

NORTH DAKOTA'S STRATEGIC HIGHWAY SAFETY PLAN

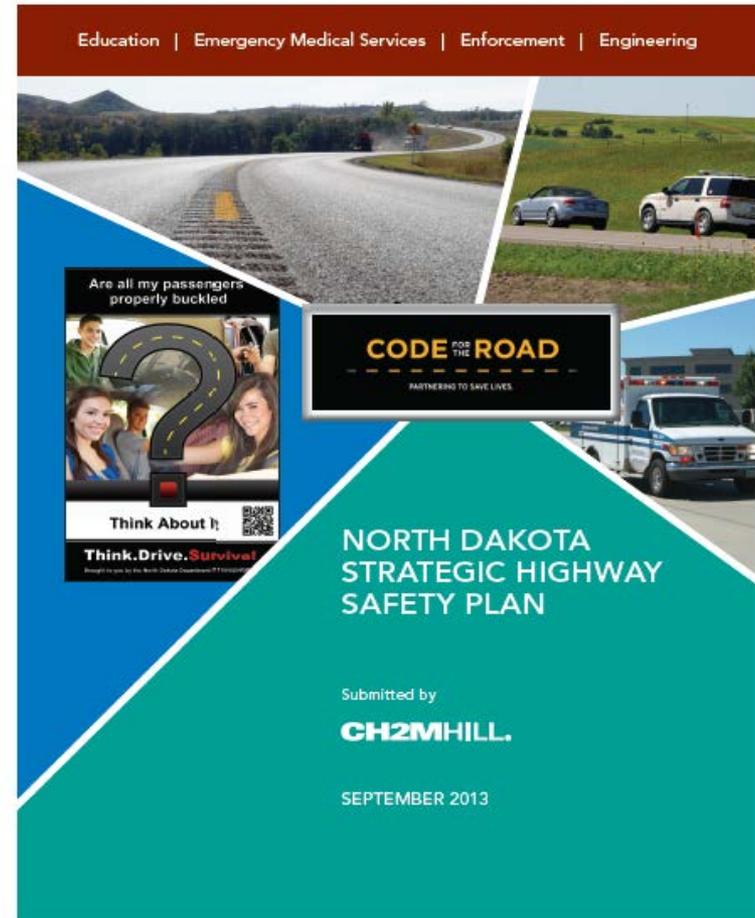


Strategic Highway Safety Plan

- A Strategic Highway Safety Plan (SHSP) is a statewide, coordinated safety plan that provides a comprehensive framework and specific goals and objectives ***to reduce fatalities and serious injuries on all public roads.***
- An SHSP is a federal requirement (23 U.S.C. § 148) and is a major part of the core Highway Safety Improvement Program (HSIP).

North Dakota SHSP

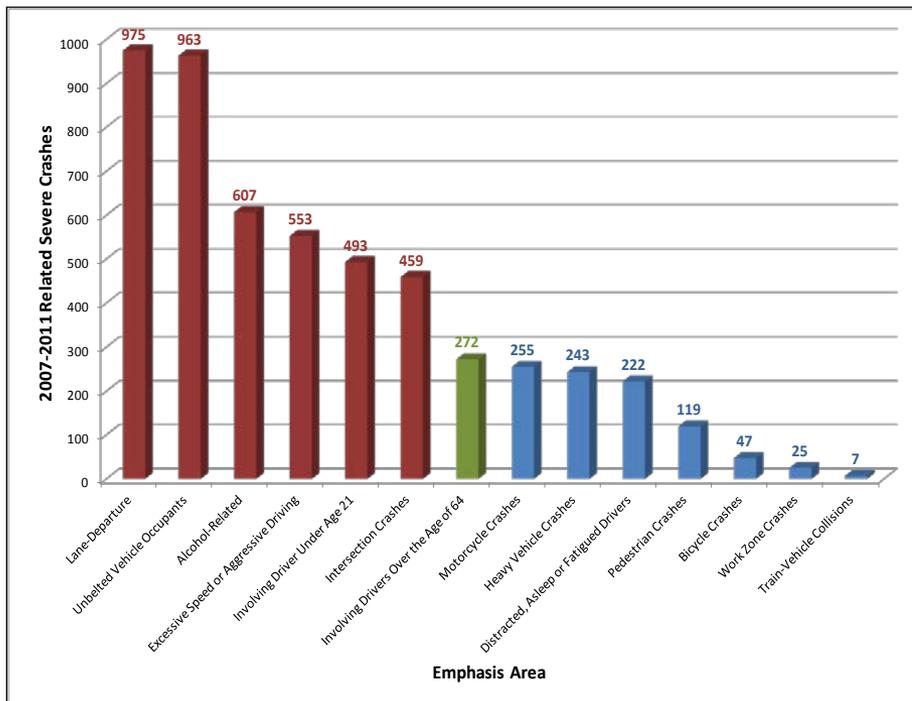
- SHSP Development
 - ▣ Analyze crash data
 - ▣ Select emphasis areas
 - ▣ Develop evidence-based list of safety strategies
 - ▣ Solicit stakeholder input
 - ▣ Identify goals (long-term and interim)
 - ▣ Implement
 - ▣ Evaluate



North Dakota SHSP

North Dakota Severe Crashes 2007-2011

Priority Emphasis Areas



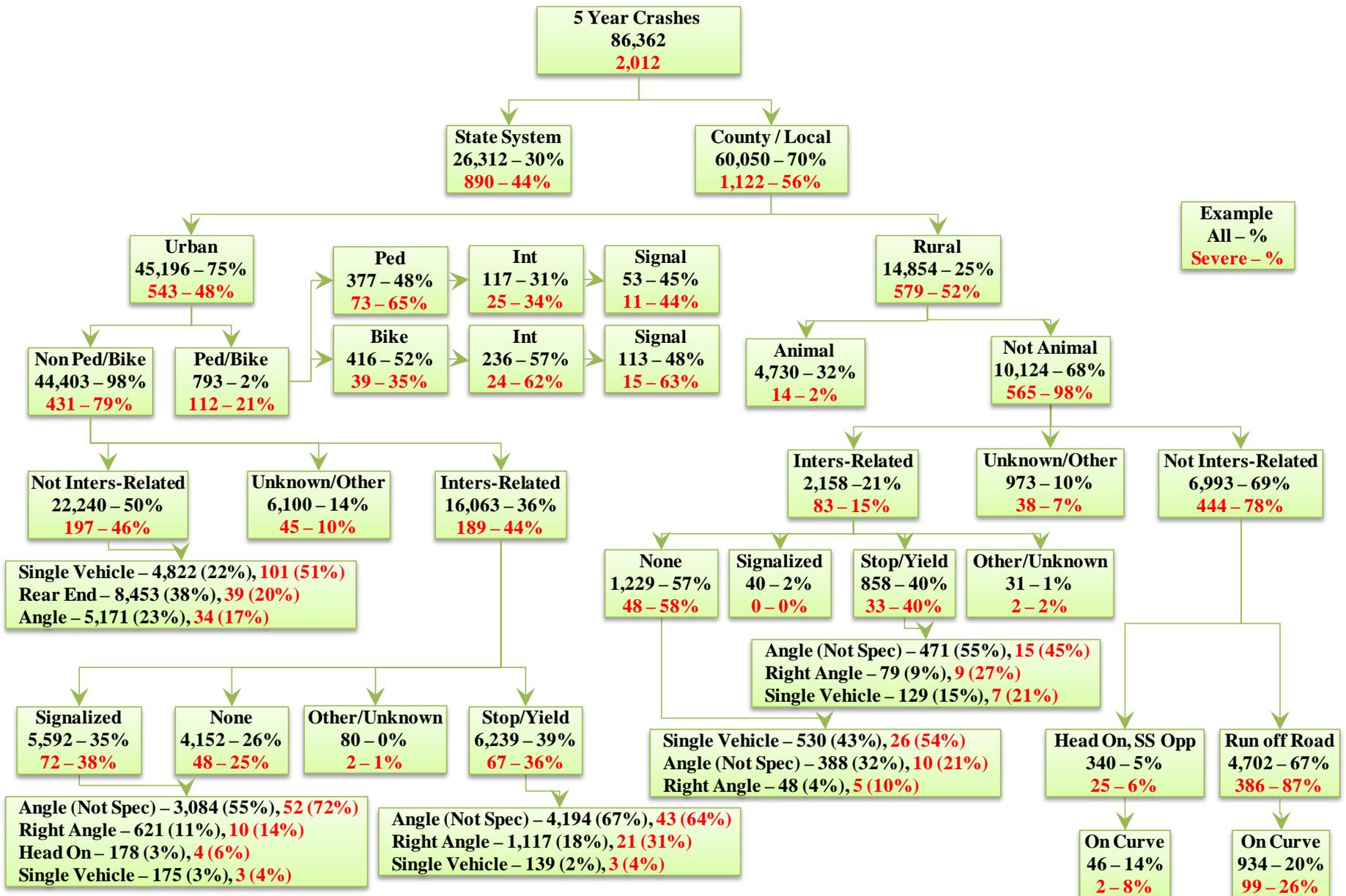
- Lane departure
- Unbelted vehicle occupants
- Alcohol-related
- Excessive speed/aggressive driving
- Involving driver under 21
- Intersection crashes

SHSP Strategies

- Infrastructure
 - ▣ Lighting, signing, pavement marking
 - ▣ Rumble strip(e)s, turn lanes, improve roadway shoulders

- Non-Infrastructure (Behavior)
 - ▣ Policy change
 - ▣ High visibility enforcement
 - ▣ Public information and education

SHSP Crash Tree, 2007-2011



NORTH DAKOTA'S LOCAL ROAD SAFETY PROGRAM



Local Road Safety Program

“The Strategic Highway Safety Plan (SHSP) development process was key in helping us identify the importance of local roads to achieve our long-term safety goals. This data-driven process helped us to transition to a systemic identification of crash types on all roads in addition to our traditional crash location (or hot spot) approach on the state system. As a result, the NDDOT has partnered with local stakeholders to prepare road safety plans that will identify potential safety projects consistent with the SHSP.” *Grant Levi, Director, North Dakota Department of Transportation*

Local Road Safety Program

- Analyze fatal and serious injury crash data by city/county
- Conduct county stakeholder workshop to review data and select low-cost countermeasures
- Identify at-risk local road locations
- Develop list of safety projects for implementation

Code for the Road

The **Code for the Road** campaign tells North Dakota residents that it is okay to live by their own rules — and one of those rules should be that everyone in the vehicle is buckled up. We hope it empowers people to do the right thing and save their own lives.

You have your own rules in your vehicle.

Rule 56: Only I touch the radio.

Rule 26: There's only one kind of car. A truck.

Rule 8: No boots on the dashboard.

Rule 19: Spare change in the ashtray—
not up for grabs.

Rule #1: Everyone in the vehicle wears a seat belt. Every trip. Every time.

Code for the Road is being introduced with a seat belt message, but other safety messages will be added.

