



NDDOT
Traffic Safety Office
Annual Report
FY 2009
December 2009

Prepared by

NORTH DAKOTA DEPARTMENT OF TRANSPORTATION

BISMARCK, NORTH DAKOTA

www.dot.nd.gov

DIRECTOR

Francis G. Ziegler, P.E.

OFFICE OF DRIVER AND VEHICLE SERVICES

Linda Butts, Deputy Director

SAFETY DIVISION

Mark Nelson, Director

TRAFFIC SAFETY OFFICE

Karin Mongeon, Manager

TABLE OF CONTENTS

Introduction.....	Page 3
Performance Goals.....	Page 3
Traffic Fatalities, Injuries, and Crashes: A Decade in Review.....	Page 5
FY 2009 Accomplishments.....	Page 11
FY 2009 Program Summaries and Future Strategies.....	Page 12
Impaired Driving.....	Page 12
Occupant Protection.....	Page 18
Speed Management.....	Page 21
Police Traffic Services.....	Page 22
Emergency Medical Services.....	Page 24
Traffic Records.....	Page 25
Motorcycle Safety.....	Page 26
Safe Communities.....	Page 28
Youth/Young Adults.....	Page 29
Multi-Cultural Outreach.....	Page 30
Media.....	Page 31
Noteworthy Programs.....	Page 37
Financial Summary.....	Page 42
Challenges.....	Page 43

**NORTH DAKOTA DEPARTMENT OF TRANSPORTATION
TRAFFIC SAFETY OFFICE
FISCAL YEAR 2009 ANNUAL REPORT**

INTRODUCTION

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 designed 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 – lack of seat belt use, impaired driving, speed, etc. – that result in the greatest number of motor vehicle deaths and serious injuries to target the greatest resources to the greatest problems.

The TSO supports traffic safety activities at the state and community level through the development of a comprehensive Highway Safety Plan (HSP). The HSP describes the projects and activities planned to reach national and state traffic safety goals in priority traffic safety problem areas.

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

PERFORMANCE GOALS

North Dakota's progress in meeting FY 2009 performance measures is shown in the data on the following pages.

CORE OUTCOMES MEASURES

Measure	2004/ NCSA*	2005/ NCSA	2006/ NCSA	2007/ NCSA	2008/ NCSA	5-Year Average	Goal** (2011)
1. Number of traffic fatalities	100	123	111	111	104	110	101
2. Number of serious injuries in traffic crashes	561	517	562	528	401	514	448

CORE OUTCOMES MEASURES (CONT.)

Measure	2004/ NCSA*	2005/ NCSA	2006/ NCSA	2007/ NCSA	2008/ NCSA	5-Year Average	Goal** (2011)
3. Fatalities/Vehicle Miles Traveled (VMT) – Total	1.34/1.32	1.65/1.62	1.45/1.41	1.44/1.42	1.37	1.45	1.33
Fatalities/VMT – Rural	1.52	2.04	1.98	1.77	1.68	1.80	1.58
Fatalities/VMT – Urban	0.85	1.30	0.18	0.06	0.60	0.71	***
4. Number of unbelted passenger vehicle occupant fatalities, all seat positions	58/55	64/66	60/60	62/58	61/54	61	59
5. Number of fatalities involving a driver or motorcycle operator with a blood alcohol content (BAC) of 0.8 and above	25/34	34/46	29/42	29/53	26/47	29	25
6. Number of speeding-related fatalities	29/23	48/28	48/40	55/45	32/27	42	31
7. Number of motorcyclist fatalities	9	6	4	8	13	8	5
8. Number of unhelmeted motorcyclist fatalities	6/5	5/5	4/4	7/7	10/10	6	4
9. Number of fatal crashes involving a driver age 20 or younger	17/17	22/21	25/26	24/22	22/20	22	19
10. Number of pedestrian fatalities	9/5	9/9	4/4	5/5	8/6	7	5

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

**Goals were established using state data, not NCSA data.

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

CORE BEHAVIOR MEASURE

Measure	2004	2005	2006	2007	2008	5-Year Average	Goal (2011)
Percent of observed occupants using a seat belt	67.4%	76.3%	79.0%	82.2%	81.6%*	77.3%	86.5%

*2009 use rate is 81.5 percent.

CORE ACTIVITY MEASURES

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

Traffic Fatalities, Injuries, and Crashes: A Decade in Review

Over the past ten years, North Dakota has seen a positive trend decrease in motor vehicle injury crashes, injuries, the injury rate per 100 million vehicle miles traveled (VMT) and the total crash rate per 100 million VMT and a negative trend increase in motor vehicle fatalities, alcohol-related fatalities, and motorcycle crashes.

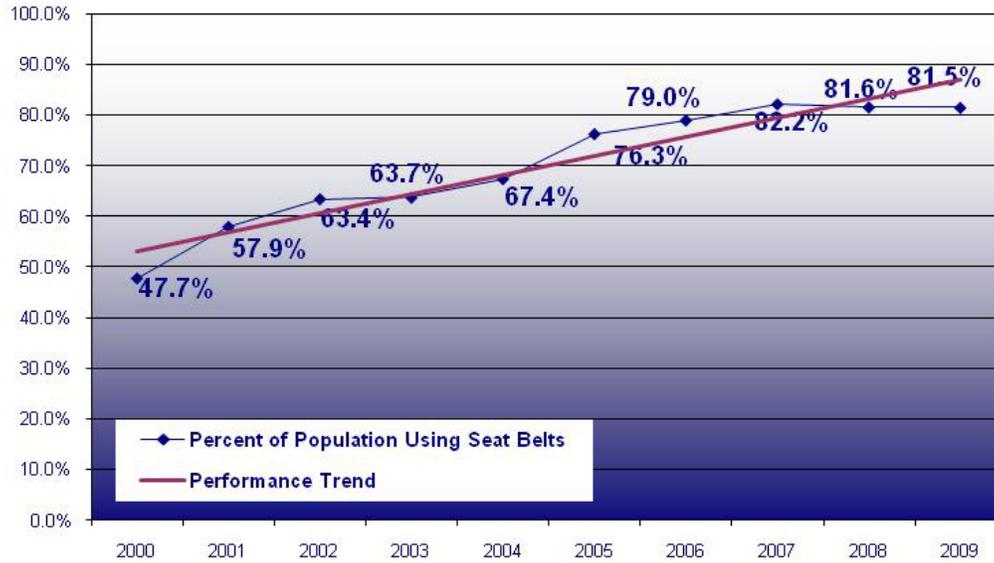
While there has been a positive trend increase in North Dakota's seat belt use rate, seat belt use seems to have peaked in 2007 at 82.2 percent.

TABLE 1

	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Fatalities (Actual)	119	86	105	97	105	100	123	111	111	104
Fatality Rate/100 million VMT	1.68	1.22	1.48	1.37	1.44	1.34	1.65	1.45	1.44	1.37
Injuries (Actual)	4,962	4,619	4,608	4,886	4,817	4,611	4,360	4,141	4,180	4,247
Injury Rate/100 million VMT	69.88	65.42	65.05	68.88	66.08	61.98	58.59	54.03	54.28	55.82
Injury Crashes (Actual)	3,312	3,153	3,129	3,252	3,244	2,701	2,735	2,701	3,001	3,062
Total Crash Rate	203.22	205.74	208.34	227.15	227.05	227.48	212.15	196.94	210.75	215.4
Alcohol-Related Fatalities	58	42	52	48	53	38	56	47	63	53
Percentage of Alcohol-Related Fatalities	48.7%	35.3%	49.5%	49.5%	50.5%	38.0%	45.5%	42.3%	56.8%	51.0%
Total # of Motorcycle Crashes	112	91	123	143	163	175	240	217	245	266
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Percent of Population Using Seat Belts	47.7%	57.9%	63.4%	63.7%	67.4%	76.3%	79.0%	82.2%	81.6%	81.5%

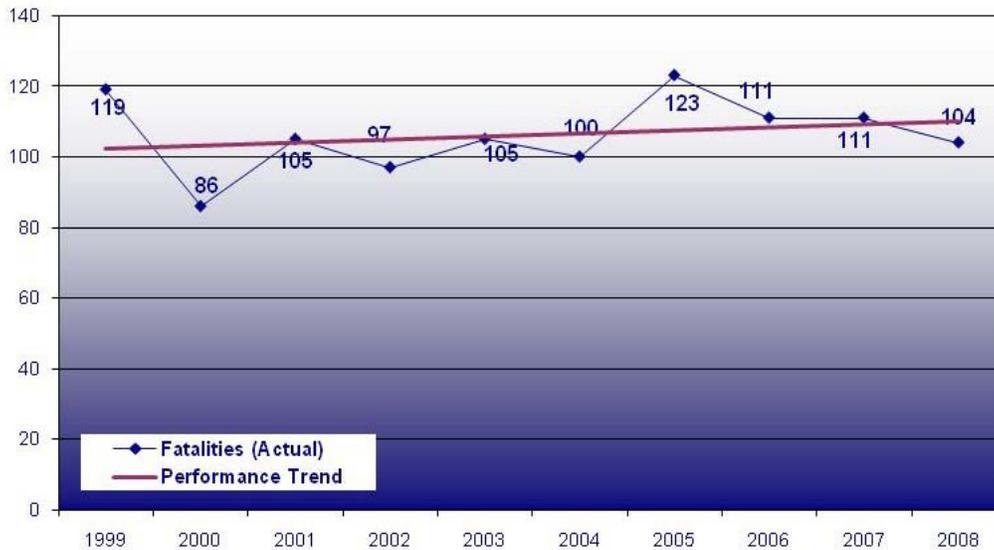
Performance Goals and Trends: A Decade in Review

Seat Belt Use Goal: Increase Seat Belt Use



Seat belt use rates in North Dakota have increased steadily over the past 10 years but peaked in 2007 at 82.2 percent.

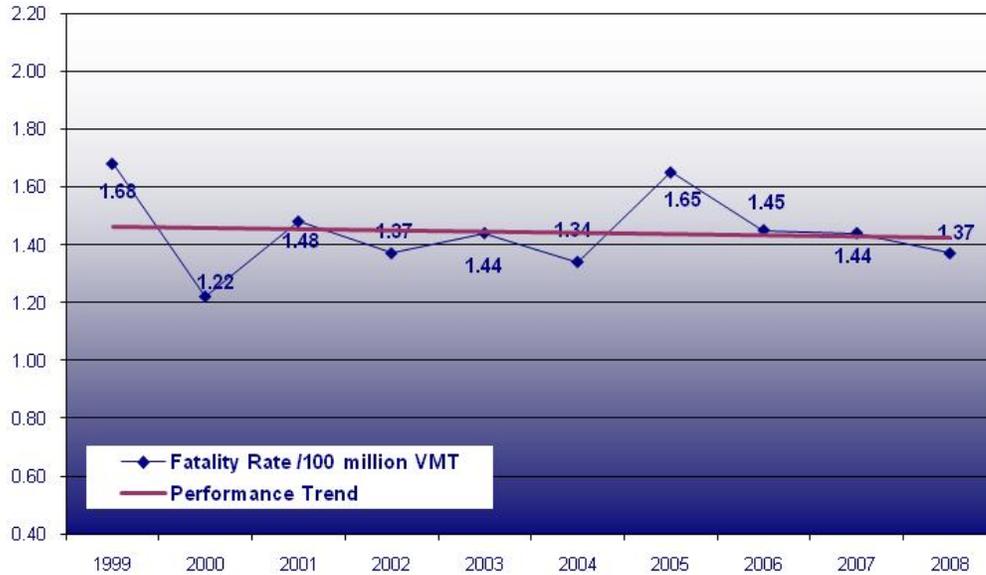
Actual Number of Fatalities Goal: Reduce Fatalities



The number of fatalities per year has varied to some degree over the past ten years with an average number of 106 fatalities per year.

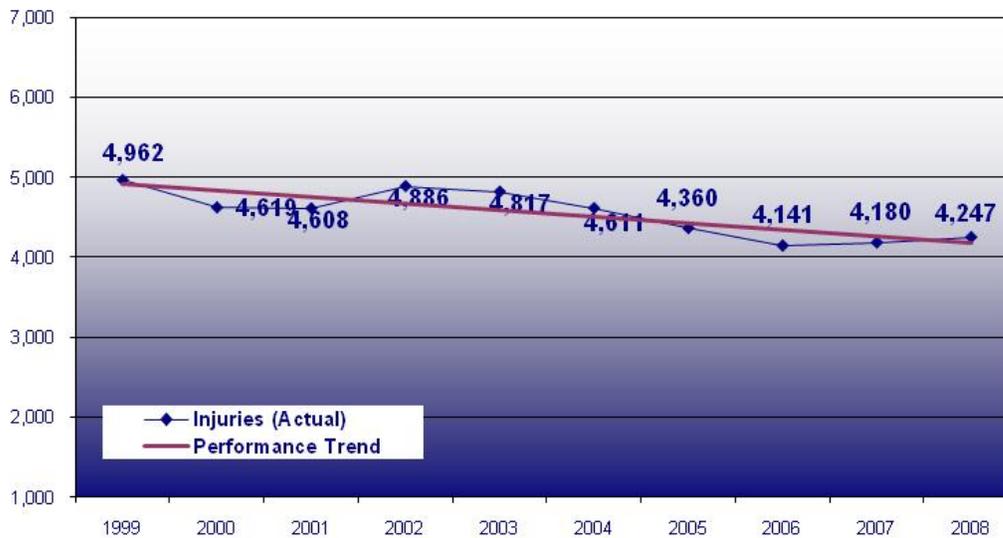
Performance Goals and Trends: A Decade in Review

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



While the fatality rate per 100 million VMT varies, there is decrease from 1.68 fatalities per 100 million VMT in 1999 to 1.37 fatalities per 100 million VMT in 2008. The lowest fatality rate over the past ten years is 1.22 fatalities per 100 million VMT in 2000.

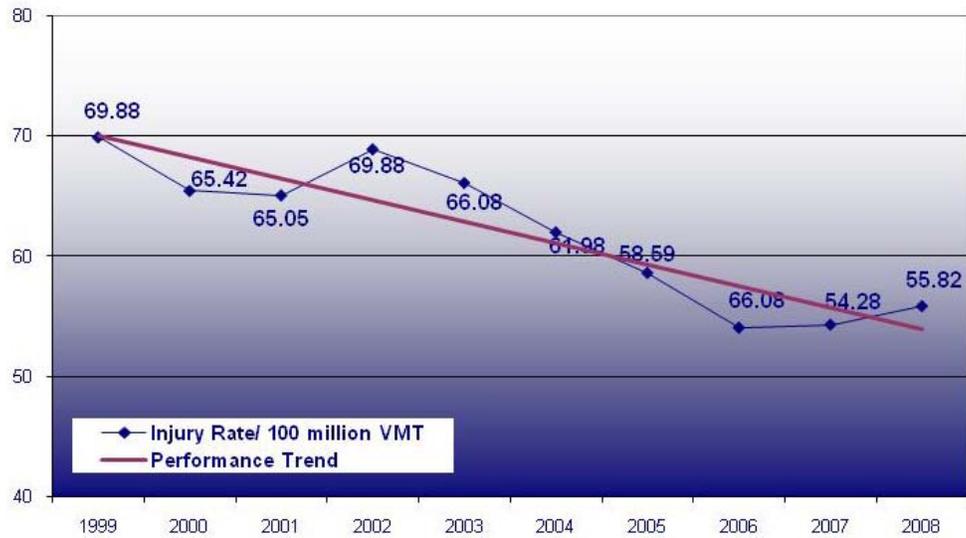
Actual Number of Injuries Goal: Reduce Injuries



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

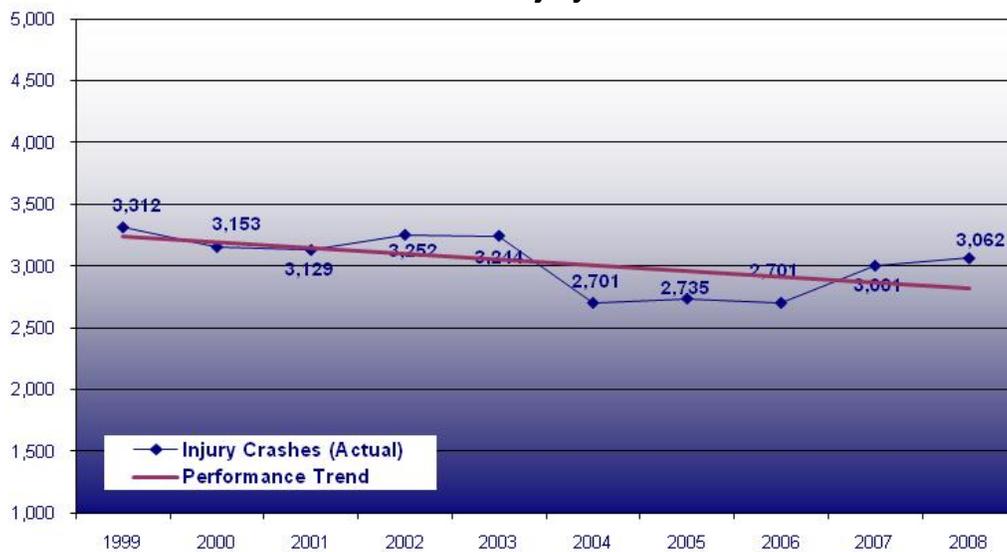
Performance Goals and Trends: A Decade in Review

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



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

Actual Number of Injury Crashes
Goal: Reduce Injury Crashes



The number of injury crashes per year demonstrates a slight trend decrease.

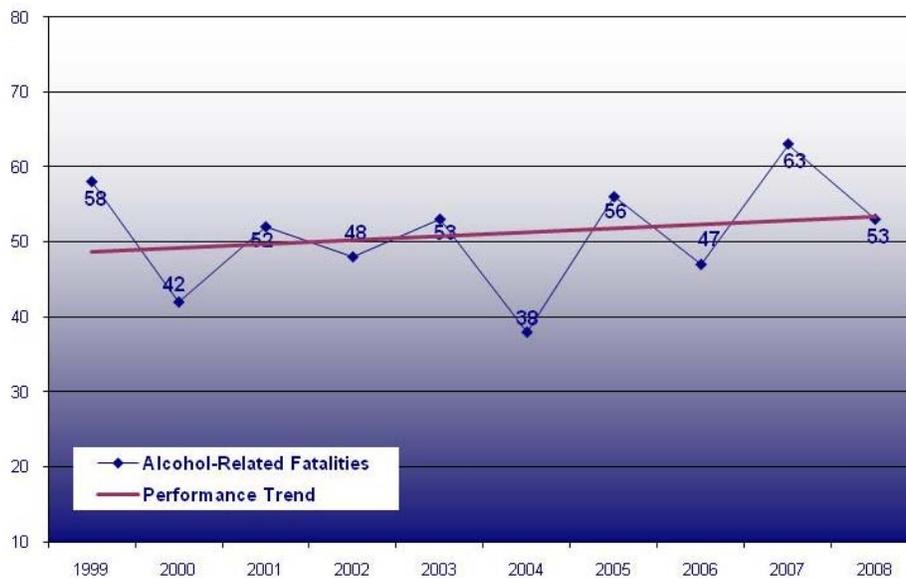
Performance Goals and Trends: A Decade in Review

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



While the number of crashes per 100 million VMT varied over the past ten years, the rates demonstrate a slight trend increase.

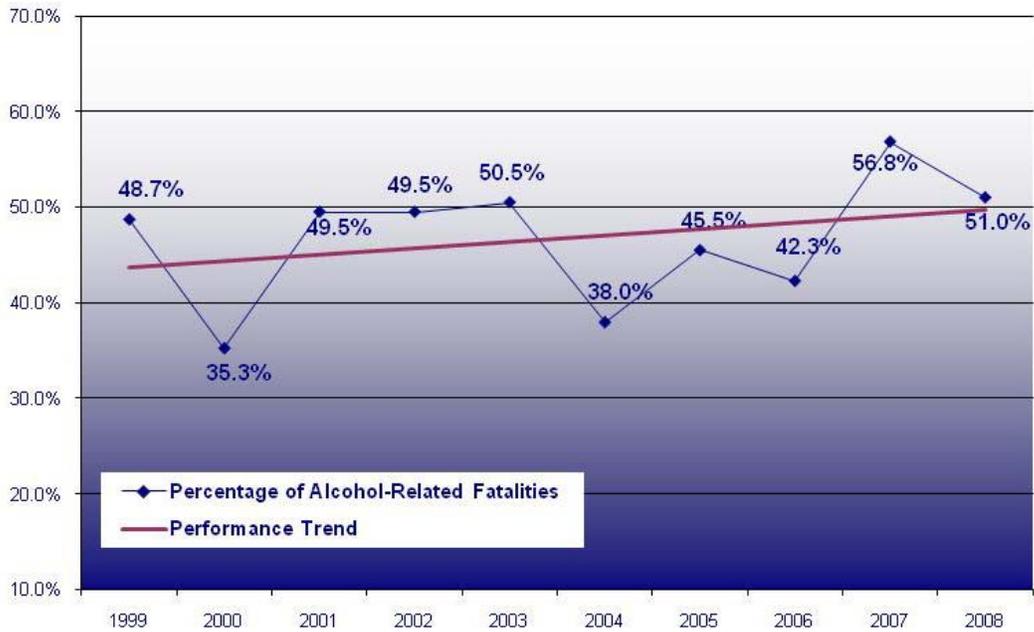
Alcohol-Related Fatalities
Goal: Reduce Alcohol-Related Fatalities



In 2008, there were 53 alcohol-related fatalities.

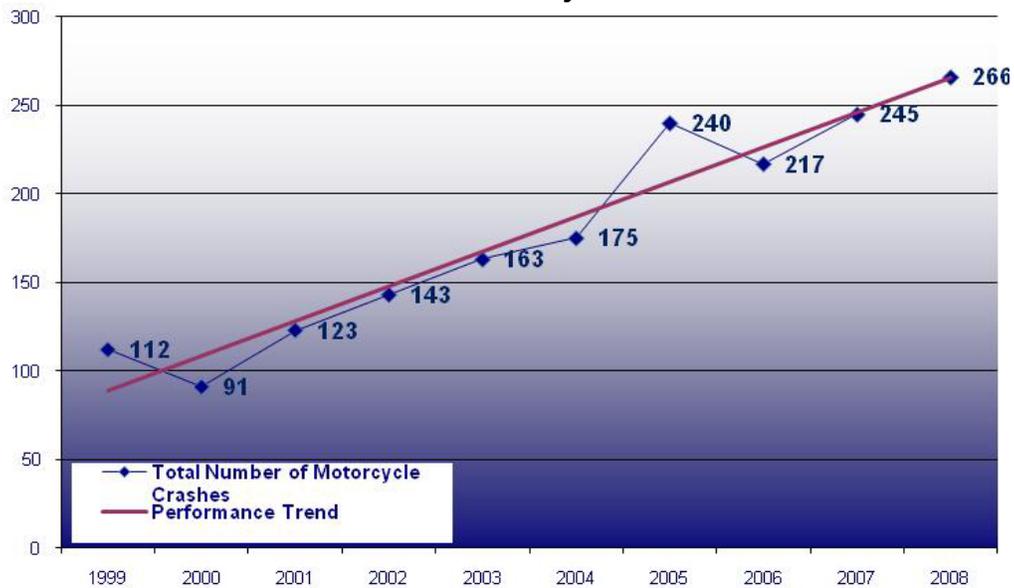
Performance Goals and Trends: A Decade in Review

Alcohol Fatality Proportion
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 more than doubled over the past ten years.

FY 2009 ACCOMPLISHMENTS

Through the efforts of the NDDOT and numerous traffic safety advocates across the state, the following traffic safety accomplishments occurred in FY 2009. The TSO:

- Applied for and received Year 4 funding through NHTSA for the following grant programs to support traffic safety programming statewide.
 - 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*

These grants totaled \$4,746,357 in new funds for FY 2009.

- Maintained statewide seat belt use at about 82 percent. In 2007, North Dakota achieved the highest seat belt use rate in North Dakota's history at 82.2 percent but this rate decreased slightly to 81.6 percent in 2008 and then 81.5 percent in 2009. The decrease is likely due to the seat belt survey's sampling variability and may not confirm an actual decrease, but is indicative of a plateau in seat belt use in the state and the need for higher levels of intervention in this program area.
- Developed a strategy and capacity-building plan to move to sustained, multi-agency enforcement of impaired driving and seat belt use in FY 2011.
- Developed a program evaluation plan to identify the level of effectiveness of current traffic safety intervention. The results of this evaluation will allow for more targeted, effective programming in subsequent years.
- Initiated programs targeting young drivers including a new teen driver website, a standardized driver's education curriculum, and support of the North Dakota Safety Council's *Alive at 25* program.
- Continued outreach efforts and foster improved relationships with Native American tribal leaders through a contract for liaison services between the NDDOT and North Dakota's four Tribal Nations (Standing Rock, Spirit Lake, Ft. Berthold, and Turtle Mountain). The contracted entity is responsible to work with each tribe to plan, coordinate, and advance traffic safety programs on each reservation.
- Continued deployment of the electronic crash reporting software, TraCS (Traffic and Criminal Software), to law enforcement agencies statewide. To date, 62 law enforcement agencies, including the North Dakota Highway Patrol, are using TraCS resulting in nearly 80 percent electronic submission of crash reports. And, several tribal law enforcement agencies are in discussions with the TSO for TraCS use.

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

FY 2009 PROGRAM SUMMARIES

IMPAIRED DRIVING

About half of motor vehicle fatalities in the state are alcohol-related necessitating significant resources be dedicated to prevention through enforcement and education.

Program Summary

High Visibility Enforcement

The TSO entered into enforcement contracts with 42 city and county law enforcement agencies and the North Dakota Highway Patrol to conduct impaired driving enforcement including saturation patrols and sobriety checkpoints throughout FY 2009.

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

The North Dakota Highway Patrol conducted 19 sobriety checkpoints in partnership with city and county law enforcement agencies and committed 1,409 overtime hours to saturation patrols. Twenty-two police departments and 19 sheriff's departments participated; these agencies had jurisdiction over more than 70 percent of the state's population. All agencies combined for a total of 5,205 overtime hours and 832 alcohol-related citations through the year. North Dakota experienced an extremely harsh winter followed by statewide flooding which ultimately contributed to a decrease in the overtime hours the agencies were able to conduct.

Fargo Police Department (PD) collaborated with the Fargo District Highway Patrol and MADD to conduct two checkpoints resulting in eleven DUI arrests. Saturation patrols were conducted regularly throughout the year. Additional funds were provided for the agency to conduct local media to heighten the visibility of their enforcement events. Billboards, bathroom stall ads, and radio spots were developed and purchased. The ads were tagged with the Fargo PD and *Drunk Driving. Over the Limit. Under Arrest.* logos.

Public Information and Education

See *Section K., Media*, for information related to paid and earned media activity for impaired driving prevention.

Traffic Safety Resource Prosecutor

The TSO contracts for the services of a half-time Traffic Safety Resource Prosecutor (TSRP) on an ongoing basis. The TSRP provides training, technical assistance, and resources to court personnel (prosecutors, judges, juvenile court administrators, etc.)

and law enforcement to assure appropriate prosecution and adjudication of DUI cases.

In FY 2009, the TSRP provided training to over 650 individuals on various topics including: (1) mock DUI trial testimony, (2) search and seizure, (3) effective witnessing, (4) case law updates, (5) DUI law in North Dakota, and (6) prosecuting the drugged driver.

On July 16-17, 2009, North Dakota's Traffic Safety Resource Prosecutor (TSRP) 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 TSRP 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.

Safe Communities Impaired Driving Program Outreach

The TSO supported the following impaired driving prevention interventions conducted through local Safe Communities programs.

Two Safe Communities programs in North Dakota have SIDNEs (**S**imulated **I**mpaired **D**rivi**N**g **E**xperience), a battery-powered vehicle that simulates the effects of impairment from alcohol or other drugs on a motorist's ability to drive. The Safe Communities coordinators have trained many law enforcement officers and coalition members to operate the SIDNE and rent the units to assure statewide reach and to generate funds to assist the Safe Communities to become self-sustainable. The SIDNEs have been requested for use by driver education classes as a tool to teach students about the consequences of impaired driving. And, while the SIDNEs are geared toward impaired driving prevention, SIDNE event coordinators have found that they are also a useful tool to educate the public about seat belt use and distracted driving. Each year, more than 2,000 North Dakotans participate in SIDNE events.

Server training sessions are provided through the collaborative efforts of local law enforcement and Safe Communities programs. 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. To further promote server training, the TSO contracted with a consulting firm to develop a standardized Beverage Server Training curriculum for statewide use by Safe Communities programs and law enforcement. A toolkit was also developed to enable law enforcement and/or the Safe Communities coordinators to

acquire support for server training from retail establishments, city council members, and county commissioners to increase the number of retail alcohol establishments participating in server training by ten percent each year. Currently, only about 450 of 1,425 licensed liquor establishments participate.

Victim Impact Panels (VIPs) are offered through many of North Dakota's Safe Communities programs. VIPs 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 in a non-judgmental, non-blaming manner. A portion of the VIP is dedicated to questions and answers, but the primary purpose of the panel is for the victims or offenders to speak, rather than for the victims and offenders to engage in a dialogue. The court system uses VIPs as a sanction for DUI offenders to invoke behavior change among offenders and reduce the likelihood of repeat offenses. In FY 2009, 1,272 DUI offenders completed a VIP program in North Dakota; with about 6,000 DUI arrests per year, VIPs reach nearly 25 percent of the offender population annually.

Club NDSU is a project that occurs at North Dakota State University (NDSU) and aims to educate students about the negative consequences associated with underage drinking and impaired driving by providing late-night, alcohol-free events with an educational component. Participating students receive a magnetic swipe card that retains personal identification information including their height, weight and gender. The swipe cards are used by the student to obtain non-alcoholic drinks during the course of the Club NDSU event. The next morning, the student receives an email notifying them what their blood alcohol content would have been had they been drinking alcohol. The TSO provides financial support toward a portion of educational costs associated with this program.

Parent Survey Project

The North Dakota Higher Education Consortium for Substance Abuse Prevention received funds through the TSO to conduct a parent-student communication survey. The survey was a component of a larger TSO-funded project for parents of college/university freshman initiated in FY 2007 to reduce underage alcohol use and overconsumption. The project involved the development and distribution of a handbook entitled, "*A Parent Handbook for Talking with Teens About Alcohol Before They Enter College.*" Project evaluation suggested that parental discussions can influence their children's choices about drinking and overconsumption but also showed that the handbook had minimal impact with only two colleges experiencing marginal improvement with alcohol-related citations on campus. Based on these minimal findings, a parent-student communications survey was planned to gain additional insight to identify methods to enhance future interventions. The survey asked questions about: (1) communication factors, (2) parent perceptions about their student's alcohol use and alcohol use among college/university populations, (3) parent alcohol use, and (4) perception of likelihood and severity of student-experienced alcohol problems. The survey demonstrated wide variability among responses suggesting that interventions

need to take into account that not all parents are the same, and, in fact, may differ widely with regard to their beliefs and communication practices.

Equipment

Toxicology Equipment

The North Dakota Attorney General's Office, Crime Laboratory Division, Toxicology Section, was funded through the TSO to support a temporary forensic scientist and for the purchase of equipment for evidentiary alcohol testing and preliminary breath testing. Equipment purchases included:

- 20 *Intoxilyzer 8000s* – portable evidentiary alcohol testing units designed to be used in the field, such as during sobriety checkpoints and allows officers to process impaired motorists on-site,
- 46 *S-D5* preliminary breath test (PBT) screening devices which are easier to operate, calibrate, and maintain and will enable the upgrade of existing technology in the field, and
- COBRA software to enable the download of data through the *Intoxilyzer* modem through fax lines.

In July 2009, the Toxicology Section hired a temporary forensic scientist to assist with training upgrades to evidentiary-testing equipment, and other requirements. Since then, this position has: (1) processed over 1,200 blood alcohol cases, (2) assisted with verification of operation and accuracy of general lab equipment used in blood alcohol analysis, (3) performed quality assurance for other scientists on about 400 DUI cases, (4) assisted with *Intoxilyzer* training courses, (5) testified for the State as an expert witness in several DUI court cases, and (6) assisted with the preparation of approximately 40 discovery requests for attorneys.

Digital Surveillance Cameras

The TSO awarded grants to 14 law enforcement agencies toward the purchase of in-car digital video surveillance cameras to facilitate the arrest, prosecution, and adjudication of DUI offenses. Grantee agencies contributed about \$17,500 in matching funds toward the purchase of these units.

Professional Education

The Drug Recognition Expert (DRE) program continued through FY 2009. There are currently 15 certified DREs in North Dakota and three 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, meth, dextromethorphan, etc.), and updates on the latest policies/procedures, innovative technology and research.

Underage Drinking Enforcement

Three law enforcement agencies received funds through the TSO to conduct alcohol compliance checks and server training programs in FY 2009: (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.

Tribal Outreach

The TSO continued a contract with a communications firm, KAT Communications, to develop and distribute a traffic safety public information campaign to North Dakota's Native American population. The campaign – *Up2Me* – was developed in partnership with a Native American Tribal Advisory Committee with representation from each of the four North Dakota reservations. The *Up2Me* campaign addresses seat belt use and impaired driving and consists of a website (<http://goodhealthtv.com/up2me/>), an activity book, personalized calendars, educator resources, personal video testimonies, a poster/coloring contest, etc. Local Native American talent was used for campaign design and to develop each campaign component. This campaign continued in FY 2009, with *Up2Me* media placed on *GoodHealthTV*®, a subscription-based health education network developed by KAT Communications to provide engaging and entertaining programming to improve the health and wellness of Native American communities. *GoodHealthTV*® programming is delivered from a communications center to large screen televisions placed in hospitals, clinics, schools or community centers through a high speed internet connection. The *Up2Me* ads aired on *GoodHealth TV*® at all the clinics on the four Indian reservations and Trenton Indian Service Area in North Dakota.

The Parents LEAD (Listen, Educate And Discuss Alcohol with Your Kids) Program

The Parents LEAD (Listen, Educate, and Discuss Alcohol) program was developed by the TSO and launched in FY 2005. The program provides parents/adults with resources and information to candidly discuss with youth the dangers and consequences of underage drinking and alcohol poisoning.

Research shows that parents are the greatest influence on their children's perceptions, attitudes, behaviors, and beliefs. This program provides resources to parents to

increase their knowledge about the risks of underage drinking and support them in zero tolerance of underage drinking.

The Parents LEAD program conducted several promotions during this fiscal year. A spring promotion was conducted during Class B boys' and girls' basketball playoffs and championships, prom, and spring break. The promotion included network television advertising and in-kind display advertisements distributed to statewide partners. The fall promotion was a "back to school" awareness program.



The Parents LEAD spokesperson, Anne Buchanan, whose son died of alcohol poisoning in 2004, made several presentations at North Dakota schools throughout the year. Anne has presented to over 4,000 people across the state about the dangers of "power hour" and binge drinking.

Future Strategies

- The TSO will roll out a statewide sustained multi-agency enforcement plan. This plan will provide for coordinated enforcement through regional task forces inclusive of about 90 percent of all law enforcement agencies statewide with a goal to assure high visibility of law enforcement, even in rural and frontier areas of the state (where about 80 percent of fatal crashes occur). Extensive paid and earned media will be conducted in partnership with the NDDOT, participating law enforcement agencies, and local Safe Communities coalitions during defined enforcement periods.

In FY 2010, the TSO will assist the regional enforcement task forces to build their capacity to implement multi-agency enforcement plans beginning immediately in FY 2011. Capacity building will include: (1) meetings of the regional task forces, (2) positioning Safe Communities programs as coordinators to the regional task forces, (3) purchasing in-car digital video surveillance units, and (4) development and implementation of an identified training plan for Standardized Field Sobriety Testing (SFST), the administrative hearing process, completing accurate and complete *Report and Notice* forms for DUI processing, and *Intoxilyzer* use.

Statewide sustained multi-agency enforcement 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.

- 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 third annual Law Enforcement Summit is scheduled for February 2010.

- Continue to market a standardized alcohol beverage server training program developed by the TSO 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 monitoring compliance check results for a correlating reduction in alcohol sales to minors.
- Continue to fund community-based impaired driving prevention programs through Safe Communities programs, colleges/universities, and other venues.
- Work with the tribes to develop strategic plans to identify appropriate impaired driving intervention on each reservation. The plans will be developed in partnership with a liaison agency and each tribe to identify data-driven goals around impaired driving and interventions to be implemented to achieve the goals.
- Actively participate as a member of the Governor's Prevention Advisory Council and the State Epidemiological Outcomes Workgroup (SEOW) 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.
- Build capacity within the Traffic Safety Resource Prosecutor (TSRP) program to provide further technical assistance and resources to law enforcement and judicial partners on a statewide basis to more effectively prosecute impaired-driving cases.
- Support additional training and education to expand the DRE program within North Dakota. The additional training would place DRE certified officers in the more rural regions of North Dakota.

OCCUPANT PROTECTION

Program Summary

Annual Statewide Seat Belt Observation Survey

The NDDOT completed its annual statewide seat belt observation survey through a vendor agency. The survey identified an 81.5 percent seat belt use rate based on observations from select sites on state and federal road systems. North Dakota's seat belt use rate peaked in 2007 at 82.2 percent.

High Visibility Enforcement

North Dakota's *Click It or Ticket* (May Mobilization) campaign included 35 law enforcement agencies (city, county, and state law enforcement) conducting statewide HVE from May 18-31, 2009. Participating law enforcement agencies accounted for 32

percent of the total number of law enforcement agencies in the state. The agencies worked 3,324 hours of overtime and issued a total of 4,356 citations (1.35 citations/hour) with 1,914 OP citations issued (0.59 citations/hour).

The TSO's media vendor coordinated the paid and earned media for the *Click It or Ticket* campaign. Media placement exceeded NHTSA's recommended Gross Rating Point (GRP) level of six hundred. Combined media buys, negotiated in-kind match and the waived agency discount buys resulted in 1309.6 network GRPs. A total of \$109,400 of negotiated in-kind match and waived agency discounts enhanced the paid media.

Media and Public Information and Education

The TSO continued its partnership with the North Dakota Department of Health (NDDH), Safe Communities programs, and state and local law enforcement agencies to increase public awareness and promotion of proper use of OP devices through statewide public information and education (PI&E) programs. OP program activities paralleled and complimented national campaigns during special emphasis periods. North Dakota's *Click It or Ticket* campaign served as the primary PI&E vehicle for seat belt programs. Earned media was generated through OP partners through media interviews with radio and television and other activities.

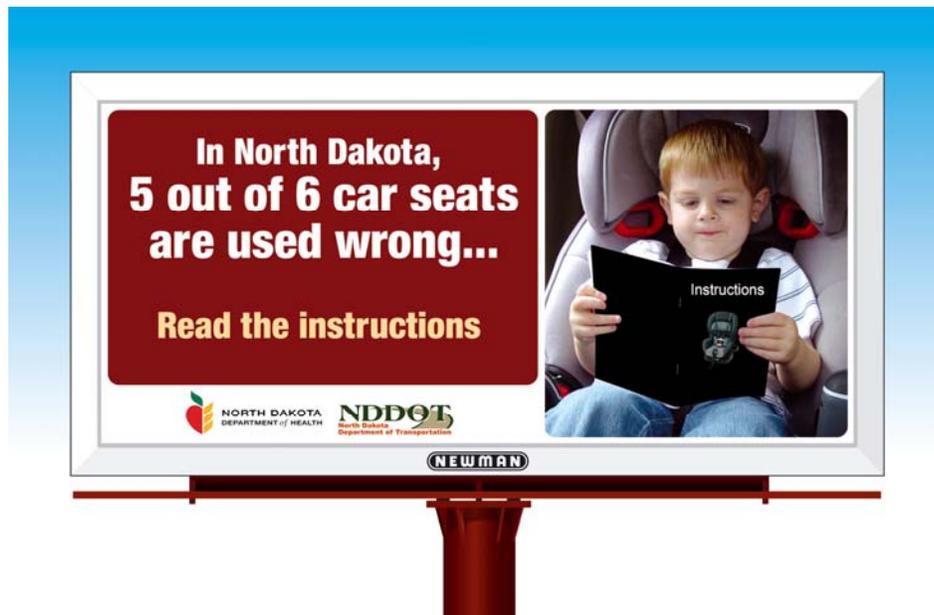
See *Section K., Media*, for information related to OP paid and earned media activity.

Child Passenger Safety Program

The Child Passenger Safety (CPS) 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 NDDH to administer the CPS program. The following activities were conducted by the CPS program in FY 2009.

- 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, etc.
- Conducted the following activities during national *CPS Week*:
 - Created a Governor's Proclamation about CPS week
 - Created and sent out a news release related to CPS week with emphasis on the statistic that 5 of 6 car seats are misused
 - Placed billboards with emphasis on the same statistic.
 - Conducted 5 car seat checkups during CPS week
 - Promoted CPS week in the Buckle Update newsletter
 - Distributed Ad Council PSAs to North Dakota radio and TV stations for donated air time



- Maintained partnerships with agencies including Safe Communities programs, 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.
- Promoted the *Boost, Then Buckle* campaign to encourage the use of booster seats for children from 40 to 80 pounds.
- Purchased and provided car seats and supplies to local agencies to distribute to families in their communities. A total of 1,733 car seats were purchased (806 convertible seats, 358 combination seats, 226 backless boosters, wee high back boosters, 75 infant seats, 30 forward facing seats). The seats were provided to 41 distribution programs including four Native American reservations and one Indian Health Service (IHS) unit. Approximately \$10,000 worth of car seats were distributed to the reservations and IHS (Spirit Lake [50 seats], Three Affiliated Tribes [62 seats], Turtle Mountain [52 seats], Standing Rock [52 seats], and Trenton IHS [12 seats]).
- Coordinated car safety seat checkups throughout the state in partnership between the NDDH, Safe Communities programs, and auto dealerships. The NDDH assisted with 89 car seat checkups, inspecting 1,334 car seats. Data from car seat checkups statewide demonstrated:
 - 84 percent of car seats checked were misused
 - 65 percent of children were incorrectly secured in the harness system of the car seat or were improperly buckled in the seat belt
 - 63 percent of car seats were installed incorrectly
 - 5 percent of car seats in use had been recalled
- Conducted a variety of CPS workshops and courses including four 32-hour NHTSA standardized courses with 34 participants and 31 participants completing all course requirements. And, conducted more than 20 other CPS workshops

- throughout the state with over 400 participants attending.
- Assisted certified CPS technicians to maintain their certification.

Other Seat Belt Countermeasures

- Continued to make progress toward meeting and sustaining key recommendations from a NHTSA assessment of North Dakota's Occupant Protection (OP) program (see *FY 2009 Accomplishments* for more information).
- Continued the *Up2Me* media campaign targeting North Dakota's Native American population with seat belt awareness and education. *Up2Me* media was placed on *GoodHealthTV*® at all the clinics on the four Indian reservations and Trenton Indian Service Area in North Dakota.

Future Strategies

- Implement statewide, sustained, multi-agency seat belt enforcement beginning in FY 2010. This plan will provide for coordinated enforcement through regional task forces inclusive of about 90 percent of all law enforcement agencies statewide. The goal is to assure high visibility of law enforcement, even in rural areas of the state, through sustained, multi-agency collaboration during defined enforcement periods. Extensive paid and earned media will be conducted in partnership with the NDDOT, participating law enforcement agencies, and local Safe Communities coalitions.
- Conduct outreach through Safe Communities programs to rural counties with higher rates of unbelted serious injuries and fatalities to develop and implement OP projects.
- Work with the tribes to develop strategic plans to identify appropriate intervention to advance seat belt use on each reservation. The strategic plan will be developed in partnership with a liaison agency and each tribe to identify data-driven goals around seat belt use and interventions to be implemented to achieve the goals.

SPEED MANAGEMENT

Program Summary

Speed is a contributing factor in about 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.

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 TSO's 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.

North Dakota Peace Officer Association (NDPOA)

The NDPOA's Traffic Safety Committee serves in an advisory capacity to the Police Traffic Services (PTS) program. The committee is comprised of nine state and local law enforcement officers from around the state and provides the TSO with: (1) technical assistance regarding traffic safety enforcement or related activities, and (2) review of equipment and enforcement grant proposals submitted by state and local law enforcement agencies with recommendations on grant recipients and award amounts.

Equipment

In FY 2009, funds were awarded to ten local law enforcement agencies to purchase twelve radar units.

Law Enforcement Summit

In February 2009, the TSO hosted the second annual Law Enforcement Summit for law enforcement agencies under contract with the TSO to conduct enforcement programs.

More than thirty law enforcement officers participated in this full-day Summit. The Summit provided information on the following topics: (1) *Traffic Occupant Protection Strategies (TOPS)*, (2) *Night Cap –A High Visibility Enforcement Program* by Paul VanVoorhis of the Minnesota Highway Patrol, (3) *North Dakota's Drug Recognition Enforcement (DRE) Program*, (4) *TraCS (Electronic Crash Reporting) Demonstration/Traffic Records Update*, (5) *Earned Media: Helping the Media Deliver Your Message to the Public*, (6) *Enforcing Underage Drinking Laws (EUDL) Program Overview* by the North Dakota Department of Human Services, and (7) *an Impaired Driving Project Overview* by the Southwestern Coalition of Safe Communities.

This Summit was initiated in FY 2008 through an initiative by NHTSA and 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 ASSISTS (**A**lcohol, **S**eatbelt, and **S**peed **I**ntervention to **S**upport **T**raffic **S**afety) incentive program entered its fourth year. ASSISTS recognizes law enforcement agencies for extraordinary efforts in traffic safety. Agencies submit an application documenting their efforts in enforcement, media, public information and education, and continued training of staff. While no ASSISTS program applications were received in FY 2009, the TSO continued to promote the program and received an application for award in FY 2010.

Law Enforcement Liaison

North Dakota's Law Enforcement Liaison (LEL), Capt. Mike Argall of the Cass County Sheriff's Department, works on an informal basis (i.e., not under contract with the TSO) to gain support from city and county law enforcement agencies to conduct traffic safety activities within their jurisdiction. Capt. Argall addresses various concerns with the agencies including whether they have the staff to commit to traffic safety or whether they have support from their city or county commissioners to conduct enforcement programs. Capt. Argall also conducts training on Responsible Beverage Server Training and Traffic Occupant Protection Strategies (TOPS). Capt. Argall promotes the TSO's incentive programs and encourages them to conduct traffic safety activity for recognition through the program. The informal arrangement between the TSO and Capt. Argall to provide LEL services without cost to the TSO speaks to the dedication of Cass County Sheriff's Department, and many other law enforcement agencies throughout the state, and their commitment to traffic safety.

Funding was provided to Cass County Sheriff's Department for travel expenses for Capt. Argall to attend LEL events sponsored by NHTSA.

Future Strategies

- The TSO will roll out a statewide sustained multi-agency seat belt enforcement plan. This plan will provide for coordinated enforcement through regional task forces inclusive of more than 90 percent of all law enforcement agencies statewide with a goal to assure high visibility of law enforcement, even in rural and frontier areas of the state (where about 80 percent of fatal crashes occur). Extensive paid and earned media will be conducted in partnership with the NDDOT, participating law enforcement agencies, and local Safe Communities coalitions.

In FY 2010, the TSO will assist the regional enforcement task forces to build their capacity to implement the multi-agency enforcement plans beginning immediately in FY 2011.

- 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 enforcement, seat belt, and child restraint enforcement.

EMERGENCY MEDICAL SERVICES

The North Dakota Department of Health Division of Emergency Medical Services and Trauma (DEMST) was funded through the TSO to support the delivery of emergency medical services (EMS) to motor vehicle crash trauma victims through training to EMS providers statewide.

Training EMS providers in North Dakota poses many challenges. Ninety-five percent of EMS providers are volunteers resulting in a high level of attrition and, with North Dakota's population decreasing and shifting from rural to urban areas, there are fewer people in the potential pool of volunteers to staff rural EMS services. Volunteers in rural areas also tend to be older.

DEMST staff are responsible to provide oversight related to training, testing, certification, and licensure of EMS personnel statewide.

Program Summary

EMS Training

The following courses are provided on an ongoing basis through DEMST.

- North Dakota Automobile Extrication (NDAE) Course
- First Responder Course
- Emergency Medical Technician-Basic (EMT-B) Course
- Emergency Medical Technician-Intermediate (EMT-I) Course
- Emergency Medical Technician-Paramedic (EMT-P) Course
- Emergency Medical Services (EMS) Instructor Course
- Emergency Vehicles Operations (EVO) Course

In FY 2009, the TSO again provided funds to 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. This allows the TSO and traffic safety partners improved access to EMS systems data that is accurate, complete, and timely. This position is funded through NHTSA S408 funds.

TRAFFIC RECORDS

Effective traffic safety intervention is contingent on accurate, timely, and complete traffic records data including crash, roadway, driver, and ancillary data sources. This data is continually analyzed to monitor existing traffic safety trends or to identify emerging trends.

Access to traffic records and the capability to query multiple factors simultaneously is necessary to conduct effective crash trend analyses.

Program Summary

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 Plan was revised and approved by the TRCC following a NHTSA Traffic Records Assessment (TRA) completed in March 2006 with the majority of the significant recommendations from the TRA incorporated into the Plan. The revised Plan includes 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, through FY 2009. 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 56 law enforcement agencies, including the North Dakota Highway Patrol, using TraCS for electronic submission of crash reports to the NDDOT. And, ten of these agencies are also using TraCS to electronically submit citation data to the courts. Approximately 80 percent of all crash reports received by the NDDOT are electronic which is a two-fold increase in electronic crash reporting over the past 2-3 years.

TraCS installations and trainings were provided to 12 law enforcement agencies (five police departments and seven sheriff's departments). And, TraCS demonstrations were made to three tribes (Three Affiliated Tribes, Turtle Mountain Band of Chippewa, Spirit Lake Nation) and Mercer County law enforcement.

Crash Location Conversion Project

The TSO completed a year-long project to convert crash locations from an antiquated “node” location system to Global Positioning System (GPS) locations. The NDDOT’s crash data system used a node assignment to indicate a crash location within a township or major city. This node system was incompatible with current mapping technology which requires locations be distinguished by latitude/longitude. As a result, a project was initiated to convert historical crash data from a seven-year period (2002-2008), plus current year data (2009), to a GPS location. The project also included modifications to various analytical software packages used to analyze crash data. Ultimately, this project allowed for the interface of crash data with Geographical Interface System (GIS) to map and analyze crash locations on a statewide basis.

Annual Crash Summary

In August 2009, the TSO published the annual *North Dakota 2008 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> .

Future Strategies

Continue to:

- Convene quarterly meetings of the TRCC.
- Enhance TraCS and the CRS to facilitate timeliness, accuracy, completeness, uniformity, integration, and accessibility in crash reporting.
- Continue to implement projects from the Traffic Records Strategic Plan.
- Plan for a NHTSA Traffic Records Assessment to occur in FY 2011.

MOTORCYCLE SAFETY

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 for coordinating 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.

Program Summary

The North Dakota Motorcycle Safety Program

ABATE of North Dakota is under contract with the NDDOT to administer North Dakota's Motorcycle Safety Program (NDMSP). 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 that exists through a legislative mandate for 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 S2010 funds, fees paid by course participants, and in-kind funds and services donated by ABATE.

In FY 2009, ABATE employed 26 rider coaches statewide and provided them training in preparation for the training season which begins in May. The rider coaches taught 213 courses with a total of 2,121 students.

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). ABATE worked with MidContinent Communications to secure more than \$200,000 in contributions to promote this campaign.

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. The *Share the Road* television paid media spot aired via Midcontinent Cable and the station provided additional in-kind donations to expand the reach of the message.

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.

Two new motorcycles were added to the fleet.

Future Strategies

- Continue to:
 - Promote the *Share the Road* awareness campaign during the FY 2010 riding season.
 - Add rider coaches through the rider coach mentoring program.
 - Promote scooters under the Basic Rider Course training and develop a scooter awareness public information campaign.
 - Promote rider education to the NDNG.
- Conduct a professional develop workshop for North Dakota rider coaches.

- Conduct a quality assurance assessment of the rider education program.
- Conduct a NHTSA assessment of the NDMSP.
- Add the Advanced Rider Course curriculum for experienced riders.

SAFE COMMUNITIES

Program Summary

Traffic safety programs in North Dakota are advanced to the local level through a network of community-based Safe Communities coalitions.

Safe Communities programs are data-driven, evaluation-based and incorporate seven elements of a Safe Community into their processes: (1) use of multiple data sources, (2) citizen involvement, (3) expanded partnerships, (4) comprehensive injury prevention and control, (5) program planning, (6) program effectiveness, and (7) self-sufficiency.

Safe Communities programs gather local data to prioritize injury problems and determine appropriate intervention within their service region. The intervention is delivered through grassroots efforts of local citizens serving on Safe Communities coalitions. The program ownership resultant from grassroots involvement has helped to develop local capacity to conduct statewide and community-level traffic safety projects such as those discussed throughout this report.

In North Dakota, there are nine regional Safe Communities programs serving each of North Dakota's 53 counties as follows.

1. **Southwest Coalition of Safe Communities** – Stark, Dunn, Billings, Golden Valley, Slope, Bowman, Adams, and Hettinger
2. **Region I Safe Communities Coalition** – Williams, Divide, and McKenzie
3. **Region VII Safe & Drug Free Communities Coalition (Region VII)** – Burleigh, Morton, Oliver, Mercer, McLean, Sheridan, Kidder, Emmons, Sioux, and Grant
4. **Safe Communities of North Central North Dakota** – Ward, Bottineau, Burke, Mountrail, McHenry, Pierce, and Renville
5. **Region III Safe Communities** – Rolette, Towner, Cavalier, Ramsey, Benson, and Eddy
6. **Sheyenne Valley Safe Communities** – Barnes, Griggs, Steele, Stutsman, Foster, Wells, LaMoure, Dickey, McIntosh, Logan and Ransom
7. **Northern Valley Safe Communities** – Grand Forks, Nelson, Walsh, and Pembina
8. **Safe Communities Coalition of the Red River Valley** – Cass, Traill and Steele
9. **Head of the Red Safe Communities** – Richland and Sargent

Safe Communities programs are supported through the TSO with technical assistance and resources related to data collection and analysis, council development, citizen involvement, and program planning and evaluation.

The TSO maintains the North Dakota Safe Communities website, www.safecommunities.org, which is used primarily by Safe Communities' coordinators, coalition members, and injury prevention professionals as a resource center for community-level programming.

Future Strategies

Safe Communities programs will:

- Develop capacity in the rural counties within their service region with the highest rates of motor vehicle fatalities and serious injuries to more effectively target traffic safety intervention for greater impact.
- Continue to develop partnerships with the four Indian reservations and provide technical assistance and resources to advance traffic safety programs on the reservations.
- Work with the TSO to advance all traffic safety programs and public information campaigns to the local level.

YOUTH/YOUNG ADULTS

Program Summary

Over the past five years (2004-2008), teen drivers accounted for 20 percent of all fatal crashes and 30 percent of all crashes resulting in injury.

In 2008, the greatest percent of unbelted crash victims were 20-24 years old and one-third of alcohol-related fatal crashes involved a driver under the age of 25.

Alive at 25 Program

The TSO awarded a grant to the North Dakota Safety Council (NDSC) in support of their *Alive at 25* program. The *Alive at 25* program is a highly interactive young driver intervention program in which the instructor plays the role of facilitator. The facilitator uses workbook exercises, interactive video segments, small group discussions, role-playing, and short lectures to help young drivers develop convictions and strategies that will keep them safer on the road. *Alive at 25* is an evidence-based program; a recent study showed that *Alive at 25* course participants were 90 percent less likely to be involved in a fatal crash. The NDSC has trained course facilitators including law enforcement and NDSC trainers. Grant funds were used by the NDSC to provide scholarships to schools and individuals to increase access to the course on a statewide basis.

Driver's Education Curriculum

The TSO provided a grant to the North Dakota Driver and Traffic Safety Education Association (NDDTSEA) to tailor the driver's education curriculum used in the State of Oregon to be used by driver's education programs throughout North Dakota. The curriculum moves beyond skills-based driver's education to include behavioral safety skills and parent education. In Oregon, this curriculum is credited with reducing motor vehicle fatalities among new drivers. NDDTSEA adapted the curriculum, and is preparing to reproduce, promote, distribute, and provide technical assistance to driver's education instructors as they begin to use the curriculum in the summer of 2010. Minot State University provides fiscal administration for the grant.

Future Strategies

- The NDDOT will begin a comprehensive evaluation of North Dakota's current driver's education system. The evaluation will be conducted through a contract with UGPTI's Rural Transportation Safety and Security Center. Evaluation results will be used to move North Dakota toward the adaptation of new driver's education standards developed by NHTSA.
- The TSO will continue to focus on young, inexperienced drivers as a priority population with all planned traffic safety intervention.

MULTI-CULTURAL OUTREACH

North Dakota's Native American population is disproportionately impacted by motor vehicle fatalities. In the past five years (2004-2008), Native Americans accounted for 17 percent (94 of 549) of North Dakota's motor vehicle fatalities while accounting for just 5 percent of the state's population. Of those killed, 83 percent were not wearing a seat belt at the time of the crash and 62 percent of the fatal crashes were known to be alcohol-related.

Program Summary

Liaison to the Tribes

The TSO initiated a two-year contract with a communications firm, KAT Communications, to provide liaison services between the TSO and North Dakota's four Tribal Nations (Standing Rock, Spirit Lake, Ft. Berthold, and Turtle Mountain). KAT Communications is responsible to plan, coordinate, and advance traffic safety programs on each reservation.

A primary goal under this contract is for KAT Communications to convene tribal traffic safety stakeholders to complete Tribal Highway Safety Plans. The plans are currently at varying stages of development but are planned for completion by September 30, 2010.

KAT Communications has identified the appropriate tribal and law enforcement personnel for the TSO to initiate discussion related to TraCS, the NDDOT's electronic crash reporting system, for improved crash data to aid in the identification of traffic safety problems on the reservations and application of funding in support of planned traffic safety initiatives.

The TSO will continue partnerships developed with the tribes to assist them to identify funds to implement and advance the Tribal Highway Safety Plans in the future.

Future Strategies

- Continue to work collaboratively with the tribes to provide resources to advance their Tribal Highway Safety Plans

MEDIA

Program Summary

Paid and earned media are integral to the success of traffic safety programming.

In FY 2009, media efforts focused primarily on seat belt use and impaired driving. *Click It or Ticket* and *Drunk Driving. Over the Limit. Under Arrest.* were the primary messages during planned enforcement periods. Various social-norming messages were used during non-enforcement periods including: *Designate a Driver, Friends Don't Let Friends Drive Drunk, Click it Quick, and Buzzed Driving is Drunk Driving.*

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.

Table 2 (on the next page) shows the media campaigns that were conducted through FY 2009.

TABLE 2

Event	Dates	Focus	Message
National Drunk and Drugged Driving (3D) Prevention Month	December 2008	Impaired Driving	Designate a Driver and Drunk Driving. Over the Limit. Under Arrest.
Super Bowl	January 26 – February 2, 2009	Impaired Driving	Friends Don't Let Friends Drive Drunk.
St. Patrick's Day	March 9-17, 2009	Impaired Driving	Friends Don't Let Friends Drive Drunk.
Parents LEAD	March 1-31, 2009	Underage Drinking	Parents LEAD
Cinco De Mayo	April 30 – May 5, 2009	Impaired Driving	Designate a Driver
May Mobilization	May 18-31, 2009	Occupant Protection	Click it or Ticket
4 th of July	June 29 – July 5, 2009	Impaired Driving	Cost of a DUI
Labor Day	August 21 – September 7, 2009	Impaired Driving	Drunk Driving. Over the Limit. Under Arrest.

For each media campaign, the TSO worked with a media consultant to develop promotional plans that included defined partnerships and collateral materials to be used by the TSO, Safe Communities programs, and other traffic safety partners during outreach activity to assure campaign messages were consistent and widespread.

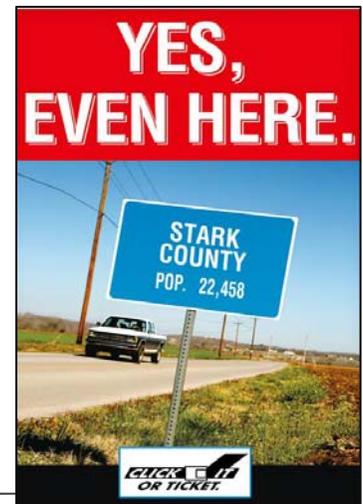
Extensive earned media for each campaign was garnered by Safe Communities programs, law enforcement, and other traffic safety partners through PSAs, news releases, news conferences, live radio or television remotes, and other earned media activities.

The TSO also provided funding to support the Fargo Police Department's (PD) paid media efforts to inform the public of sobriety checkpoints to be conducted in Fargo. The local media was no longer providing proper placement and attention to the PD's checkpoints, and subsequently, the public was not fully informed prior to each checkpoint. The paid media consisted of indoor advertising and billboards and was considered successful in providing the necessary visibility of the checkpoints. DUI citations during checkpoints decreased as a result.

Occupant Protection

“Click It or Ticket”

The enforcement message, *Click It or Ticket*, was used in FY 2009 during the May Mobilization campaign to assure public awareness of increased enforcement. The campaign included radio and television ads and posters customized by county for distribution by Safe Communities programs statewide.



“Click It Quick”

The social-norming message, *Click It Quick*, was launched in FY 2009 during the May Mobilization promotion. This campaign featured a video of 15-year-old, Tyler Sigvaldsen, a rural North Dakota resident, who was saved by his seat belt in a crash that occurred on a gravel road.

The video was posted on YouTube and has received approximately 1,850 views since it was posted in May 2009.

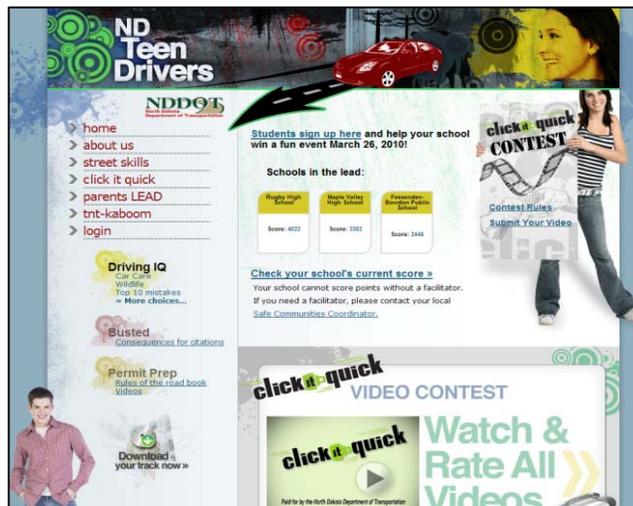
View the YouTube video at:

<http://www.youtube.com/watch?v=G064eiPIe5c>



NDTeenDrivers.com

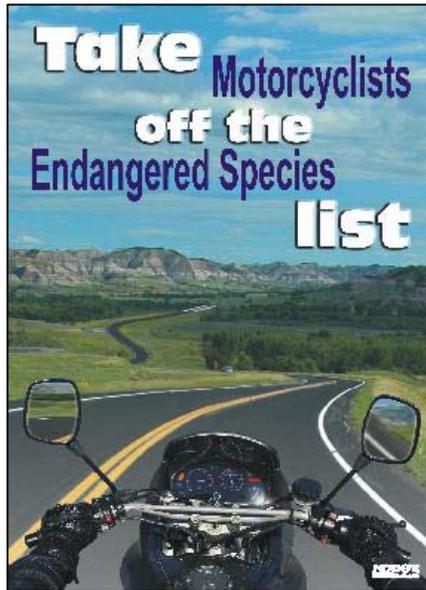
A new website – NDTeenDrivers.com – was created to encourage safe driving behavior among teens. The website includes a variety of traffic safety quizzes, videos, contests, and information on state laws, fines, etc. The website was launched in September 2009.



Motorcycle Safety

“Take Motorcyclists off the Endangered Species List”

The motorcycle safety promotion, *Take Motorcyclists off the Endangered Species List*, was launched in FY 2009. The campaign included palm cards for distribution by motorcycle dealerships statewide.



Impaired Driving

We Do It for Your Safety – Drunk Driving. Over the Limit. Under Arrest. (DDOLUA)



This enforcement campaign was launched during the national DDOLUA campaign over the Labor Day holiday.

The campaign built on a community engagement concept that law enforcement conducts enforcement of drunk driving for the citizens of the State of North Dakota and that the public supports them in this effort. The campaign kick-off event was a joint news conference featuring the NDDOT, the North Dakota Highway Patrol, and North Dakota's First Lady with a backdrop of state, county and city law enforcement, and citizen supporters demonstrating their support for a statewide crackdown on impaired driving.

“The Cost of a DUI”

This message was developed and rolled out for the 3D Month (Drunk & Drugged Driving Prevention) and 4th of July promotion. This campaign was also used during non-enforcement periods throughout the fiscal year. The campaign included posters, bathroom stall ads, and billboards. The campaign served as a reminder to the public that a DUI could translate to the loss of something important to them, including the loss of life.

WHAT WILL IT COST YOU?
A DUI can cost up to \$10,000

FOLLOWING ARE POTENTIAL EXPENSES FOR A FIRST OFFENSE

Fine (minimum)	\$250
Towing, impound	\$110
Mandatory alcohol evaluation	\$300
Victim Impact Panel	\$40
Driver's license reinstatement	\$100
Lawyer and court fees	\$2,500
High-risk insurance premiums	\$6,600

Nearly \$10,000*
*This is an estimate. Individual circumstances may vary.

PENALTIES FOR DUI CONVICTION ARE SERIOUS
Fine/ Jail Time / Loss of License

- 1st:** up to \$1,000/ Up to 30 days/ 91-180 days
- 2nd:** up to \$1,000/ Up to 30 days/ 1-2 years
- 3rd:** up to \$2,000/ Up to 1 year/ 2-3 years
- 4th:** up to \$2,000/ Up to 1 year/ 2-3 years
- 5th:** up to \$5,000/ Up to 5 years/ 2-3 years*

*The license is restored only after completion of substance abuse treatment and no alcohol-related offenses in the two years after completion of treatment.

The legal blood alcohol content limit in North Dakota is:

- 0.08 for drivers over 21 years old
- 0.02 for drivers under 21 years old
- 0.04 for commercial drivers

DUI includes alcohol, intoxicants, narcotics or prescription drugs that influence the central nervous system.

NDDOT
North Dakota Department of Transportation

**Legal Fees
+ Insurance Increase
+ Fines**

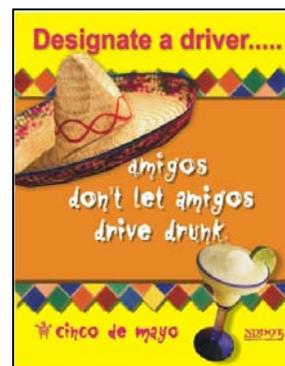
DUI = up to \$10,000

NDDOT
North Dakota Department of Transportation

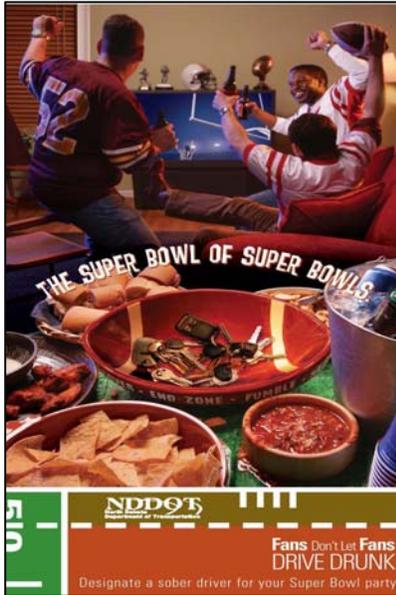
“Designate a Driver”

This message was promoted during the 3D Month (Drunk & Drugged Driving Prevention) and the Cinco De Mayo promotion. The 3D Month campaign included paid and earned media (television and radio) and print materials. The Cinco De Mayo promotion targeted college/university students and included an ad in the North Dakota State University newspaper and table tents placed at Dickinson State University and Lake Region College.

The *Designate a Driver* campaign encouraged individuals to plan ahead and designate a sober driver before their festivities during 3D Month (December) and the Cinco De Mayo holiday.



“Friends Don’t Let Friends Drive Drunk”



This message was promoted during Super Bowl and St. Patrick’s Day promotions.

The Super Bowl promotion was contrived from this message with the slogan “Fans Don’t Let Fans Drive Drunk” and was distributed through posters placed statewide in bars and liquor establishments through local Safe Communities programs.

The St. Patrick’s Day promotion used ads distributed to six colleges/universities throughout the state.

The *Friends Don’t Let Friends Drink and Drive* campaign encouraged individuals to take the keys from their friends if they had consumed too much alcohol.



Future Strategies

- The TSO will develop strong, market-tested ads for both impaired driving and seat belt use. Both enforcement and social-norming ads will be developed and will be coordinated with defined enforcement and social-norming periods with comprehensive earned media activity conducted at the local level through law enforcement and Safe Communities coalitions.

NOTEWORTHY PROGRAMS

A Rollover Simulator Project by the Safe Communities Coalition of the Red River Valley

Target Group

Teens, 18 to 34-year-old males, pickup truck drivers

Problem Statement

North Dakota crash and the National Occupant Protection Use Survey (NOPUS) data show a number of problem areas the coalition wanted to address. First, North Dakota has a high number of rollover crashes, many resulting in serious injury or death. Second, seat belt use is very low among those involved in rollover crashes. Third, seat belt use is lowest among pickup truck drivers. Fourth, seat belt use among males is lower than females. Lastly, for each mile driven, teens are four times more likely to be in a crash.

The coalition also had several other areas they wanted to address that were not specifically related to data. First, they did not have an appealing interactive tool to promote seat belt use to target groups at schools and community events. Second, they desired a new and innovative way to present an old message. Third, the coalition hoped to strengthen existing partnerships as well as build new ones. Fourth, they wanted a tool to strengthen and brand the coalition. Most importantly, the coalition's ultimate goal was to save lives.

Objectives

Based on the problem identification, the coalition's Occupant Safety Committee's goal was to obtain a new tool to educate the public. After researching different options, they chose a rollover simulator, which is a pickup truck cab that rotates on an axle mounted to a trailer. Once the goal of obtaining a rollover simulator was set, additional goals were identified. They included: (1) reaching target groups, (2) starting dialogue with members of the target groups, (3) branding/marketing the coalition, (4) building and strengthening partnerships, (5) strengthening the coalition, and (6) saving lives. To accomplish these goals, the following objectives were developed:

Objective 1: Incorporate rollover simulator into comprehensive seat belt project at Clay County high schools by May 29, 2009.

Objective 2: Provide rollover simulator demonstrations at two media events by December 31, 2009.

Objective 3: Invite six community coalitions to utilize the rollover simulator by December 31, 2009.

Objective 4: Utilize the rollover simulator at three or more community events by December 31, 2009.

Objective 5: Incorporate the rollover simulator into comprehensive seat belt project in two rural Cass County communities by May 29, 2009.

Objective 6: Identify two or more additional events/venues to utilize rollover simulator by December 31, 2009.

Objective 7: Provide training to 100% of individuals giving rollover simulator demonstrations by December 31, 2009.

Strategies

The coalition assembled a rollover simulator workgroup. The group identified and set goals, reviewed the funding proposal, researched and selected vendors, and researched ownership, insurance, and licensure issues. The workgroup made decisions about decals, storage, and operators. They identified law enforcement officers as the preferred group to deliver rollover simulator demonstrations. A member or members of partnering law enforcement agencies were selected and trained. Comprehensive training was provided to all operators and potential operators. The workgroup also created forms and documents related to use of the rollover simulator. The group developed minimum criteria, request for use protocol, user and indemnity agreements, a pre/post inspection form, talking points, and an evaluation form. The workgroup considers all requests and approves or denies them, and is responsible for making important decisions regarding the rollover simulator. Media were invited to a kickoff event, as well as subsequent events, and provided excellent coverage of the rollover simulator. Media and word of mouth resulted in many requests to use the simulator, and additional marketing efforts were not needed.

Results

May 2009 through September 2009, rollover simulator demonstrations reached over 4,500 people (see Figure 1). The coalition was successful in reaching their target groups, starting dialogue, branding the coalition, delivering an old message in a new way, and building and strengthening partnerships as well as the coalition. As anticipated, the coalition observed that the rollover simulator was particularly appealing to groups that are traditionally difficult to engage – men and pickup truck drivers.

Unfortunately, objective one was not met due to cancellation of the comprehensive seat belt project at Clay County high schools as a result of the flood. Due to high demand and mechanical issues, only four community coalitions – not six as stated in Objective #3 – were invited to use the rollover simulator.

Figure 1

Date	Agency	Location/Event	# Reached
5/4/09	West Fargo PD	9 th Grade Center	212
5/22/09	G.F. Safe Comm.	River Cities Speedway	1,100
5/29/09	Fargo PD	South High	300
6/4/09	Cass County SO	Red River Zoo/Safety Safari	400
6/6/09	Clay County SO	Hawley Rodeo	75
6/23/09	Fargo PD	Community Picnic	320
7/10/09	Clay County SO	Clay County Fair	200
7/17/09	Cass County SO	Red River Valley Fair	230
8/4/09	West Fargo PD	Night to Unite	452
8/18/09	Cass County SO	Horace Fire & Rescue	40
9/17/09	Traill County SO	Hillsboro HS	195
9/23/09	ND Hwy Patrol	Valley City	650
9/25/09	Fargo PD	Shanley High School	395

Cost

The rollover simulator cost \$12,500. Decals cost \$350. An adult male and adult female dummy cost a total of \$1,900. Miscellaneous costs including licensing, extension cords, duplicate keys, trailer lock, transport from the manufacturer, etc. have totaled \$210.

Funding Source

The coalition received a \$12,500 corporate donation from AAA North Dakota to purchase the rollover simulator. The coalition has utilized rental fees and Victim Impact Panel attendee fees to fund all remaining costs.

Name: Robyn Litke
Title: Safe Communities Coalition of the Red River Valley
Agency: Fargo Cass Public Health
Phone #: 701-241-1341
Email: rlitke@cityoffargo.com

A Drivers Education and Parent Seminar by the Southwest Coalition of Safe Communities

Target Group

Teen driver's education, students, and their parents

Problem Statement

According to 2000 U.S. census data, teens aged 13-19 make up 11.4 percent of the population in North Dakota. Teens aged 14-19 accounted for 18.1 percent of North Dakota crashes in 2008. In the southwest region, which consist of 8 counties, teens accounted for 5.4 percent of traffic crashes since 2001. Parent surveys conducted in the region identified a gap related to parental knowledge of traffic laws as they pertain to young drivers.

Goals/Objectives

With teen drivers as the target, the coalition goal was to educate and establish a partnership with youth and their parents prior to the youth beginning their driving privilege.

Strategies

The Southwest Coalition of Safe Communities developed a partnership with local and regional driver's education instructors and community stakeholders including law enforcement and insurance agents to coordinate other traffic safety initiatives with driver's education courses offered in the region.

The stakeholder group began to speak to driver's education students about their involvement in youth traffic safety initiatives.

This initiative evolved with the addition of a "parent's night" that is held at the school in the evening for the parents of teen drivers to discuss crash data among youth aged 14-18, insurance costs, seat belt education, parent-driven Graduated Drivers Licensing concepts, and the impact of underage drinking on North Dakota youth.

During the "parent's night", the Safe Communities program has both the *Seat Belt Convincer* and a rollover display set up to demonstrate to students and parents the importance of seat belt use. Each student uses the *Seat Belt Convincer* and then a "dummy" is used to demonstrate the impact of an unbelted individual in a crash. Another display uses a toy vehicle attached to a board with a handle to roll it over. In the front seat of the toy vehicle is a father and mother wearing their seat belts while the child in the back is not buckled. As the display board is turned, the child ejects from the vehicle while the mother and father stay intact.

A State Farm Insurance agent discusses the cost of vehicle insurance for young drivers including the insurance ramifications with driving violations and the possibility of being dropped from insurance entirely if the young driver is involved in multiple crashes. Participating law enforcement discuss North Dakota's traffic safety laws and laws related to minor drivers so that parents and youth understand the correlation between point accumulation on the driver record and the potential loss of a driver's license. Traffic safety laws are of particular interest to parents as many are unaware of the liabilities related to young drivers.

Results

This class is well received by the parents and typically draws about 80 parents per class. The time allotted per class is one hour but with this level of parent participation, there are many questions and the classes run longer to assure all parent questions are answered.

Funding Source

The cost of the event included hourly costs associated with presenters and print materials provided through the Safe Communities program.

The Safe Communities program received funding from:

- State Farm Insurance in the amount of \$2,000 toward the purchase of the simulators
- Consolidated Communications in the amount of \$900
- Healthy 8 Network in the amount of \$1,000.00 to purchase the impaired driving equipment

The coalition purchased the materials for the rollover simulator from fees from Victim Impact Panels. The *Seatbelt Convincer* was donated by the Minot Air Force Base.

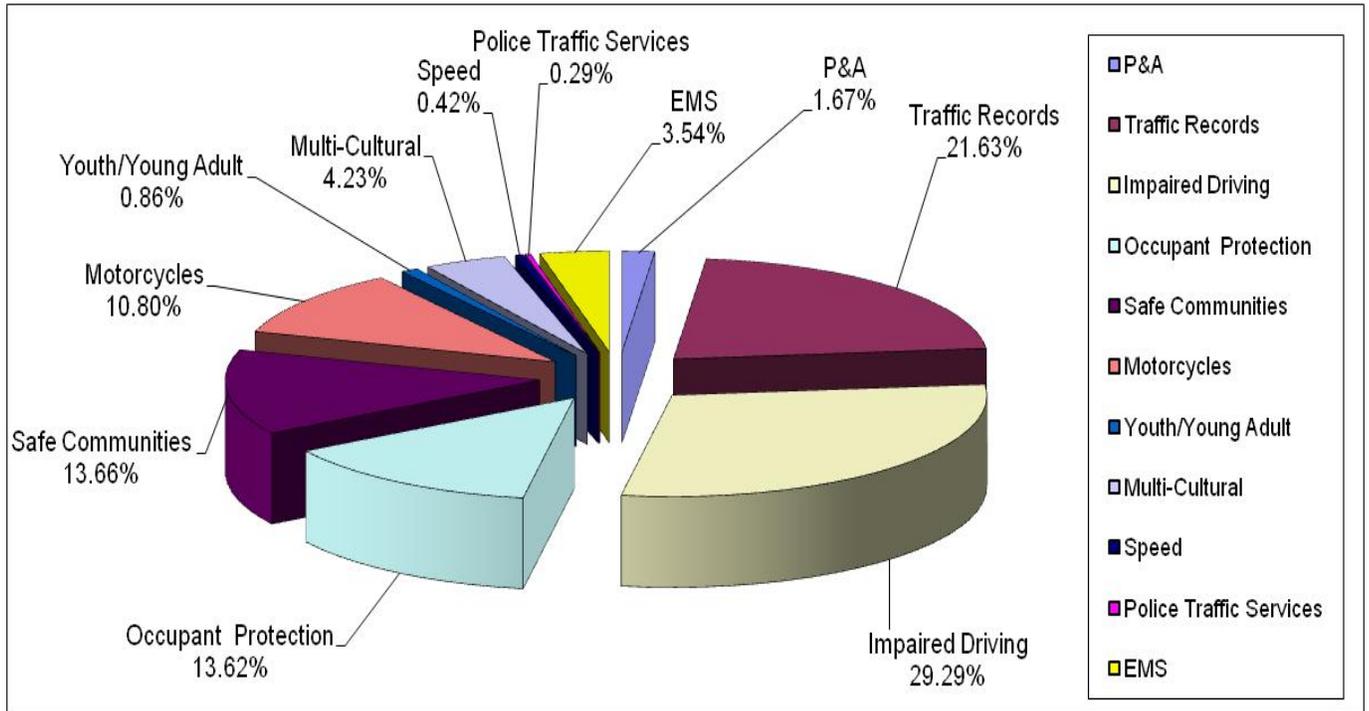
The *Seatbelt Convincer* is rented to groups for \$100. These funds are used to sustain the program.

Name: Becky Byzewski
Title: Southwest Coalition of Safe Communities
Agency: Community Action Partnership
Phone #: 701-227-0131
Email: beckyb@dickinsoncap.org

Financial Summary

Figure 1 shows the TSO's expenditures by program area as a portion of total FY 2009 expenditures.

Figure 1



CHALLENGES

The TSO will be faced with the following challenges in FY 2010.

1. North Dakota experienced a significant increase in total motor vehicle fatalities in 2009. While the year is not over at the time of this report, this number of fatalities in North Dakota has not been seen since the 1980s. Analysis of 2009 crash data must be completed to identify crash factors and refine traffic safety intervention in 2010.
2. North Dakota was again one of ten states in the nation with the highest rate of alcohol-related crash fatalities based on FY 2007 FARS (Fatality Analysis Reporting System) data.
3. North Dakota continues to work hard to meet the eligibility criterion for S410 *Alcohol Incentive* funds. The loss of S410 funds would drastically impede the state's ability to decrease alcohol-related crashes and fatalities when about half of the state's motor vehicle fatalities continue to be alcohol-related.
4. North Dakota's seat belt use rate was observed to be 81.5 percent in 2009; a minimal decrease from the 2008 use rate of 81.6. North Dakota's seat belt use rate appears to have peaked in 2007 at 82.2 percent and continues to be below the national rate. It will be difficult to maintain or increase seat belt use beyond status quo without substantial increases in the use of S402 funds to expand OP programming.
5. Male pickup-truck drivers aged 18-34 continue to have the lowest seat belt use rates in the state. And, pickups, vans and sport utility vehicles are overrepresented in fatal crashes accounting for 40 percent of the fatal crashes that occurred in 2008.
6. In 2008, 78 percent of fatal motor vehicle crash victims were not wearing a seat belt at the time of the crash.
7. The number of registered motorcycles in North Dakota increased by nearly 40 percent over the past five years. As a result, motorcycle crashes continue to increase resulting in a need to expand the reach of motorcycle safety courses throughout the state.
8. 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.
9. 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.

10. Deer crashes in North Dakota account for about 25 percent of total crashes each year. In 2008, there were nearly 4,000 deer crashes resulting in two fatalities, 30 injuries, and property damage. Historically, the month of November results in the most deer crashes (approximately a three-fold increase from other months).
11. Approximately 20 percent of fatal crashes in North Dakota involve a teenage driver.
12. Interim continuing resolution obligation limitations make it difficult to assure traffic safety projects are funded without interruption.