NDDOT Traffic Safety Office Annual Report FY 2010

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NDDOT
North Dakota
Department of Transportation

Prepared by

NORTH DAKOTA DEPARTMENT OF TRANSPORTATION

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NORTH DAKOTA DEPARTMENT OF TRANSPORTATION
TRAFFIC SAFETY OFFICE
FISCAL YEAR 2010 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 2010 performance measures is shown in the data on the following pages.

CORE OUTCOMES MEASURES

Measure	2005/ NCSA	2006/ NCSA	2007/ NCSA	2008/ NCSA	2009/ NCSA	5-Year Average	Goal** (2011)
1. Number of traffic fatalities	123	111	111	104	140	118	**104**
2. Number of serious injuries in traffic crashes	517	562	528	401	458	493	**429**
3. Fatalities/Vehicle Miles Traveled (VMT) – Total	1.65/1.62	1.45/1.41	1.44/1.42	1.37/1.33	1.76	1.53	**1.37**
Fatalities/VMT – Rural	2.04	1.98	1.77	1.68	1.69	1.83	**1.66**
Fatalities/VMT – Urban	1.30	0.18	0.06	0.60	0.08	0.44	***
4. Number of unbelted passenger vehicle occupant fatalities, all seat positions	64/66	60/60	62/58	61/54	47	59	**52**
5. Number of fatalities involving a driver or motorcycle operator with a blood alcohol content (BAC) of 0.8 and above	34/46	29/42	29/53	26/47	50	34	**24**
6. Number of speeding-related fatalities	48/28	48/40	55/45	32/27	38	44	**35**
7. Number of motorcyclist fatalities	6	4	8	13	7	8	**4**
8. Number of unhelmeted motorcyclist fatalities	5/5	4/4	7/7	10/10	6	6	**4**
9. Number of fatal crashes involving a driver age 20 or younger	22/21	25/26	24/22	22/22	19	22	**20**
10. Number of pedestrian fatalities	9/9	4/4	5/5	8/6	4	6	**4**

**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	2005	2006	2007	2008	2009*	5-Year Average	Goal (2011)
Percent of observed occupants using a seat belt	76.3%	79.0%	82.2%	81.6%	81.5%	80.1%	82.6%

**2010 use rate is 74.8 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

CORE ATTITUDE, AWARENESS, AND BEHAVIOR MEASURES
Spring 2010 – Year 1 of Survey – Baseline Data

ID-1. In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcohol?

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%

ID-2. Have you recently read, seen, or heard anything about drunk driving enforcement? Yes (85%) No (15%)

ID-3. What do you think the chances are of someone getting arrested if they drive after drinking alcohol?

Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
25%	26%	31%	15%	4%

SB-1. How often do you use seat belts when you drive or ride in a vehicle?

Always	Nearly Always	Sometimes	Rarely	Never
58%	27%	10%	3%	1%

SB-2. Have you recently read, seen, or heard anything about seat belt law enforcement?
Yes (77%) No (23%)

SB-3. What do you think the chance is of getting a ticket if you don't wear your seat belt?

Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
14%	26%	23%	26%	10%

SP-1a. On a road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

Always	Nearly Always	Sometimes	Rarely	Never
1%	4%	31%	47%	17%

SP-1b. On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

Always	Nearly Always	Sometimes	Rarely	Never
1%	5%	22%	45%	28%

SP-2. What do you think the chance is of getting a ticket if you drive over the speed limit?

Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
26%	30%	28%	12%	4%

SP-3. Have you recently read, seen, or heard anything about speed enforcement? Yes (57%) No (43%)

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

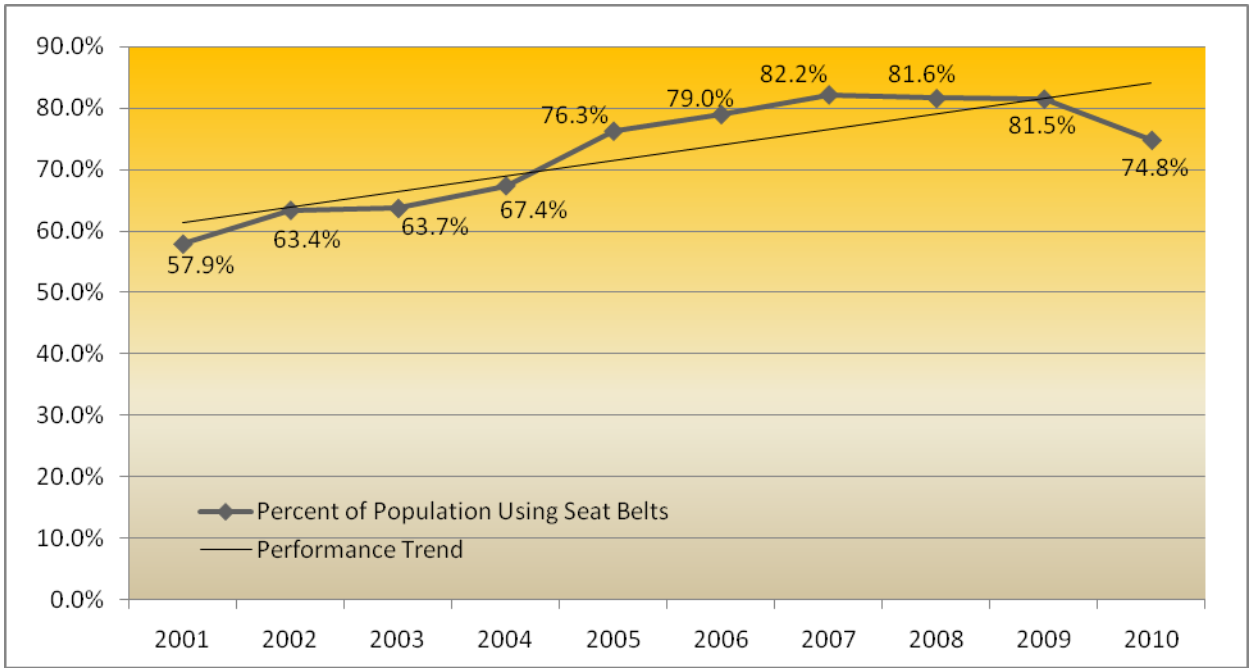
Over the past ten years, North Dakota has seen a positive trend decrease in unbelted motor vehicle fatalities, motor vehicle injury crashes, the number of injuries, and the injury rate per 100 million vehicle miles traveled (VMT) and a negative trend increase in motor vehicle fatalities, alcohol-related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

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.

Performance Goals and Trends: A Decade in Review

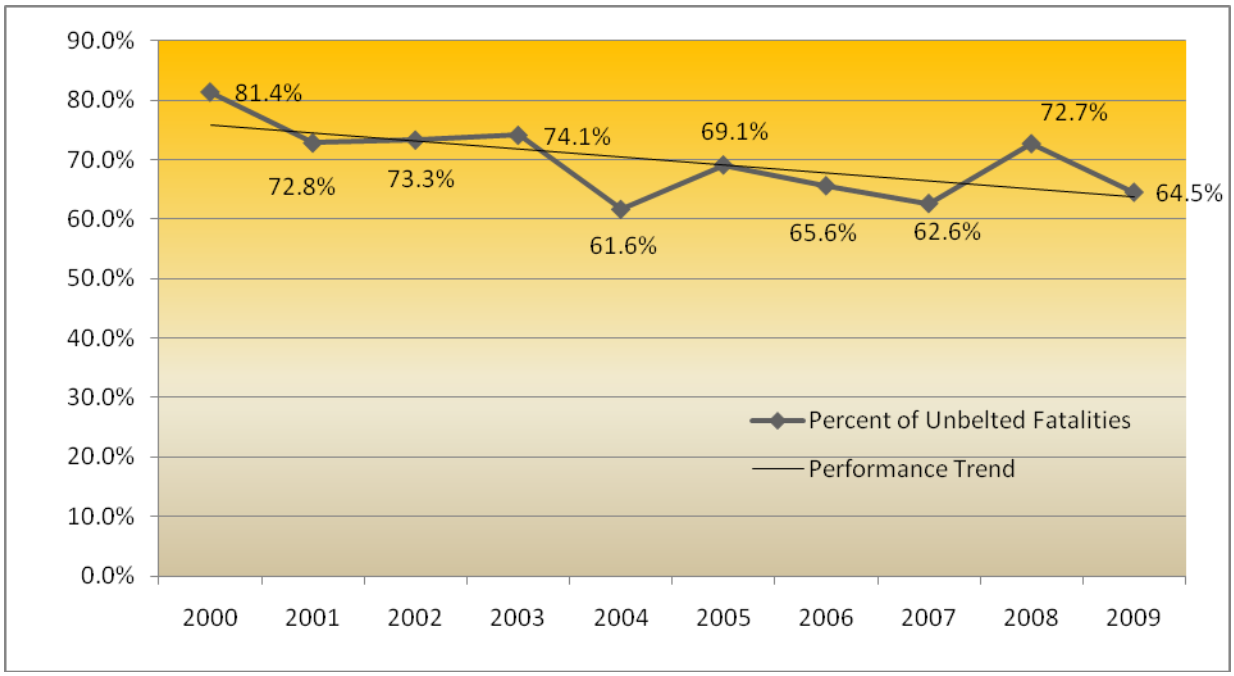
Seat Belt Use
***Goal:* Increase Seat Belt Use**

The seat belt use rate in North Dakota –based on an annual observational seat belt use study - has increased steadily over the past 10 years but appears to have peaked in 2007.



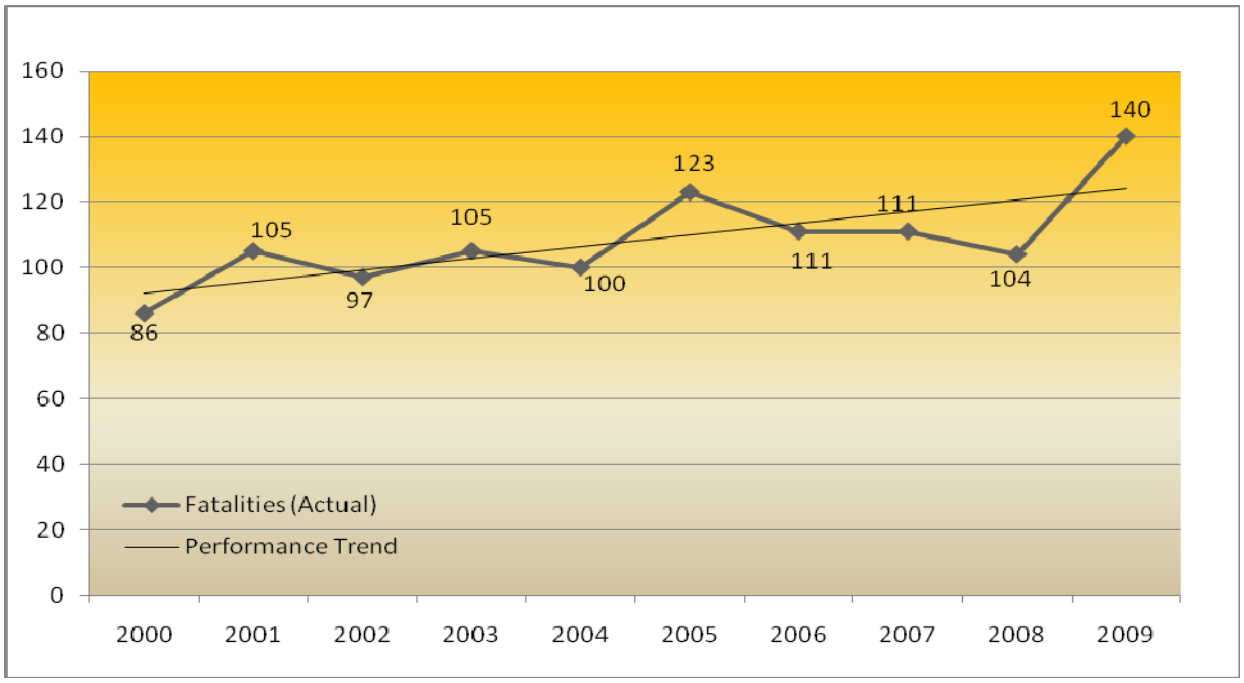
Proportion of Unbelted Motor Vehicle Fatalities
Goal: Reduce Unbelted Fatalities

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.*



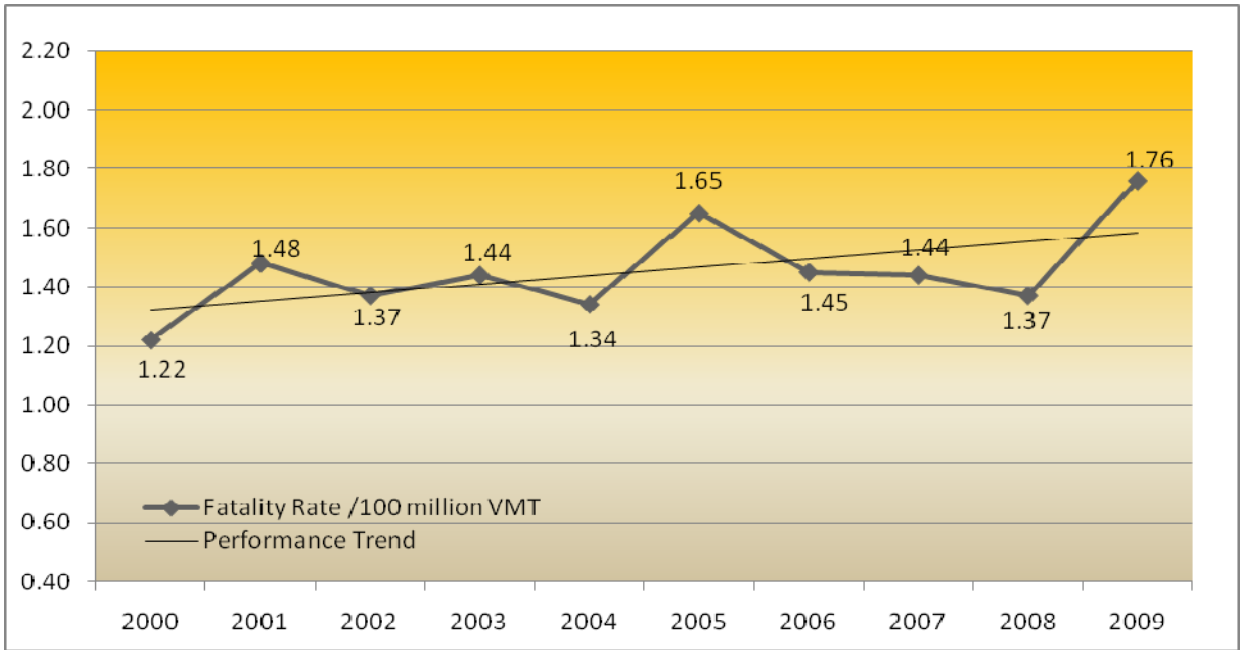
Actual Number of Fatalities
Goal: Reduce Fatalities

The number of fatalities per year has varied to some degree over the past ten years with an average number of 108 fatalities per year.



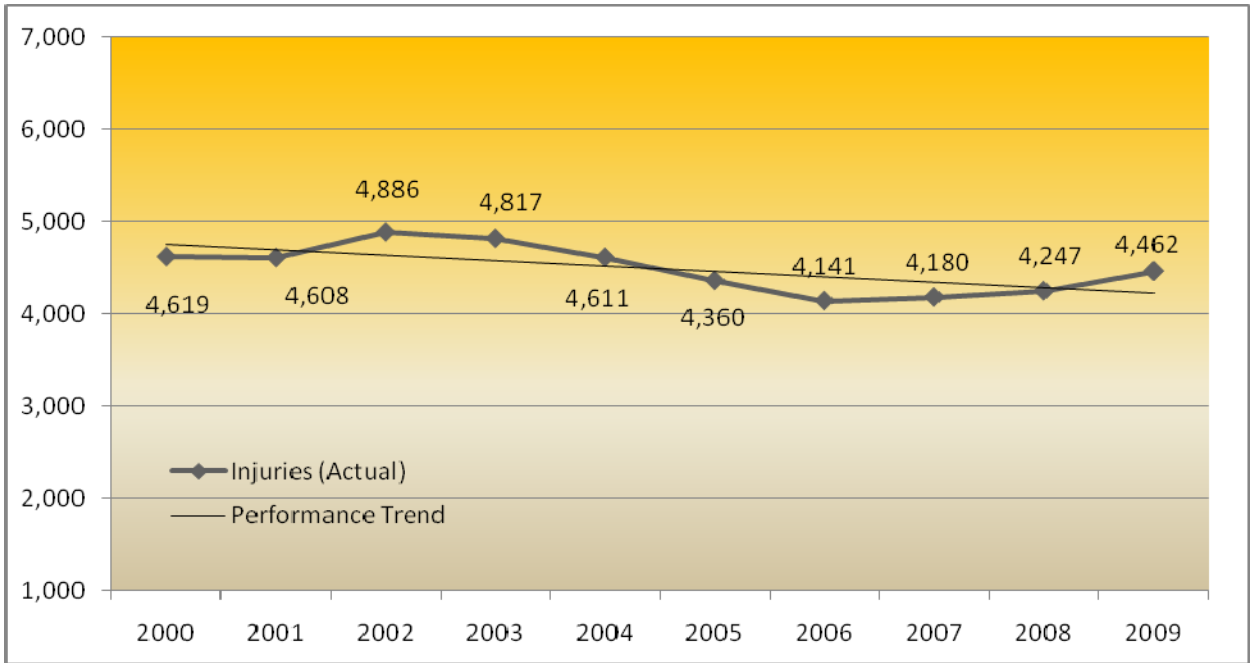
Fatality Rate per 100 Million Vehicle Miles Traveled (VMT)
Goal: Reduce Fatality Rate

While the fatality rate per 100 million VMT varies, the trend is increasing. The lowest fatality rate over the past ten years is 1.22 fatalities per 100 million VMT in 2000.



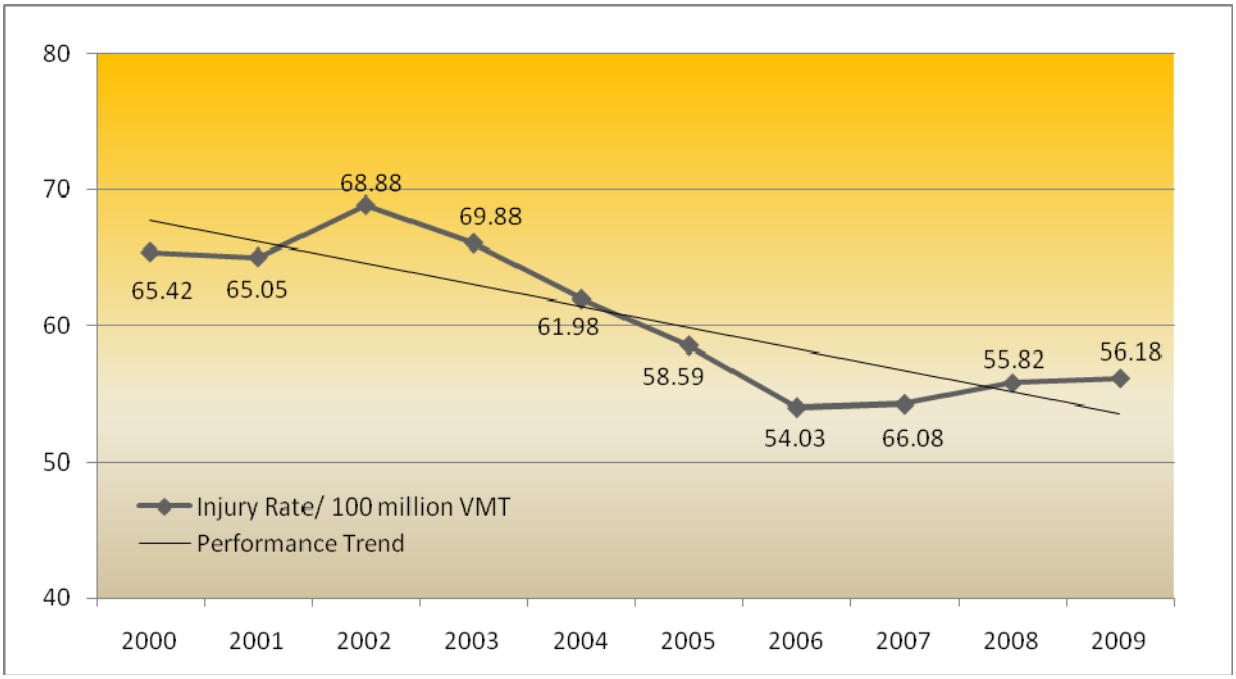
Actual Number of Injuries
Goal: Reduce Injuries

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



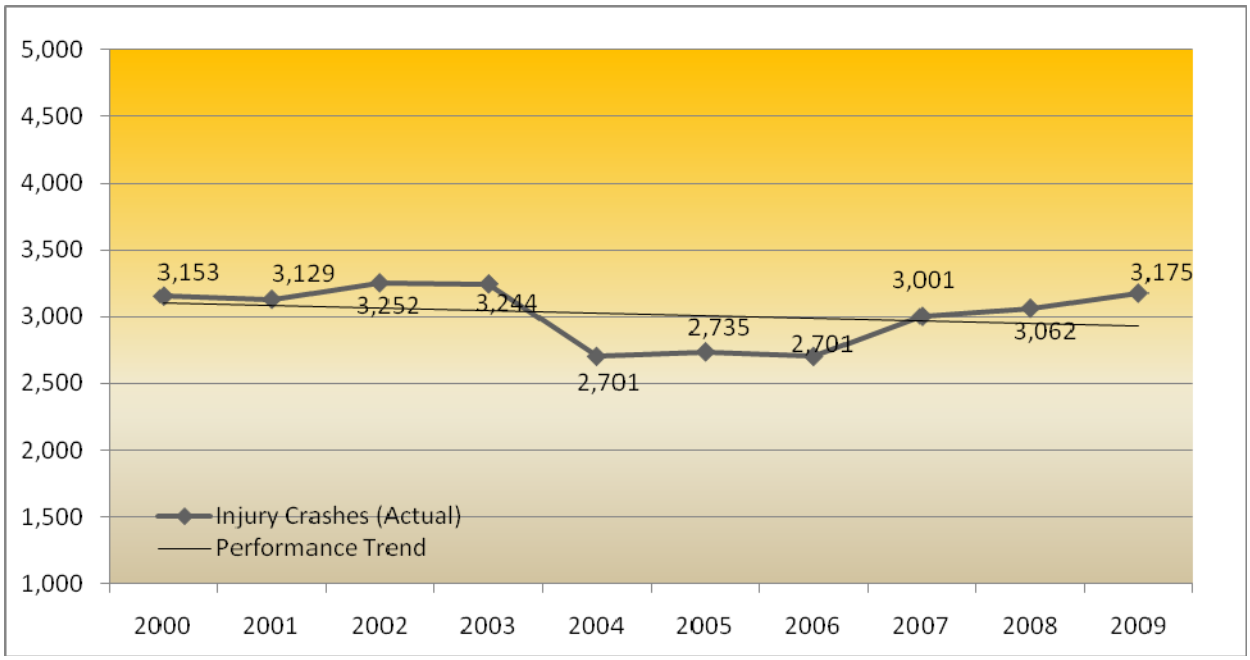
Injury Rate per 100 Million Vehicle Miles Traveled (VMT)
***Goal:* Reduce Injury Rate**

The injury rate per 100 million VMT has decreased 14 percent over the past 10 years.



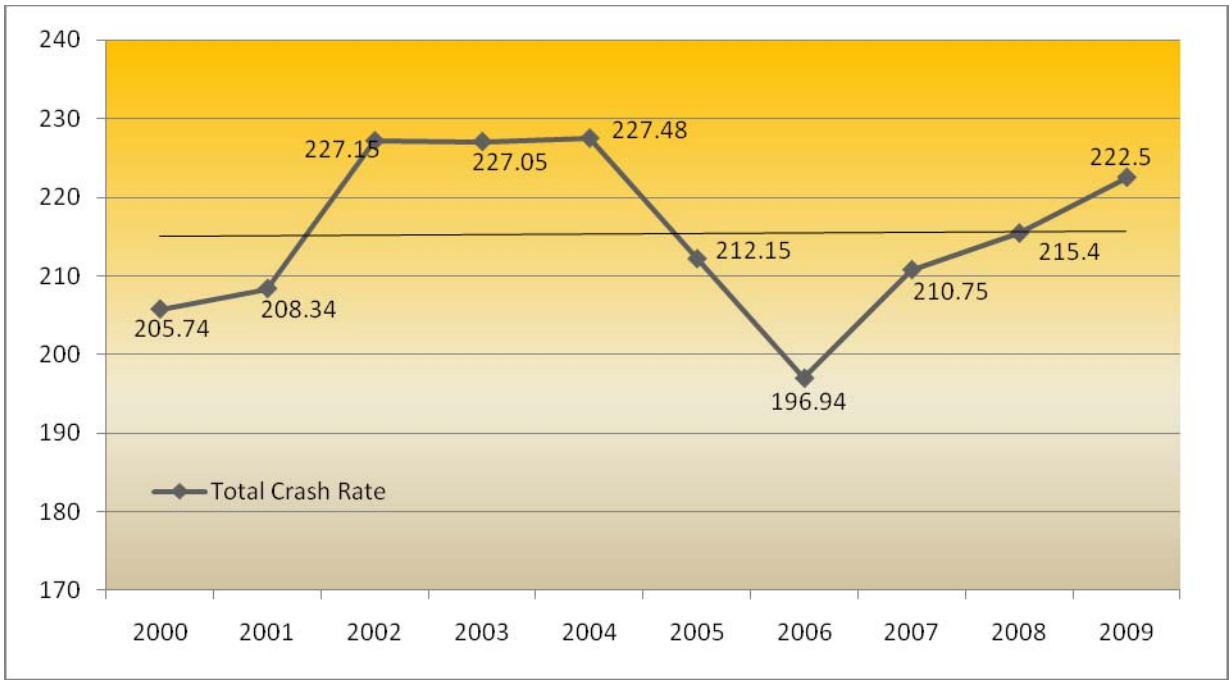
Actual Number of Injury Crashes
***Goal:* Reduce Injury Crashes**

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



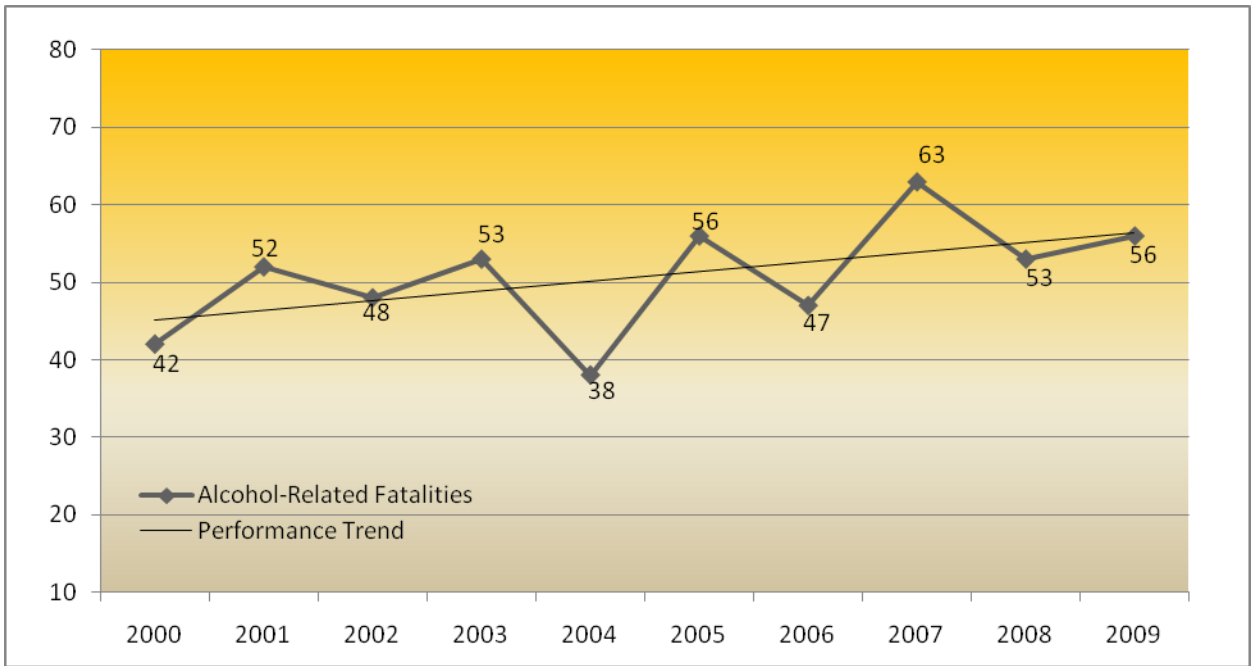
Crash Rate per 100 Million Vehicle Miles Traveled (VMT)
Goal: Reduce Crash Rate

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



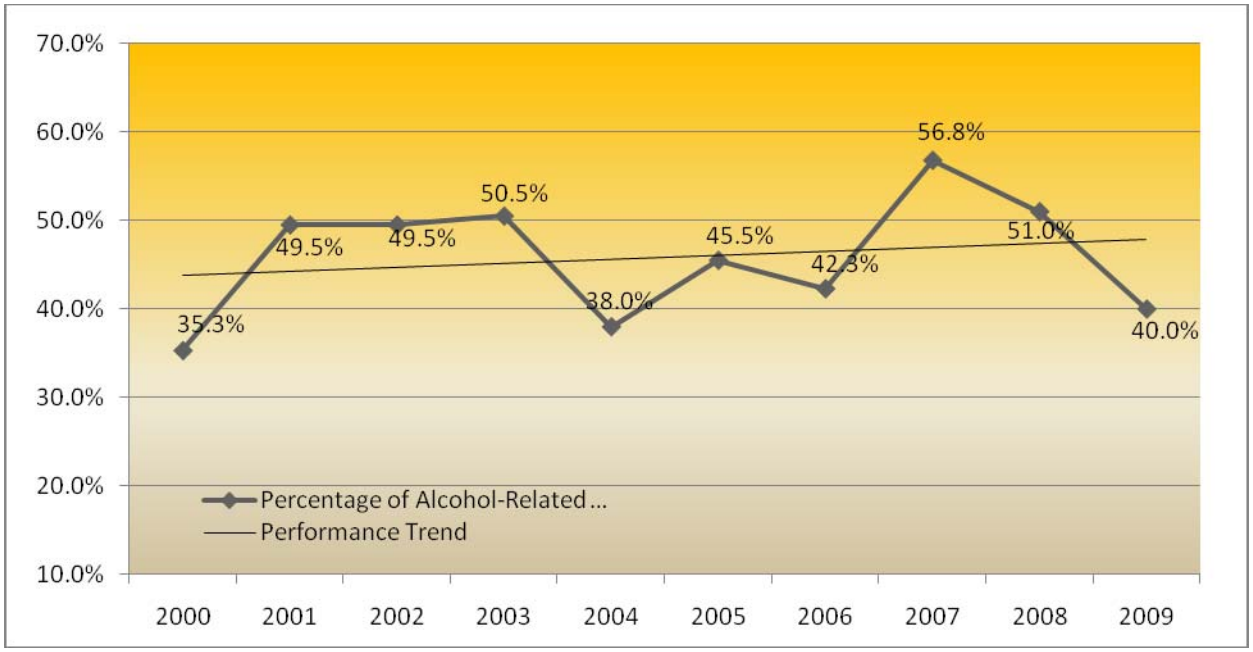
Alcohol-Related Fatalities
Goal: Reduce Alcohol-Related Fatalities

In 2009, there were 56 alcohol-related fatalities.



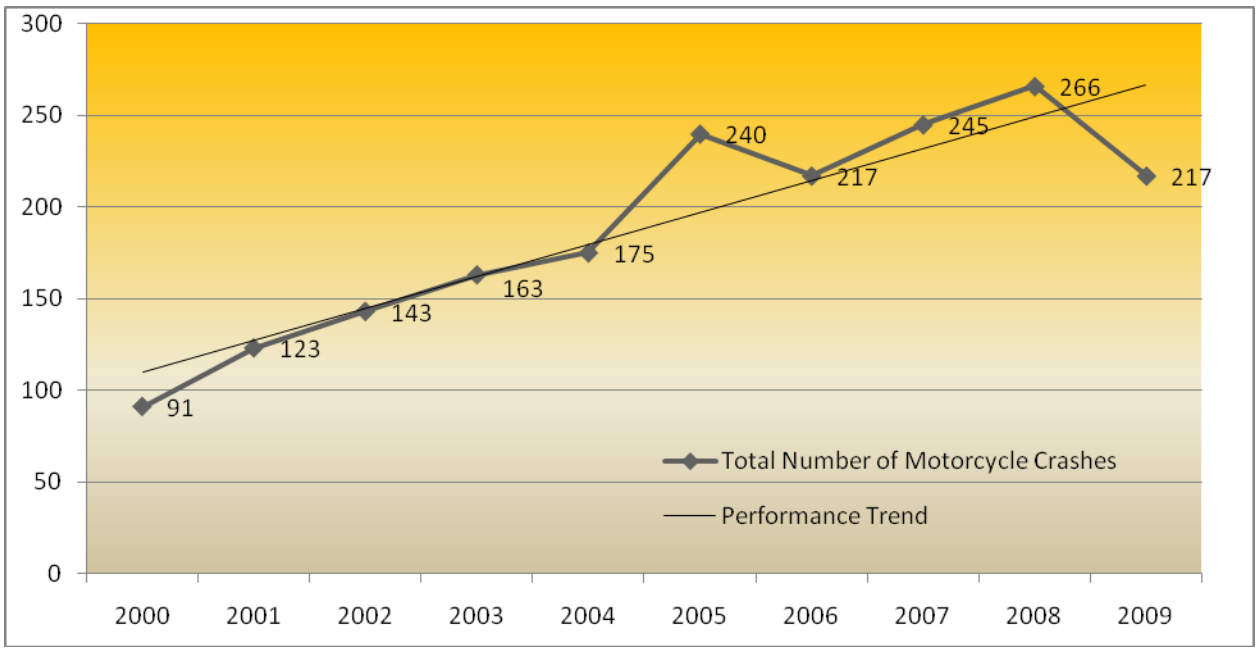
Proportion of Alcohol-Related Fatalities
Goal: Reduce Percent of Alcohol-Related Fatalities

About half of motor vehicle fatalities in North Dakota each year are alcohol-related. The rates demonstrate a trend increase.



Motorcycle Crashes
Goal: Reduce Motorcycle Crashes

Motorcycle crashes have increased drastically over the past ten years.



FY 2010 ACCOMPLISHMENTS

Through the efforts of the NDDOT and numerous traffic safety partners throughout the state, the following traffic safety accomplishments occurred in FY 2010. The TSO:

- Applied for and received Year 5 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 2010.

- Built capacity among law enforcement agencies statewide to begin sustained, multi-agency enforcement of impaired driving and seat belt use beginning in FY 2011. (Additional information is provided in the *Impaired Driving* section under *High Visibility Enforcement*.)

- Completed the evaluation of several programs with results to be used to determine program improvements for more targeted, effective programming in subsequent years.

- Developed new ad campaigns to sustain traffic safety messages to the public during non-enforcement periods.

- Implemented programs targeting young drivers including: (1) a peer-led traffic safety competition affiliated with the NDDOT's teen website www.ndteendrivers.com, and (2) a standardized driver's education curriculum – the *North Dakota Driver Risk Prevention Curriculum*.

- Continued outreach efforts to foster improved relationships with Native American tribal leaders through liaison services between the NDDOT and North Dakota's four Tribal Nations (Standing Rock, Spirit Lake, Ft. Berthold, and Turtle Mountain). Liaison services were provided through a contract with a North Dakota communications firm with significant experience working with North Dakota tribes.

- Continued deployment of the electronic crash reporting software, TraCS (Traffic and Criminal Software), to law enforcement agencies statewide. To date, 67 law enforcement agencies, including the North Dakota Highway Patrol, are using TraCS resulting in about 82 percent electronic submission of crash reports. And, each of the four tribes have expressed interest in implementing TraCS in FY 2011.

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

FY 2010 PROGRAM SUMMARIES AND FUTURE STRATEGIES

IMPAIRED DRIVING

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

Program Summary

High Visibility Enforcement

The TSO entered into enforcement contracts with 62 city, county and college/university law enforcement agencies and the North Dakota Highway Patrol to conduct impaired driving enforcement including saturation patrols and sobriety checkpoints throughout FY 2010. This is nearly a 50 percent increase in the number of participating agencies compared to 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 18 sobriety checkpoints in partnership with city and county law enforcement agencies and committed 1,658 overtime hours to saturation patrols. Thirty police departments and 31 sheriff's departments participated; these agencies had jurisdiction over 85 percent of the state's population. All agencies combined for a total of 8,764 overtime hours and 804 alcohol-related citations through the year. North Dakota experienced a 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 three DUI arrests – over 250 vehicles were screened through the checkpoint. As of September, 2010 the Fargo PD has conducted 44 checkpoints that resulted in 138 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. Digital billboards were developed and purchased. The ads were tagged with the Fargo PD and *Drunk Driving. Over the Limit. Under Arrest.* logos.

Additionally, the TSO worked toward implementation of a statewide sustained multi-agency DUI enforcement initiative to be rolled out in FY 2011. This program will provide for coordinated enforcement through regional task forces including 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 an integral component of the initiative with media conducted in partnership with the NDDOT, participating law enforcement agencies, and Safe Communities programs during defined enforcement periods.

Throughout FY 2010, the TSO assisted the regional enforcement task forces to build their capacity to roll out the program immediately in FY 2011. Capacity building included: (1) meetings of the Regional DUI 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 to assure all participating agencies were trained in the following areas: 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.

Underage Drinking Enforcement

Three law enforcement agencies received grants through the TSO to conduct alcohol compliance checks and server training programs in FY 2010: (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.

Professional Education

The Drug Recognition Expert (DRE) program continued through FY 2010. A DRE class was held in April/May 2010 and an additional 15 DREs were trained. There are currently 30 certified DREs in North Dakota and four 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.

Public Information and Education

See the *Media* section for information related to paid and earned media activity for impaired driving prevention. Other public information and education information is provided below.

Safe Communities Impaired Driving Program Outreach

Local Safe Communities programs conducted the following impaired driving program outreach.

Two Safe Communities programs have SIDNEs (**S**imulated **I**mpaired **D**rivi**N**g **E**xperience) – battery-powered vehicles that simulate the effects of impairment from alcohol or other drugs on a motorist's ability to drive – and conduct SIDNE demonstrations within their communities. 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.

Responsible Alcohol Beverage 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. 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 Safe Communities programs and law enforcement. Currently, fewer than 500 of North Dakota's 1,425 licensed liquor establishments participate in server training.

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 2010, 1,329 DUI offenders completed a VIP program in

North Dakota; with about 5,000 DUI convictions per year, VIPs reach more than 25 percent of the offender population annually.

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 2010, 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.

Equipment

Digital Surveillance Cameras

The TSO awarded grants to 36 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 for the purchase of equipment for evidentiary alcohol testing and preliminary breath testing. Equipment purchases included:

- 22 *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,
- 154 *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

The purchase of the additional *Intoxilyzer 8000s* completed a statewide, multi-year

upgrade from the *Intoxilyzer 5000* units previously used. The Toxicology Section completed training for use of the *Intoxilyzer 8000s*. Ten classes were held to accommodate the 115 officers who received training.

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.), law enforcement, and toxicology lab personnel, to assure appropriate prosecution and adjudication of DUI cases.

In FY 2010, the TSRP provided training to over 890 individuals on various topics including: (1) mock DUI trial testimony, (2) search, seizure and confessions, (3) effective witnessing and testifying in legal proceedings, (4) DUI case law updates, (5) DUI law in North Dakota, and (6) prosecuting the drugged driver.

The 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 training is provided annually.

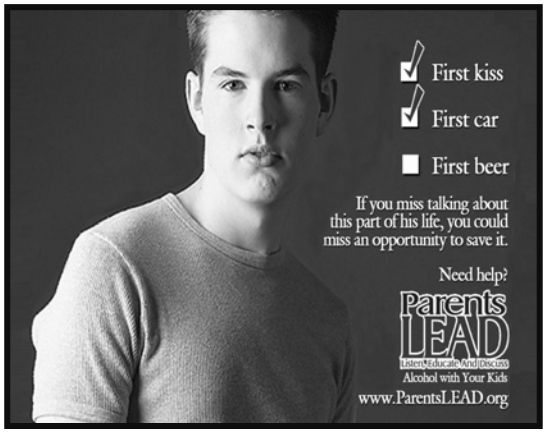
The TSRP continues to be a vital line of communication from the TSO to prosecutors and law enforcement and is considered a reliable source of information. As a result, the TSRP is often consulted regarding complex impaired driving cases, clarification of laws, and interpretation of supporting case law.

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 print promotions during this fiscal year. The following print ads were placed in programs for various basketball events to target parents of participating teens.



The Parents LEAD spokesperson, Anne Buchanan, whose son died of alcohol poisoning in 2004, made several presentations in North Dakota throughout the year. Anne conducts her presentation to individuals in treatment through a treatment provider in Fargo one to two times each month. Anne has presented to over 4,500 people across the state about the dangers of “power hour” and binge drinking.

Alcohol Beverage Server Training and Compliance Checks

Server training in North Dakota is provided through partnerships between local law enforcement and Safe Communities programs. The TSO provides resources in support of server training to advance the quality and frequency of server training statewide. This includes a packages server training curriculum and marketing resources to facilitate the delivery of server training and overtime grants to law enforcement agencies to conduct server training and compliance checks. Three law enforcement agencies received grants for this purpose. Other law enforcement agencies throughout the state receive funds for this purpose through OJJDP funds administered through the North Dakota Department of Human Services.

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 the TSO 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 FY 2011 with continued data collection.

Future Strategies

- Deter impaired driving throughout the state through deployment of a statewide, sustained, multi-agency DUI enforcement initiative. 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.
- Continue to 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.
- Continue to fund community-based impaired driving prevention programs through Community Traffic Safety Programs (formerly Safe Communities programs), colleges/universities, and other venues.
- Reinvigorate the Parents LEAD program through partnerships with the North Dakota Department of Human Services, the North Dakota Higher Education Consortium on Substance Abuse Prevention, and Community Traffic Safety Programs for widespread program distribution and to add parent intervention techniques to assist parents to prevent underage alcohol use by their children.
- Continue to develop relationships with the tribes for partnerships 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.
- Build capacity within the TSRP program to provide further technical assistance/ resources to law enforcement 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.
- Facilitate sanctions to DUI offenders by minimizing administrative errors in the issue of Report & Notice forms by law enforcement. A module will be added to the electronic crash reporting system used by law enforcement to electronically process the forms. The module will be developed with validations to mitigate administrative errors and improve the likelihood of appropriate sanctions to DUI offenders.

OCCUPANT PROTECTION

Program Summary

Annual Statewide Seat Belt Observation Survey (June 2010)

The NDDOT completed its annual statewide seat belt observation survey through a vendor agency. The survey identified a 74.8 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.

High Visibility Enforcement

North Dakota conducts two *Click It or Ticket* campaigns annually – one in the fall of the year and participation in the national *Click It or Ticket* campaign in May. The fall campaign occurred October 4-17, 2009 and included participation from 21 law enforcement agencies (city, county, and state law enforcement). The agencies worked 1,915 hours of overtime and issued a total of 2,936 citations (1.53 citations/hour) with 1,221 OP citations issued (0.64 citations/hour).

Participation in the national *Click It or Ticket* campaign occurred May 24-June 6, 2010 and included participation from 44 law enforcement agencies (city, county, and state law enforcement). The agencies worked 3,136 hours of overtime and issued a total of 4,368 citations (1.39 citations/hour) with 1,626 OP citations issued (0.52 citations/hour).

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 2010.

- 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 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.
- Completed CPS Month activities resulting in 671 classroom presentations and distribution of CPS materials to 1,223 classrooms reaching 26,807 children.
- Purchased and provided car seats and supplies to local agencies to distribute to families in their communities. A total of 1,912 car seats were purchased (990 convertible seats, 454 combination seats, 253 backless boosters, 116 infant seats, 25 forward facing seats, 70 high back boosters, 3 special needs seats, and one car bed). 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 [52 seats], Three Affiliated Tribes [64 seats], Turtle Mountain [54 seats], Standing Rock [56 seats], and Trenton IHS [30 seats]).
- Completed a pilot program to recycle old car seats in the Bismarck area. The program received significant participation and media attention and the pilot project results will be shared with CPS advocates statewide to encourage programs to offer the car seat recycling project locally.
- Conducted a variety of CPS workshops and courses including four 32-hour NHTSA standardized courses with 59 participants completing all course requirements. Conducted 14 other CPS workshops throughout the state with about 300 participants attending. And, completed several CPS presentations to agencies including the Foster Care Association and the annual Brain Train event which reached more than 700 individuals.
- Assisted certified CPS technicians to maintain their certification.

The CPS program also coordinated car safety seat checkups throughout the state in partnership with Safe Communities programs and auto dealerships. The NDDH assisted with 88 car seat checkups, inspecting 1,201 car seats. Data from car seat checkups statewide demonstrated:

- 86 percent of car seats checked were misused
- 68 percent of children were incorrectly secured in the harness system of the car seat or were improperly buckled in the seat belt
- 74 percent of car seats were installed incorrectly
- 3 percent of car seats in use had been recalled

Other Seat Belt Countermeasures

- 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. 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 Community Traffic Safety Programs.
- Assure sustained seat belt messaging to the public through the placement of strong social-norming messages during non-enforcement periods.
- Conduct outreach through Community Traffic Safety Programs to rural counties with higher rates of unbelted serious injuries and fatalities to develop and implement OP projects.
- Work with the tribes to identify appropriate intervention to advance seat belt use on each reservation to address low OP use.

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. Forty-four grants were provided to local law enforcement agencies and the North Dakota Highway Patrol for the purchase of radar/LIDAR in FY 2010.

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.

Law Enforcement Summit

In February 23-24, 2010, the TSO hosted the third annual Law Enforcement Summit for law enforcement agencies under contract with the TSO to conduct enforcement programs.

Sixty law enforcement officers participated in the 8-hour Summit. The Summit provided information on the following sessions: (1) *DUI Enforcement, Getting It Done,* (2) a panel of presentations by North Dakota agencies discussing effective enforcement techniques/programs, (3) *Fourth Amendment Case Law Update* by the Traffic Safety Resource Prosecutor, (4) *Data Driven Approaches to Crime and Traffic Safety* (DDACTS), (5) Gaining Earned Media, and (6) status update on North Dakota's planned multi-agency enforcement initiative.

This Summit was initiated in FY 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 (**A**lcohol, **S**eatbelt, and **S**peed **I**ntervention to **S**upport **T**raffic **S**afety) 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. The Rugby Police Department applied for and received a $3,000 ASSISTS program grant in FY 2010.

The Commemorative Coin Program allows for law enforcement supervisors to nominate officers for recognition for exemplary traffic safety enforcement. The coins (see below) are accompanied by a letter from the NDDOT Director/Governor's Highway Safety Representative acknowledging the officer's contribution to traffic safety. There were 21 commemorative coins awarded to officers in FY 2010. Nominating agencies presented the coins to their officers and also publicized the award through local media outlets.

BACK SIDE

FRONT SIDE

2010 Traffic Safety Calendar

The TSO produces a Traffic Safety Calendar showcasing law enforcement officers who have been nominated by their peers for exemplary traffic safety performance through enforcement, community education, and other efforts. The calendar cover typically includes a native North Dakotan who has become renowned nationally due to exemplary performance in their field.

The *2010 Traffic Safety Calendar* cover included Chris Coste – a major league baseball player from Fargo, ND and author of the book, *The 33-Year Old Rookie.* The book chronicles Mr. Coste's journey through a decade of life in the minor leagues and his rise to finally step into the batter's box as a big league catcher for the Philadelphia Phillies. The calendar also provides a traffic safety fact per month pertinent to travel for that month, for example, November's fact states, "When a deer is spotted, brake firmly and do not swerve."

Officers appearing in the *2010 Traffic Safety Calendar* received a copy of the calendar autographed by Chris Coste and additional quantities for distribution within their communities.

The Traffic Safety Calendar is produced every other year. It is a popular item and a great venue to recognize the vital role of law enforcement in traffic safety and also serves to educate the public about traffic safety.

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) for the TSO. Capt. Argall's primary role as LEL is to assist the TSO with law enforcement training functions. Capt. Argall conducts training on Responsible Alcohol Beverage Server Training and Traffic Occupant Protection Strategies (TOPS) and also facilitates the annual Law Enforcement Summit.

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.

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 fourth annual Law Enforcement Summit is scheduled for February 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, 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.

Program Summary

EMS Training

DEMST staff are responsible to provide oversight related to training, testing, certification, and licensure of EMS personnel statewide. DEMST received a grant from the TSO to assist with DEMST functions associated with the delivery of the following courses which 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

And, in FY 2010, 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.

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 2010. 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 67 law enforcement agencies, including the North Dakota Highway Patrol, using TraCS for electronic submission of crash reports to the NDDOT. And, twelve of these agencies are also using TraCS to electronically submit citation data to the courts. About 82 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.

TraCS was provided to an additional five agencies in FY 2010 and 11 agencies already using TraCS were upgraded to TraCS 10 – a new version of TraCS with additional flexibility and functionality. Additionally, TraCS demonstrations were made to Standing Rock Tribal law enforcement, and to the Watford City Police Department.

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.

Annual Crash Summary

In September 2010, the NDDOT published the annual *North Dakota 2009 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

- Conduct a NHTSA Traffic Records Assessment to occur in February 2011.
- Update the Traffic Records Strategic Plan based on recommendations from the 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, (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

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.

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 2010, ABATE employed 28 rider coaches statewide and provided them training in preparation for the training season which begins in May. The rider coaches taught 205 courses with a total of 1,976 students.

To increase the public awareness of the NDMSP, ABATE has increased involvement in 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 as venues 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 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.

Future Strategies

- Continue to:
    - Promote the *Share the Road* awareness campaign during the FY 2011 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 development workshop for North Dakota rider coaches.
- Conduct a quality assurance assessment of the rider education program.
- Implement select recommendations from the FY 2010 NHTSA assessment of the NDMSP.
- Add the Advanced Rider Course curriculum for experienced riders.

SAFE COMMUNITIES

Program Summary

Safe Communities

Traffic safety programs in North Dakota are advanced at 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. There is also a tribal program serving the Turtle Mountain reservation.

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
10. **Turtle Mountain Band of Chippewa** – Turtle Mountain reservation

Safe Communities programs are supported through the TSO with technical assistance and resources related to data collection and analysis, coalition 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.

Other sections throughout this report reference specific program outreach conducted by the Safe Communities program in FY 2010.

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 an 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 (KABB) regarding traffic safety. This survey will be conducted annually. The results from the core survey questions are included on page 5.
- An observational seat belt use survey of North Dakota's rural roadways. The survey demonstrated exceptionally low seat belt use rates of about 35 percent in small, rural towns and about 55 percent on rural highways. Due to the value of this survey, it is conducted annually with half of the state's counties surveyed each year.

Future Strategies

- Programs will:
    - Transition to Community Traffic Safety Programs and work with local coalitions and through other community partnerships to plan, implement, and evaluate traffic safety programming.
    - 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.

- Continue the contract with UGPTI RTTSSC to conduct the annual KABB survey, seat belt observation studies in rural North Dakota, and other select evaluations.

YOUTH/YOUNG ADULTS

Program Summary

Over the past five years (2005-2009), teen drivers accounted for nearly 20 percent of all fatal crashes and about 30 percent of all crashes resulting in injury in the state.

In 2009, 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.

Driver intervention funded through the TSO in FY 2010 targeting youth/young adults included the following.

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 two-year 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 for use 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 in Year 1 of the project while Year 2 (FY 2010) was used to reproduce, promote, and distribute the curriculum, and provide technical assistance to driver's education instructors as they began to use the curriculum in the summer of 2010. Minot State University was the fiscal agent for the grant.

Additionally, the NDDOT launched a website – www.ndteendrivers.com – to target teen drivers and decrease teen car crashes which are the leading cause of death among North Dakota teens. The website was launched in the fall of 2009 and features educational information for teens and parents about street skills, safety, Driving IQ, North Dakota traffic safety laws, information related to permit preparation, saved by the belt teen testimonials, and much more. The website development costs were

contributed by the NDDOT. The program was administered jointly by the NDDOT's Communications Division and the TSO.

Teen Driver Website

To launch the website, a statewide interactive contest was held through www.ndteendrivers.com to educate teens and their community about traffic safety.

High schools that wanted to participate were required to designate a facilitator for the contest to coordinate traffic safety activities with the students and enter the points accumulated from the activities on the website. Students could obtain points for their high school by: (1) completing traffic safety and driving quizzes on the website, (2) conducting school-based education activities, (3) conducting community-based education activities, and (4) creating a 30-second Public Service Announcement (PSA).

Some student-led activities included completing online safety quizzes, cheerleaders leading a "buckle up" cheer at local sports events, public outreach promoting driver safety at numerous sporting events, distributing window clings with the "buckle up" message throughout the community, conducting seat belt checks at their school, displaying posters throughout the community, writing articles in the newspaper, making announcements on the radio, conducting "Ghost Outs", creating cup sleeves with a safety message to distribute at football games, and many other traffic safety activities.

The schools could also obtain points by creating a 30-second PSA promoting traffic safety. Students and facilitators worked together to produce a 30-second safety video to draw awareness to issues amongst teen drivers.

Voting for the winning PSA was open to the public for a two-week period where voters could rank the videos at ndteendrivers.com. Safety videos that placed in the top five were awarded points to their overall score. Scores were tabulated and on Friday, March 12, 2010, the NDDOT, and program sponsors including the North Dakota Safety Council, the North Dakota National Guard, and the local Safe Communities coordinators surprised the winning high school with a news conference in their auditorium announcing them as the contest winner.

As the winner of the contest, the school was awarded an after-school event on Friday, March 26, featuring a live band, food, and games contributed by event sponsors. More importantly, this community experienced an increase in seat belt use as a result of community mobilization and significant support from local law enforcement.

Future Strategies

- The TSO will continue to target 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 (2005-2009), Native Americans accounted for 18.5 percent (109 of 589) of North Dakota's motor vehicle fatalities while accounting for just 5 percent of the state's population. Of those killed, 85 percent were not wearing a seat belt at the time of the crash and about 63 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) to advance the planning, coordination, implementation, and evaluation of traffic safety programs on each reservation.

A primary goal under this contract was for KAT Communications to convene tribal traffic safety stakeholders to complete Tribal Highway Safety Plans.

KAT Communications also 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 2010, the TSO's 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.

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 shows the media campaigns that were conducted through FY 2010.

TABLE 2

Event	Dates	Message
Fall Seat Belt Enforcement Campaign	October 4-17, 2009	*Click It or Ticket*
National Drunk and Drugged Driving (3D) Prevention Month	December 1, 2009 – January 3, 2010	*DUI: Can You Afford It?* and *Drunk Driving. Over the Limit. Under Arrest.*
Super Bowl 2010	January 31 – February 7, 2010	*Fans Don't Let Fans Drive Drunk*
St. Patrick's Day	March 13-March 20, 2010	*Buzzed Driving is Drunk Driving*
Prom Season Promotion	April 2010	*Don't Drink and Drive*
National *Click It or Ticket* Occupant Protection Enforcement Campaign	May 17-June 6, 2010	*Click It or Ticket/Pick Your Click*
Fourth of July	June 27-July 5, 2010	*Don't Drink and Drive*
National *Drunk Driving. Over the Limit. Under Arrest.* Labor Day Enforcement Campaign	August 20-September 6, 2010	*Drunk Driving. Over the Limit. Under Arrest.*
Impaired Driving Promotion	September 1-26, 2010	*Buzzed Driving Is Drunk Driving*

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, for campaign outreach activity to assure campaign messages were consistent and widespread.

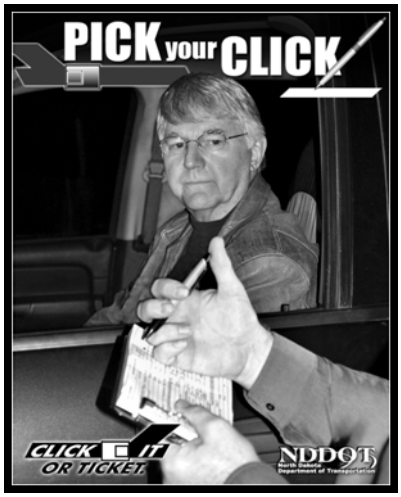
Extensive earned media for each enforcement campaign was garnered by Safe Communities programs, law enforcement, and other traffic safety partners through PSAs, news releases, news conferences, live radio or television remotes, and other earned media activities.

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*, continued to be used in FY 2010. The TSO conducts 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.



For the May campaign, the TSO developed a new *Click It or Ticket* media ad with the secondary message, *Pick Your Click*, 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 included 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

In addition to rolling out the new ad, North Dakota's May *Click It or Ticket* enforcement mobilization kicked off with a news conference where a rollover simulator was used to demonstrate to the public what occurs to vehicle occupants involved in an unbelted rollover crash. NDDOT personnel and several local law enforcement officers were present to make comments about the importance of wearing a seat belt and the upcoming enforcement campaign.

The "Crash" Ad

The TSO used FY 2010 to develop a strong social norms ad to sustain occupant protection messages to the public during non-enforcement periods.

Prior to ad development, the TSO conducted market research to determine the messaging that had the strongest impact on the target demographic (i.e., males aged 18-34). Market research concluded that the target demographic is most impacted

through graphic messages.

Subsequently, an ad was developed that 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. The ad is scheduled to air in FY 2011.

Personal Testimonies

Three new personal testimony videos were taped in FY 2010 featuring North Dakota youth who were saved by their seat belts.

Madison S., a 16-year old girl who lives in rural North Dakota, shares her story about a rollover crash on a gravel road on July 8, 2010. Madison states that she owes her life to her seat belt and believes that is the only reason she is alive today. Madison's family also shares the story of her sister, Taylor, who was killed in a crash on February 20, 2006. She was not wearing her seat belt.

The personal testimony videos were distributed via the NDDOT's teen website, Facebook, and YouTube.

Impaired Driving

"Drunk Driving. Over the Limit. Under Arrest."

This enforcement campaign was launched during the national *Drunk Driving. Over the Limit. Under Arrest.* (DDOLUA) campaign in 2009 and promoted again during the holiday enforcement period that occurred in December 2009 during *National Drunk and Drugged Driving (3D) Prevention Month*.

The campaign depicts local law enforcement from across the state telling the public that they conduct drunk driving enforcement to keep them safe.

Throughout the fiscal year, law enforcement agencies under contract with the TSO are required to conduct quarterly enforcement activity. Posters were developed for Safe Communities programs to post within their service region to assure public awareness of the DDOLUA enforcement activity.

To support the statewide sustained multi-agency DUI enforcement initiative to be rolled out in FY 2011, regional enforcement ads were developed.

The ads depict participating officers working en force 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.

“The Cost of a DUI”

This message was also used during 3D Month. In early December, the NDDOT held a news conference at a county courthouse on the topic, *The Cost of a DUI.* Presenters at the news conference included a judge, a States Attorney, a Lieutenant from the North Dakota Highway Patrol, and representatives from the NDDOT. The news conference served to kick-off campaign activity with the goal of reminding the public that a DUI could translate to the loss of something important to them, including the loss of life.

Campaign outreach included community-level news conferences and the distribution of posters and ice scrapers for vehicles further promoting the, *DUI: Can You Afford It?* theme.

“Friends Don’t Let Friends Drive Drunk”

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 campaign encouraged individuals to take the keys from their friends if they had consumed too much alcohol.

"Don't Drink and Drive"

The NDDOT partnered with the North Dakota Highway Patrol and the North Dakota Office of Attorney General to produce a PSA to deter impaired driving.

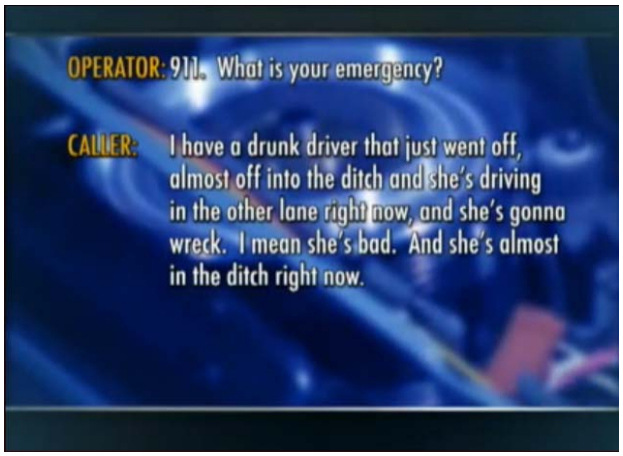
The Colonel of North Dakota Highway Patrol, North Dakota's Attorney General, and the NDDOT Director appear in the ad which serves to inform the public that about half of North Dakota's motor vehicle fatalities continue to be alcohol-related and to make a plea to the public – don't drink and drive.

The ad ran at intervals during the month of April and also over the Fourth of July holiday period and can be viewed at:
http://www.youtube.com/user/NDDOTOnline#p/u/46/l0M9MKOLo7o

"Buzzed Driving is Drunk Driving"

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 was 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.



The 60-second TV ad can be viewed at the following link:
http://www.youtube.com/watch?v=mULGAUkB6ow&feature=related

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.

Reduce Impaired Driving (RID) Program
Safe Communities Coalition of the Northern Valley

GFAFB Drug Demand Reduction Program
Impaired Driving Simulator

Target Group

All drivers—especially males ages 18-34

Problem Statement

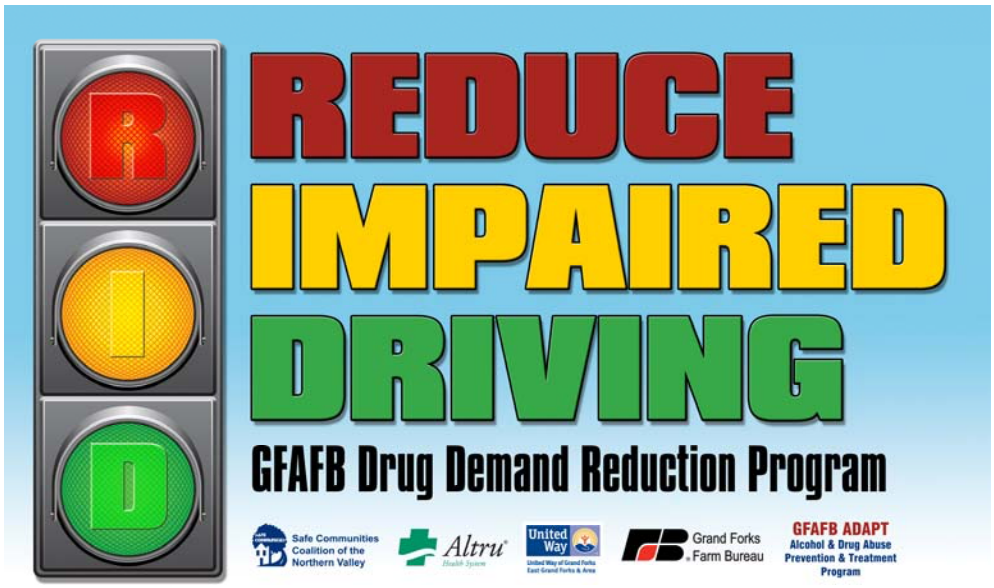
According to North Dakota's Crash Summary report, in Region IV, which includes Grand Forks, Nelson, Pembina, and Walsh Counties, the estimated cost of alcohol-related traffic crash fatalities and injuries in 2008 came to $9,490,000.00. In Region IV, alcohol was a factor in approximately 60 percent of the traffic fatalities in 2008.

Goals/Objectives

To reduce alcohol-related traffic crash fatalities and injuries in Region IV.

Strategies

The Reduce Impaired Driving (RID) Program was developed and implemented through a partnership between the Grand Forks Air Force Base Drug Demand Reduction Program and the Safe Communities Coalition of the Northern Valley (SCCNV). With the use of an impaired driving simulator purchased by the GFAFB Drug Demand Reduction Program, the SCCNV was able to provide simulated behind-the-wheel education to a diverse group of audiences from military professionals, student drivers, medical professionals, educators, parents, college students, etc. about the risks of driving impaired and sharing the road with impaired drivers.



The Drive Square Simulation System is a driving simulator that enables a participant to drive in a virtual space, while operating the controls of an actual vehicle. A 360 degree panoramic view of the road and surrounding area is presented to the trainee via virtual reality goggles. The scenery is computer-generated by virtual reality simulation software. Through sensors, the computer receives data from the wheels and pedals of the vehicle to provide an extremely interactive experience recreating various driving situations.

The simulator allows a participant to drive in a simulated impaired mode, demonstrating the dangerous effects of driving under the influence of alcohol by delaying response of the vehicle's controls and narrowing of the effective field of view, commonly known as tunnel vision, of the participant.

The driving scenarios are condensed allowing for demonstrations to be done in short sessions with several spectators being able to observe the driver's simulation through a monitor placed outside the vehicle.

The Safe Communities Coalition of the Northern Valley utilized the impaired driving simulator along with talking points and a variety of educational materials to educate participants and observers about the risks of impaired driving at the following events:

- April 7, 2010—Grafton High School Teen Maze Event in Grafton, ND
- April 17, 2010—Altru Here For Life Expo in Grand Forks, ND
- April 30, 2010—Minto High School in Minto, ND
- May 14, 2010 Distracted Driving Education Day at North Border High School in Walhalla, ND
- May 22, 2010 Traffic Safety Education and Demonstration at the Grand Forks Air Force Base Air Show

- June 8, 2010 Traffic Safety Education and Demonstration at the Grand Forks Air Force Base
- June 9, 2010 Traffic Safety Education for students attending the Grand Forks Public Schools Drivers Education Program
- June 18, 2010 Traffic Safety Education for students attending the Grand Forks Public Schools Drivers Education Program
- June 28, 2010 Traffic Safety Education and Demonstration at the Grand Forks Air Force Base
- July 6, 2010 Traffic Safety Education for students attending the Grand Forks Public Schools Drivers Education Program
- July 27, 2010 Distracted Driving and Impaired Driving Demonstration for WDAZ TV News Reporter, Brady Mallory
- August 3, 2010 Traffic Safety Education and Demonstration at National Night Out Event in Grand Forks, ND
- August 24, 2010 Traffic Safety Education and Demonstration at Altru Health System in Grand Forks, ND
- August 28, 2010 Impaired Driving Education and Demonstration at Happy Harry's Beer Fest in Grand Forks, ND
- September 19, 2010 Traffic Safety Education and Demonstration at Rydell Car & Bike Show in Grand Forks, ND
- September 25, 2010 Teen Driver Traffic Safety Education at the FORD Driving Skills For Life Event in Bismarck, ND
- September 29 & 30, 2010—North Dakota Trauma Conference in Fargo, ND

Results

According to North Dakota's 2009 Crash Summary report, the estimated cost of alcohol-related traffic crash fatalities and injuries in Region IV came to $7,329,000 and alcohol was a factor in approximately 27 percent of the traffic fatalities in 2009.

Funding Source

The impaired driving simulator is provided courtesy of the Grand Forks Air Force Base Drug Demand Reduction Program. In addition, the RID Program received funding and support from the following agencies:

- Altru Health System Trauma Services
- Grand Forks Air Force Base Alcohol and Drug Abuse Prevention and Treatment (ADAPT) Program
- United Way of Grand Forks, East Grand Forks, and Area
- Grand Forks County Farm Bureau
- Safe Communities Coalition of the Northern Valley

Name: Bill Vasicek
Title: Safe Communities Coalition of the Northern Valley
Agency: Altru Health System Trauma Services
Phone #: 701-780-5939
Email: bvasicek@altru.org

Fatal Reflections® Demonstrations

Target Group(s)

- 16-20 year olds, males and females, with valid driver's licenses.
- Parents with a child who is 16-20 years old with valid driver's license.
- People who drink alcohol and drive motorized vehicles on public roads.

Problem Statement

According to 2000 U.S. census data, teens aged 14-20 account for 11.4 percent of North Dakota's population. Teens in North Dakota are disproportionately impacted by fatal crashes with those aged 14-20 accounting for 17.8 percent of fatal crashes and 11.3 percent of the injury crashes in North Dakota in 2009.

Goals/Objectives

The target demographic will:

- Describe the impact that impaired driving has on individuals both inside and out of the car including legal and financial consequences.
- Consider the importance of not riding into a vehicle with someone that has been consuming alcohol and will be driving.

Strategies

Young people tend to believe that crashes due to alcohol and other drug impairment only happen to other people. To challenge this mindset, Fatal Reflections® 3.0 demonstrations are conducted. *Fatal Reflections*® 3.0 generates a personalized multimedia presentation in news story format that puts the target audience in the middle of a tragedy and engages them in a meaningful discussion about the very real consequences of alcohol misuse and abuse to stop it from becoming reality.

By taking digital pictures of participants and assigning them roles in a crash scene, the participant becomes engaged in the activity through the news story as they describe the incident. You then are able to engage the students in a meaningful discussion about the very real consequences of alcohol misuse and abuse. You can then influence your audience to consider alternative choices to alcohol misuse and abuse begins with engaging your audience in meaningful discussion about personal responsibility and the consequences of choice. The Fatal Reflections was purchased to use in the Driver's

Education Program we do in classroom style with students in Southwest North Dakota. Other uses we have found that works well is at a booth with the youth and parents watching the video as part of an educational program, the Teen Maze program, and during a presentation in a classroom setting for any class looking for presentations.

Results

Using this program we have made youth more aware of what can happen as a result of the choices or decisions they can make. We have also made parents of the youth more aware of what decisions and choices their youth have to be making in today's world.

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:

- A *Safe and Drug-Free Communities* grant
- Local non-federal funds collected through fundraising

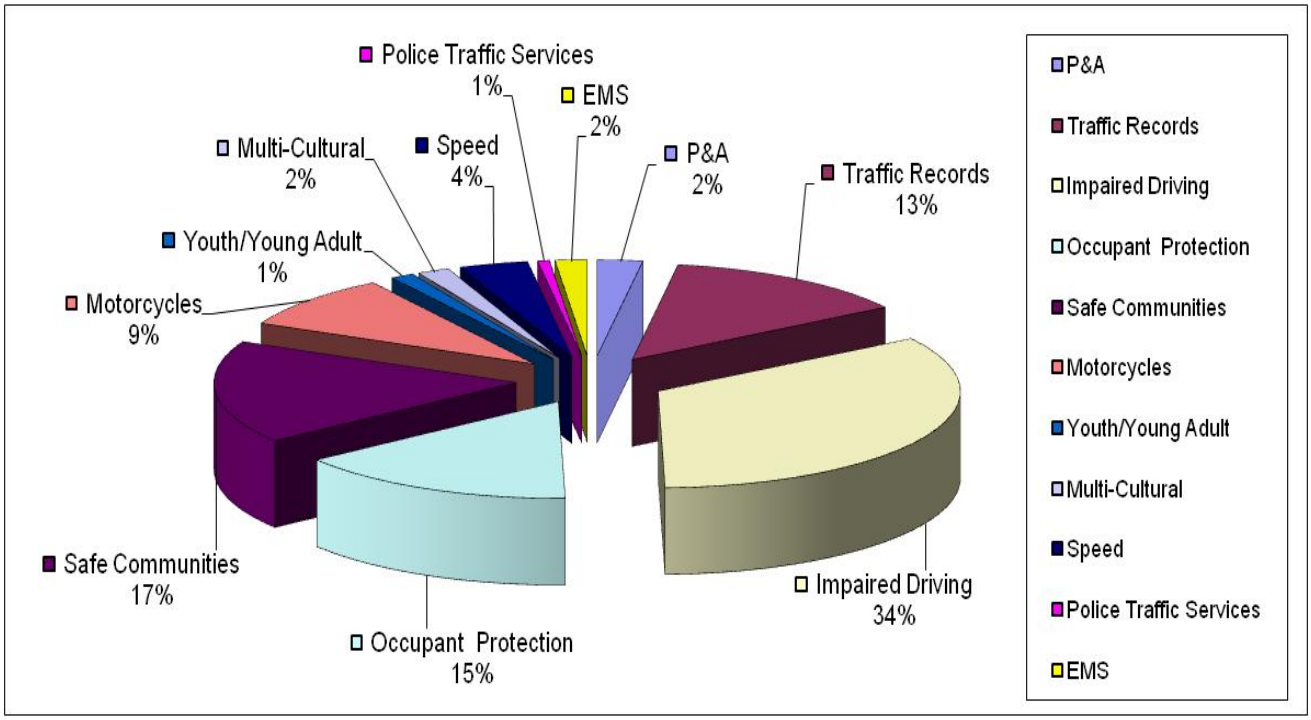
Currently, there is no fee for the use of the program within the region. It is available to all schools and communities.

Name: Becky Byzewski
Title: Community Traffic Safety Program Administrator
Agency: Community Action Partnership
Phone #: 701-227-0131 or 1-800-359-2243
Email: beckyb@dickinsoncap.org

FINANCIAL SUMMARY

Figure 1 shows the TSO's expenditures by program area as a portion of total FY 2010 expenditures.

Figure 1



CHALLENGES

The TSO will be faced with the following challenges in FY 2011.

- North Dakota experienced a significant increase in total motor vehicle fatalities in 2009. This number of fatalities has not been seen in the state since the 1980s. Further analysis of 2009 crash data must be completed to identify crash factors and refine traffic safety intervention in 2010.

- North Dakota was again one of ten states in the nation with the highest rate of alcohol-related crash fatalities based on FY 2008 FARS (Fatality Analysis Reporting System) data.

- 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.

- About 75 percent (3 of 4) 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 nearly 100 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, crash data does not 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.

- Deer crashes in North Dakota account for about 25 percent of total crashes each year. In 2009, there were more than 3,500 deer crashes resulting in 38 injuries and significant property damage. While deer crashes typically contribute to at least one motor vehicle fatality each year, there were no deer-related motor vehicle fatalities in 2009. Historically, the month of November results in the most deer crashes (approximately a three-fold increase from other months).

- Interim continuing resolution obligation limitations make it difficult to assure traffic safety projects are funded without interruption.