SAFETY PROGRAMS

### Program Summary

#### *Community Traffic Safety Programs*

Traffic safety programs in North Dakota are advanced at the local level through a network of Community Traffic Safety Programs (CTSPs). CTSPs worked in partnership with local coalitions to conduct traffic safety outreach within their service regions.

Nine regional CTSPs served each of North Dakota's 53 counties. Two additional tribal programs served two North Dakota reservations – Turtle Mountain Band of Chippewa and Three Affiliated Tribes.

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

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

CTSPs also coordinated various programs within their communities that had the potential to impact traffic safety problems within their service regions. Programs per region varied but could include:

- Simulator demonstrations including: (1) SIDNEs (Simulated Impaired DriviNg Experience) – battery-powered vehicles that simulate the effects of impairment from alcohol or other drugs on a motorist’s ability to drive, and (2) roll-over simulators
- Responsible Alcohol Beverage Server Training sessions to provide education to server staff working in licensed liquor establishments on the liability related to over-serving and serving to underage patrons.
- Victim Impact Panels (VIPs) to provide a forum for victims of DUIs to tell a group of offenders about the impact the crime had on their lives and the lives of their families, friends and neighbors. VIPs involve offenders and victim speakers telling their stories. The court system uses VIPs as a sanction for DUI offenders to invoke behavior change among offenders and reduce the likelihood of repeat offenses.

### ***Native American Liaison Services***

North Dakota’s Native American population is disproportionately impacted by motor vehicle fatalities. In the past five years (2006-2010), Native Americans accounted for 18.4 percent (105 of 571) of North Dakota’s motor vehicle fatalities while accounting for just 5 percent of the state’s population. Of those killed, 72 percent were not wearing a seat belt at the time of the crash and about 66 percent of the fatal crashes were known to be alcohol-related.

To advance the planning, coordination, implementation, and evaluation of traffic safety programs on each reservation, the TSO initiated a multi-year contract with a consulting firm to provide liaison services between the TSO and North Dakota’s four Tribal Nations (Standing Rock, Spirit Lake, Ft. Berthold, and Turtle Mountain).

A primary goal under this contract was for the firm to convene tribal traffic safety stakeholders for each tribe to complete a Tribal Highway Safety Plan.

The plans have been completed and the TSO is now working with the tribes on implementation and evaluation processes.

## Traffic Safety Program Evaluation

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

- A public opinion survey consistent with NHTSA/Governors Highway Safety Association (GHSA)-established performance reporting requirements. The survey establishes the public's knowledge, attitude, behaviors and beliefs regarding traffic safety. This survey will be conducted annually. The results from the core survey questions are included on page 8.
- An observational seat belt use survey of North Dakota's rural roadways. The survey demonstrated very low seat belt use rates of about 41 percent in small, rural towns and about 61 percent on rural highways. About one in every three fatal crashes in North Dakota occurs on local rural roads which makes seat belt use important in these areas. Due to the value of this survey, it is conducted annually with half of the state's counties surveyed each year.
- The annual statewide observational seat belt use survey conducted on state and federal roadways.

## Future Strategies

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

# YOUTH/YOUNG ADULTS

## Program Summary

Over the past five years (2006-2010), teen drivers accounted for nearly 20 percent of all fatal crashes and about 25 percent of all crashes resulting in injury in the state.

In 2010, the greatest percent of unbelted crash occupants were 20-24 years old and one-third of alcohol-related fatal crashes involved a driver under the age of 25.

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

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

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

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

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

NDDTSEA adapted the curriculum in FFY 2009 and the curriculum was reproduced, promoted, and distributed to driver's education instructors throughout the state in FFY 2010. NDDTSEA has continued to provide training, technical assistance, and resources to driver's education instructors to encourage use of the curriculum through continued funding through the TSO.

## **Teen Driver Website and Contest**

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

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

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

### *Campaign Flyer*



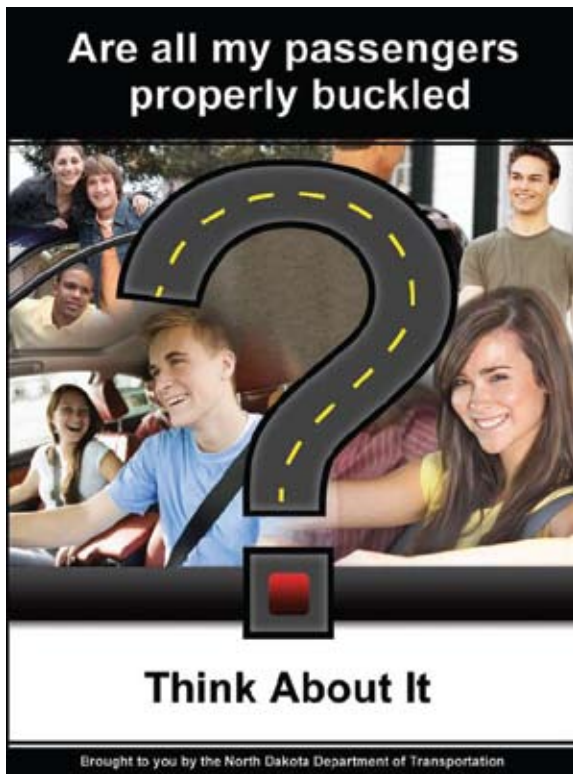
There were 104 submissions in both categories reviewed by a team of judges. The top ten submissions from each category were posted to the website for on-line voting and winners were identified.

Winners from 1st to 3rd place in each category received cash awards and the school of the 1st place student in each category received a grant to conduct a school and/or community traffic safety event. Additionally, the winning billboard and video received paid media placement for one week statewide and the winning video was placed for a 12-month period at movie theatres throughout the state.

## **Teen Advisory Council**

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

## The "Think About It" Teen Campaign



The campaign messages will be distributed broadly through school newspapers, distribution of posters, and a Facebook page – [www.facebook.com/ndteendrivers](http://www.facebook.com/ndteendrivers).

### **Driving Skills for Life**

The TSO submitted a proposal to the Governor's Highway Safety Association (GHSA) for a grant through Ford Motor Company to offer the *Ford Driving Skills for Life (DSFL)* program in North Dakota.

#### *The DSFL Event*

The event was held in the fall of 2010 in the capitol city of Bismarck, ND over a full day with two sessions – morning or afternoon – for participants to choose from.

Thirty-nine teens participated in the event which consisted of a ride and drive session conducted via the North Dakota Highway Patrol's Emergency Vehicle Operator Course (EVOC) officers. Teens had the opportunity to drive through the course under normal conditions and then again while being distracted as

someone texted them as they drove and a third time while wearing goggles that simulated driving impaired. Additional distractions for the driver included the radio being on in the vehicle and the EVOC officer talking to them as they drove to simulate many of the distractions that a driver can experience while operating a vehicle.

Once participants completed the ride and drive session, they were escorted through a series of 12 traffic safety information, activity and photo opportunity stations. Participants received a silicon wristband with a safety message at each station they completed for the opportunity to collect up to 13 different colored bracelets and safety messages.

#### *Event Sponsors/Partners*

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

The NDDOT provided project coordination, marketing and media coordination, photography, and volunteers.

The North Dakota National Guard (NDNG) donated the North Dakota Army Aviation Support Facility (NDAASF) and an activity station for participants to learn more about the NDNG. They also provided a number of NDNG volunteers to manage the registration desk, guide participants through the activity stations, place road signs to direct participants to the facility, and set up and tear down activity stations.

The NDHP provided two EVOC instructors who spent significant time preparing for the event and setting up the course at the NDAASF and then operating the courses through the course of the 8-hour event. The NDHP also provided a vehicle to set up in the forefront of the driving range

so that each participant could have a professional photo taken by the course.

And, a number of program partners including *Safe Communities* programs, AAA of North Dakota, the North Dakota Safety Council, and ABATE of North Dakota provided activity stations and volunteers to be present at the stations throughout the 8-hour event.

The two local *Ford* dealerships donated money for the purchase of food and bottled water.

### *Response to the Event*

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

*“Just want you to know Jonah had a great time and learned a lot. He was proud to have set the record as worst texting driver, and ironically best drunk driver. He’s not an easy guy to impress, so whatever you’re doing, keep doing it.”*

Due to the success of the event and remaining grant funds, another DSFL event will be held in June 2012.

### *DSFL Event Photos*



*A participant experiencing the Seat Belt Convincer*



*Trooper Meisel and a participant at a Ride and Drive session*



*A photo opportunity*



*Media interest*

## Future Strategies

- The TSO will continue to target young, inexperienced drivers as a priority population with all planned traffic safety intervention.
- The programs identified in this section will continue in FFY 2012.
- The TSO will add a new young driver intervention called YIELLD (Young Individuals Establishing Logical Driving Decisions) for possible statewide implementation. YIELLD was developed by a Safe Communities coalition in southeast North Dakota and targets first-time juvenile offenders with intervention through the juvenile court system. Intervention includes a Parent-Teen Driving Agreement; completion of a traffic safety questionnaire about their knowledge, attitudes, behaviors, and beliefs about traffic safety; viewing a video and completing two essays about how they can improve their driving behavior and how their behaviors could have impacted other road users and them personally.

## MEDIA

### Program Summary

Paid and earned media are integral to the success of traffic safety programming. The FFY 2011 media calendar and associated campaign information is included as Attachment 1.

In FFY 2011, the TSO's media efforts focused on seat belt use, impaired driving, and distracted driving. *Click It or Ticket* and *Drunk Driving. Over the Limit. Under Arrest.* were the primary messages during planned enforcement periods.

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

The TSO worked with a media consultant to develop promotional plans that included defined partnerships and collateral materials to be used by the TSO and other traffic safety partners for campaign outreach activity to assure campaign messages were consistent and widespread.

Extensive earned media for each enforcement campaign was garnered by local community programs, law enforcement, and other traffic safety partners through PSAs, news releases, news conferences, live radio or television remotes, and other earned media activities.

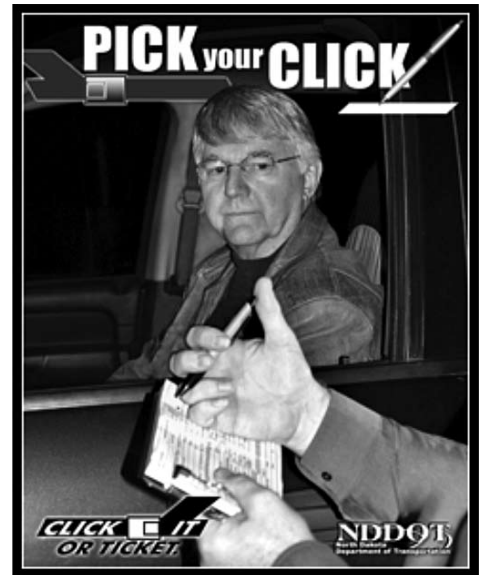
### Occupant Protection

#### *Click It or Ticket*

The enforcement message, *Click It or Ticket*, continued to be used in FFY 2011. The TSO conducted two seat belt enforcement campaigns – one in the fall of the year and participation in the national *Click It or Ticket* mobilization in May – to assure public awareness of increased enforcement.

The TSO continued to use the *Pick Your Click* ad that demonstrates a person's ability to choose between the click of their seat belt or the click of an officer's pen as he/she writes them a ticket for failure to wear one.

The campaign includes TV and radio spots as well as print materials for publication in local newspapers, etc. The full ad can be viewed at the NDDOT's YouTube page at the following link:  
<http://www.youtube.com/watch?v=j3z2gOVd1eI>



### *The "Crash" Ad*

The TSO's "Crash" ad continued to air at defined periods in FFY 2011. The ad depicts an unbelted teen driver involved in an intersection crash which catapults him through the vehicle causing him to strike and kill his younger sister who was a belted passenger in the pickup truck he was driving. The tagline, *Wear it For Them*, appears at the finale.

Images from the ad are shown below.



An identical radio spot will be developed in FFY 2012 to extend the reach of the ad to the target demographic.

According to the 2011 behavior survey that measured the knowledge, attitude, behavior, and beliefs of North Dakotans related to traffic safety issues, 30 percent of respondents who had seen the ad increased their seat belt use after viewing. Residents in rural areas were most impacted with 41 percent of rural respondents stating increased seat belt use after viewing.

### ***Impaired Driving***

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

To support the statewide sustained multi-agency DUI enforcement initiative that was rolled out in FFY 2011, regional enforcement ads continued.

The ads depict participating officers working enforce to curb drunk driving with the message, "If you choose to drink and drive, the odds are against you." The ads are tagged with the DDOLUA logo.



Poster



Newsprint

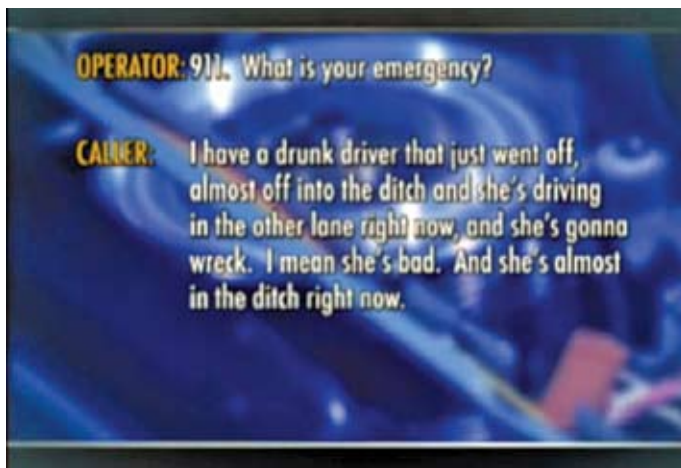
### *Buzzed Driving is Drunk Driving*

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

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

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

The 60-second TV ad can be viewed at the following link: <http://www.youtube.com/watch?v=mULGAUKB6ow&feature=related>.



### *Don't Forget TODD*

To sustain impaired driving prevention messaging during non-enforcement periods, the TSO developed a social norms campaign.

Significant market research was conducted to develop a campaign that would adequately reach the target demographic of young males age 18-34.

The campaign is entitled, “Don’t Forget TODD” encourages the use of a sober designated driver. TODD is an acronym for TO Designate a Driver. The campaign includes TV and radio ads, a Facebook page, and a webpage – [www.dontforgettodd.com](http://www.dontforgettodd.com). The webpage has many interesting features including:

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

### ***Distracted Driving***

April is *National Distracted Driving Awareness Month*. To promote distracted driving awareness in April 2011, the TSO ran a TV ad originally developed by the South Dakota Department of Public Safety called “*Save a Life. Save it for L8R.*” The ad depicts a young female driver talking about the features on her cell phone which keeps her from getting bored while she’s driving. While talking about her phone, the driver does not see a little boy running after a ball into the street in front of her vehicle and hits him. The last screen shot of a little boy’s tennis shoe in the street is shown and the faint sound of a vibrating cell phone can be heard in the background with the message, “*Texting and Driving. Save a Life. Save it for L8R.*” The ad is a vivid illustration of what can happen with texting while driving.

Other campaign outreach included a statewide news release and distribution of window clings with the message “I dnt txt n drv”.

### ***Other***

*Progress Zone: Moving Forward Safely*

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

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

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



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

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

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

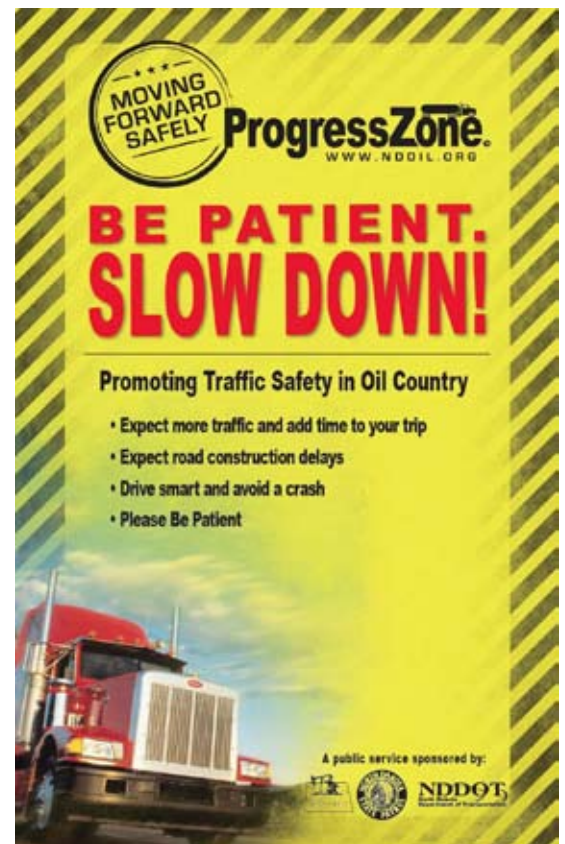
The campaign kicked-off with a news conference featuring leadership from the participating agencies. Campaign messages were further distributed via radio, print (billboards, newspaper ads, posters, brochures), and incentive items (pens and air fresheners).

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

Billboard



Poster

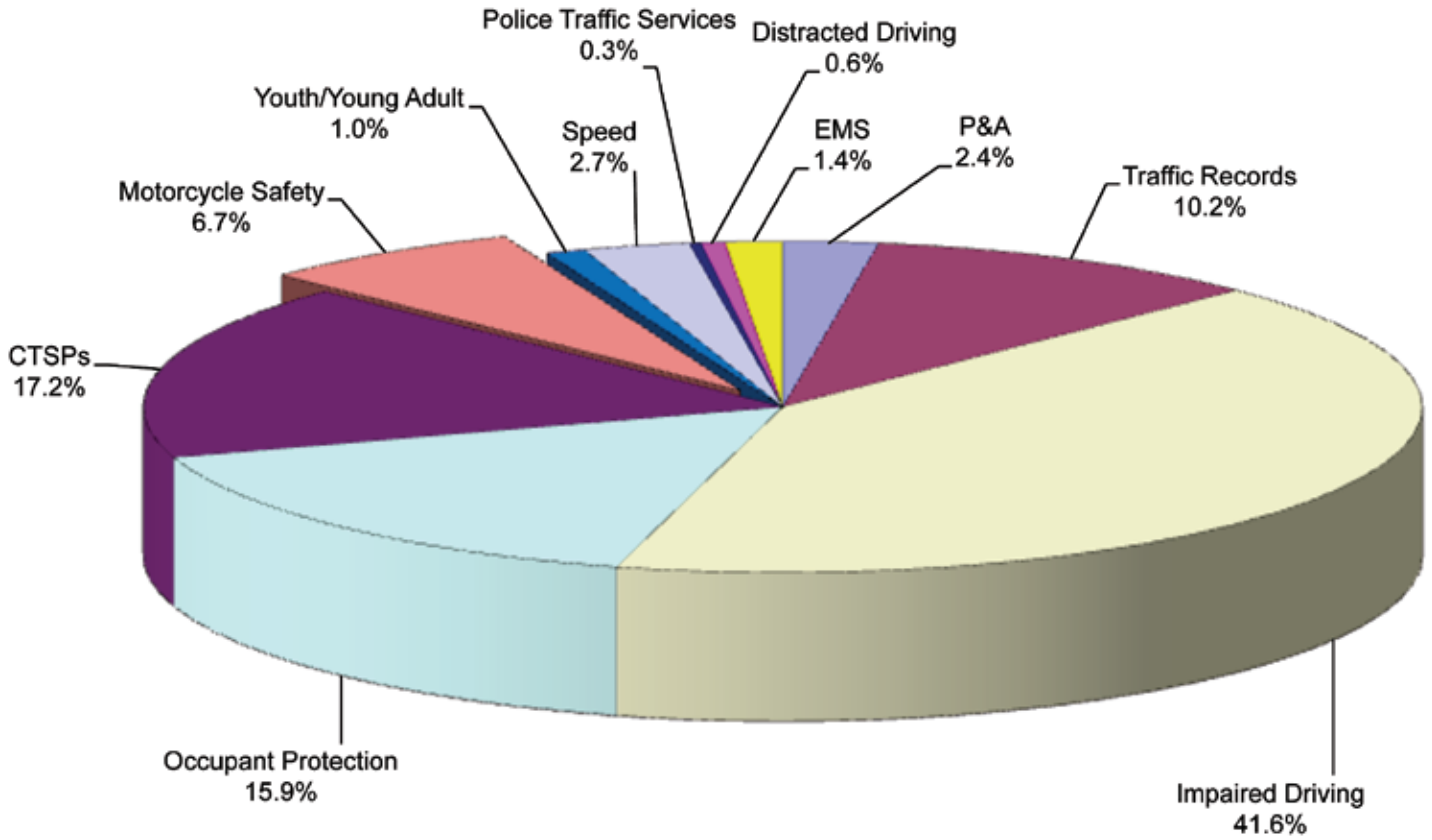


## Future Strategies

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

# FINANCIAL SUMMARY

Figure 1 shows the TSO's expenditures by program area as a portion of total FFY 2011 expenditures.



# CHALLENGES

The TSO will be faced with the following challenges in FFY 2012.

- North Dakota experienced a significant increase in total motor vehicle fatalities in 2009 with 140 fatalities. This number of fatalities had not occurred in the state since the 1980s. While the year 2011 is not yet complete at the time of this report, it appears that motor vehicle fatalities for 2011 may match those of 2009.

If this number of annual fatalities continues, it will be critical for the state to better coordinate the 4E areas (education, enforcement, engineering, and EMS) and to adopt more stringent traffic safety legislation to drastically deter behavioral traffic safety issues.

- North Dakota was again one of ten states in the nation with the highest rate of alcohol-related crash fatalities based on the most recent data (2009) from the national Fatality Analysis Reporting System (FARS). North Dakota has been a high-fatality rate state for four of the past five data years.
- North Dakota continues to work hard to meet the eligibility criterion for S410 *Alcohol Incentive* funds. The loss of S410 funds would result in the loss of many impaired driving prevention programs and would drastically impede the state's ability to decrease alcohol-related crashes and fatalities when about 40-50 percent of the state's motor vehicle fatalities continue to be alcohol-related.
- 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 the use of S402 funds to expand OP programming.
- Male pickup-truck drivers aged 18-34 continue to have the lowest seat belt use rates in the state.
- Approximately 20 percent of fatal crashes in North Dakota involve a teenage driver.
- The number of registered motorcycles in North Dakota increased by 86 percent over the past ten years. As a result, motorcycle crashes continue to increase resulting in a need to expand the reach of motorcycle safety courses throughout the state.
- North Dakota's Native American population continues to be disproportionately impacted by fatal crashes. Native Americans account for less than 5 percent of North Dakota's population but about 15-20 percent of the state's total crash fatalities over the past five years.
- The use of electronic devices while driving is of great concern nationally and in North Dakota as well. However, North Dakota crash data does not yet identify the use of electronic devices as a significant factor in motor vehicle fatalities or serious injuries. This is due, to some degree, to underreporting. But, in the absence of supporting data, it is difficult to justify and commit significant resources to address the problem.

- About 75 percent of paper crash reports submitted by law enforcement have errors. While the TSO continues to train law enforcement on accurate paper reporting, the continued deployment and use of TraCS by law enforcement should facilitate timely and accurate reporting and decrease TSO staff resources committed to editing and data entry of crash reports.
- Interim continuing resolution obligation limitations make it difficult to assure traffic safety projects are funded without interruption.