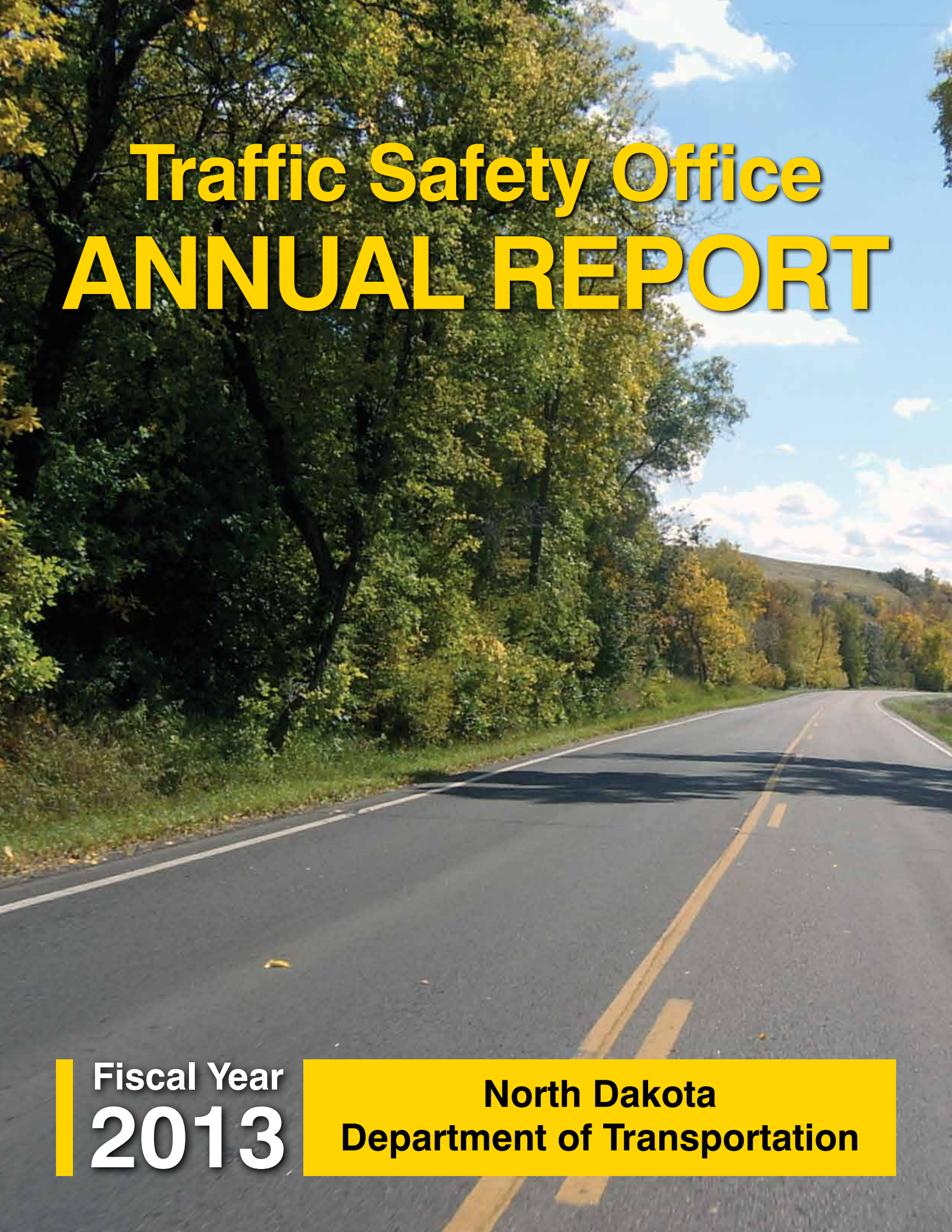

Traffic Safety Office
ANNUAL REPORT

Fiscal Year
2013

North Dakota
Department of Transportation

Prepared by

NORTH DAKOTA DEPARTMENT OF TRANSPORTATION

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State Demographics

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

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

North Dakota is now the second-leading oil producing state in the nation following Texas. Oil production in the state began in late 2008 and has grown to the current level of production of about 780,000 barrels of oil per day.

Census data show that the oil boom in North Dakota has sparked a population increase that made the state the fastest-growing since 2011 – 2.2 percent or three times the national rate.

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

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

The oil "boom" has impacted North Dakota in many ways including: an influx of population statewide but primarily in the northwest where the bulk of oil is being produced; a significant increase in commercial and non-commercial vehicle traffic, travel time, and vehicle miles traveled; economic prosperity; and an increase in motor vehicle fatalities.

While the number of annual motor vehicle fatalities in North Dakota has increased in recent years, the fatality rate has remained fairly stable due to coinciding increases in population and vehicle miles traveled.

Executive Summary

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

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

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

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

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

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

This Annual Report is an account of previous federal fiscal year (FFY) activity and progress toward achieving the goals set forth in the FFY 2013 HSP.

Performance Goals

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

North Dakota's progress in meeting FFY 2013 performance measures is shown in the data on the following pages.

CORE OUTCOMES MEASURES

Measure	2008 NCSA/ State Data*	2009 NCSA/ State Data*	2010 NCSA/ State Data*	2011 NCSA/ State Data*	2012 NCSA/ State Data*	5-Year Average	FFY 2013 Goal	Goal Met (Yes/No)
1. Number of traffic fatalities	104	140	105	148	170	133	101	No
2. Number of serious injuries in traffic crashes	401*	458*	481*	652*	804*	559	411	No
3. Fatalities/Vehicle Miles Traveled (VMT) – Total	1.33	1.72	1.27	1.61	1.68*	1.52	1.29	No
4. Number of unbelted passenger vehicle occupant fatalities, all seat positions	54	74	46	76	89	68	48	No
5. Number of fatalities involving a driver or motorcycle operator with a blood alcohol content (BAC) of 0.08 and above	47	54	46	63	72	56	38	No
6. Number of speeding-related fatalities	27	32	42	51	62	43	27	No
7. Number of motorcyclist fatalities	13	7	15	14	16	13	8	No
8. Number of unhelmeted motorcyclist fatalities	10	7	12	10	11	10	7	No
9. Number of fatal crashes involving a driver age 20 or younger	22	20	17	22	23	21	16	No
10. Number of pedestrian fatalities	6	4	7	9	7	7	5	No

**National Center for Statistical Analysis (NCSA) was not available so state data was used. NCSA data differs from state data due to imputation and other variables.*

CORE BEHAVIOR MEASURE

Measure	2008	2009*	2010	2011	2012**	5-Year Average	FFY 2013 Goal	Goal Met (Yes/No)
Percent of observed occupants using a seat belt	81.6%	81.5%	74.8%	76.7%	80.9%	79.1%	82.7%	No

**Beginning in 2001, North Dakota used a formula – which was approved by NHTSA – to analyze the data collected via the statewide observational seat belt use study. In 2005, a deviation from this formula occurred to allow for weighted data for direct comparisons. This resulted in an increased seat belt use rate. In 2009, the state requested that NHTSA review the formula change for concurrence with the original formula. As a result, the state reverted to the original formula with the 2009 survey. Unfortunately, data from 2005-2009 and earlier were not available to be recalculated.*

***2013 use rate is 77.7 percent.*

CORE ACTIVITY MEASURES

The measures are tracked but no goals are set.

Measure	2008	2009	2010	2011	2012
Number of seat belt citations issued during grant-funded enforcement activities	1,367	1,736	2,502	2,442	3,612
Number of impaired driving arrests made during grant-funded enforcement activities	618	832	521	525	677
Number of speeding citations issued during grant-funded enforcement activities	2,374	2,603	5,224	5,007	7,188

CORE ATTITUDE, AWARENESS, AND BEHAVIOR MEASURES

2010 – Year 1 of Survey – Baseline Data
2013 – Year 4 of Survey

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
2010		56%	14%	16%	7%	6%
	Do Not Drink	Do Drink, by Time Driving (=57% of Respondents)				
	40.0%	0	1	2 or 3	4 to 6	7 or more
2011		59.1%	17.5%	15.5%	5.5%	2.4%
	Do Not Drink	Do Drink, by Time Driving (=43.2% of Respondents)				
	56.8%	0	1	2 or 3	4 to 6	7 or more
2012		44.3%	21.7%	21.6%	8.3%	4.1%

ID-1. In the past 60 days, how many times have you driven a vehicle within two hours after drinking: (This question was re-worded with the 2013 survey.)

		None	1-5 Times	6-10 Times	More than 10 Times
	1-2 drinks?	69.5%	26.8%	3.0%	0.7%
2013	3+ drinks?	92.4%	6.6%	0.8%	0.2%

ID-2. Have you recently read, seen, or heard anything about drunk driving enforcement?

2010	Yes (85.0%) No (15.0%)
2011	Yes (87.0%) No (13.0%)
2012	Yes (89.5%) No (10.5%)
2013	Yes (88.9%) No (11.1%)

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
2010	25.0%	26.0%	31.0%	15.0%	4.0%
	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
2011	31.3%	26.7%	26.7%	12.6%	2.7%
	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
2012	32.5%	29.7%	25.9%	10.3%	1.6%
	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
2013	25.9%	29.1%	26.5%	16.7%	1.8%

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

	Always	Nearly Always	Sometimes	Rarely	Never
2010	58.0%	27.0%	10.0%	3.0%	1.0%
	Always	Nearly Always	Sometimes	Rarely	Never
2011	67.9%	23.5%	5.3%	2.7%	0.6%
	Always	Nearly Always	Sometimes	Rarely	Never
2012	62.8%	26.9%	6.5%	2.9%	0.9%
	Always	Nearly Always	Sometimes	Rarely	Never
2013	70.5%	21.3%	6.0%	1.8%	0.4%

SB-2. Have you recently read, seen, or heard anything about seat belt law enforcement?

2010	Yes (77%) No (23%)
2011	Yes (82.8%) No (17.2%)
2012	Yes (84.7%) No (15.3%)
2013	Yes (80.6%) No (19.4%)

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
2010	14%	26%	23%	26%	10%
	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
2011	16.0%	22.6%	25.3%	25.0%	11.2%
	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
2012	17.1%	28.1%	26.6%	23.7%	4.5%
	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
2013	15.5%	28.8%	21.8%	31.3%	2.7%
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
2010	1%	4%	31%	47%	17%
	Always	Nearly Always	Sometimes	Rarely	Never
2011	1.1%	3.5%	32.9%	47.3%	15.2%
	Always	Nearly Always	Sometimes	Rarely	Never
2012	0.6%	6.4%	31.6%	46.3%	15.2%
	Always	Nearly Always	Sometimes	Rarely	Never
2013	1.3%	7.6%	35.5%	42.2%	13.4%
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
2010	1%	5%	22%	45%	28%
	Always	Nearly Always	Sometimes	Rarely	Never
2011	1.2%	6.2%	27.3%	44.9%	20.5%
	Always	Nearly Always	Sometimes	Rarely	Never
2012	1.1%	6.3%	23.5%	45.6%	23.5%
	Always	Nearly Always	Sometimes	Rarely	Never
2013	1.3%	8.8%	26.0%	45.9%	18.0%
SP-2. What do you think the chance is of getting a ticket if you drive over the speed limit?					
2010	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
	26%	30%	28%	12%	4%
2011	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
	28.0%	31.3%	29.1%	9.5%	2.1%
2012	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
	28.7%	33.6%	28.8%	7.4%	1.5%
2013	Very Likely	Somewhat Likely	Likely	Unlikely	Very Unlikely
	24.0%	37.5%	29.3%	8.4%	0.9%
SP-3. Have you recently read, seen, or heard anything about speed enforcement?					
2010	Yes (57%) No (43%)				
2011	Yes (35.8%) No (64.2%)				
2012	Yes (34.2%) No (65.8%)				
2013	Yes (36.3%) No (63.7%)				

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

BRFSS

Measure	2006	2008	2010	2012
Percent of respondents who never, seldom or sometimes wore a seat belt when driving or riding in a vehicle	16%	17%	14%	15%

YRBS – 9th-12th grade

**Data is not available. Question was not asked or has changed.*

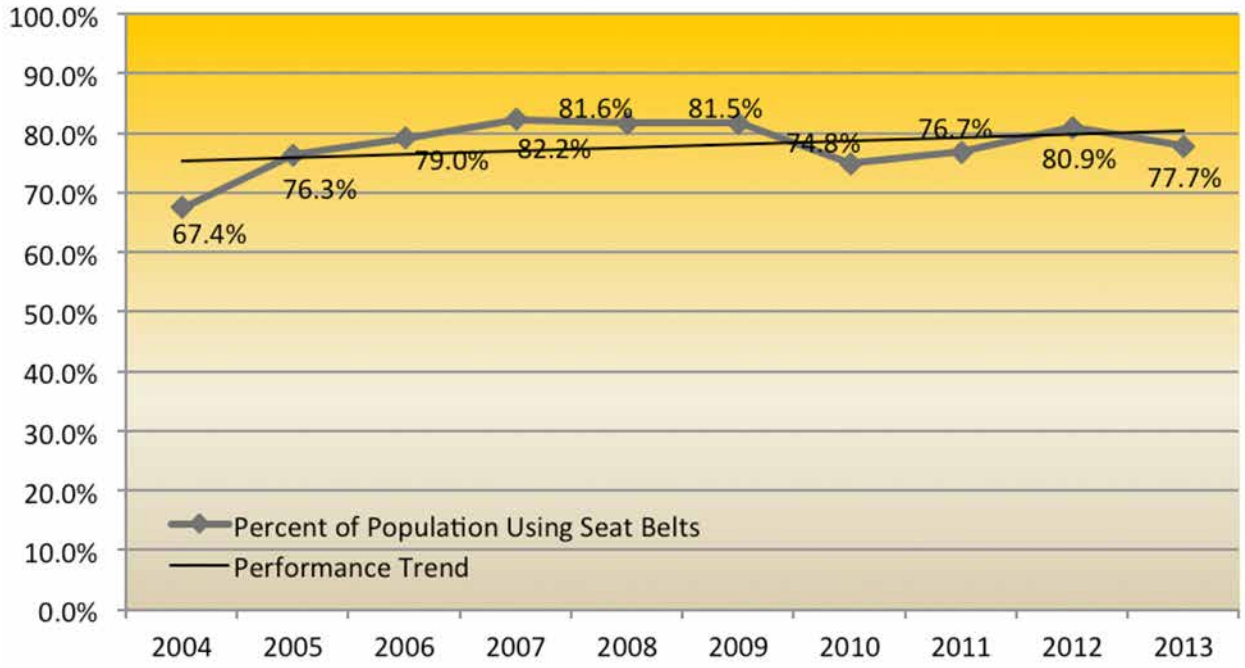
Measure	2005	2007	2009	2011	2013
Percentage of students who never or rarely wore a seat belt when riding in a car driven by someone else	17%	15%	17%	13%	12%
Percentage of students who never or rarely wear a seat belt when driving a car	*	*	16%	13%	12%
Percentage of students who rode one or more times during the past 30 days in a car or other vehicle driven by someone who had been drinking alcohol	37%	32%	28%	25%	30%
Percentage of students who drove a car or other vehicle one or more times during the past 30 days when they had been drinking alcohol	22%	19%	15%	12%	11%
Percentage of students who drove a car or other vehicle while texting or talking on a cell phone on one or more of the past 30 days	*	*	67%	61%	*
Percent of students who drove a car or other vehicle while texting or emailing while driving in the past 30 days.	*	*	*	*	59%
Percent of students who drove a car or other vehicle who talked on a cell phone while driving in the past 30 days.	*	*	*	*	68%

Traffic Fatalities, Injuries, & Crashes

A Decade in Review

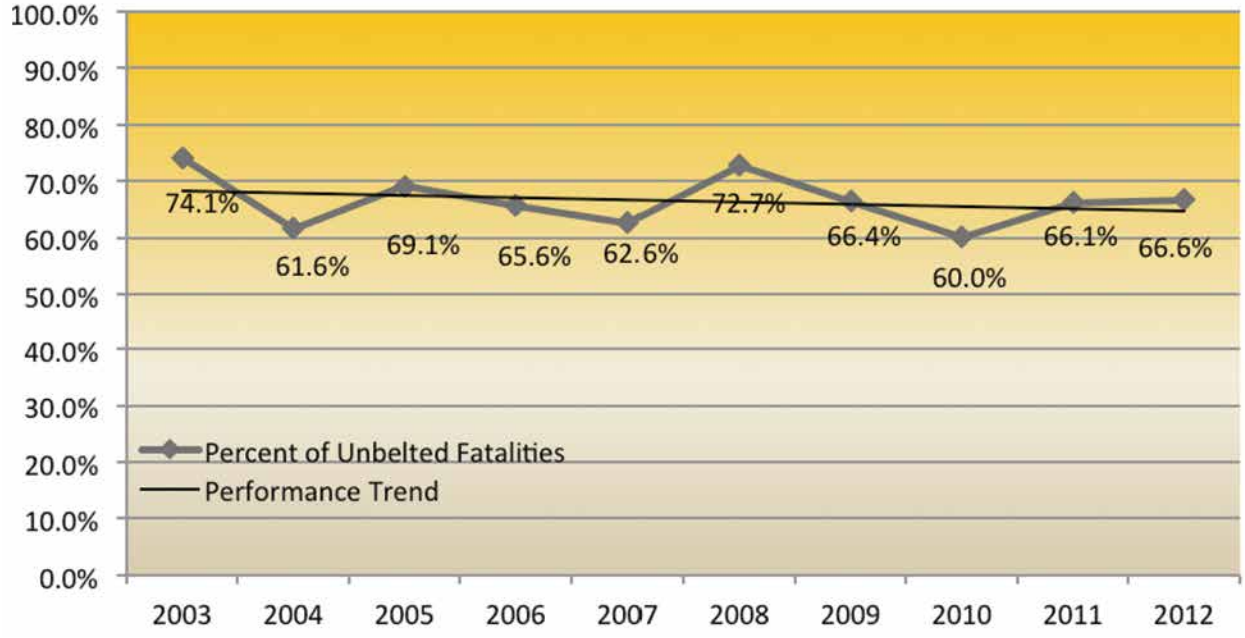
Seat Belt Use
Goal: Increase Seat Belt Use

The seat belt use rate in North Dakota is based on an annual observational seat belt use study.
Note: Data includes all passenger vehicles and pickup trucks - it excludes commercial vehicles.



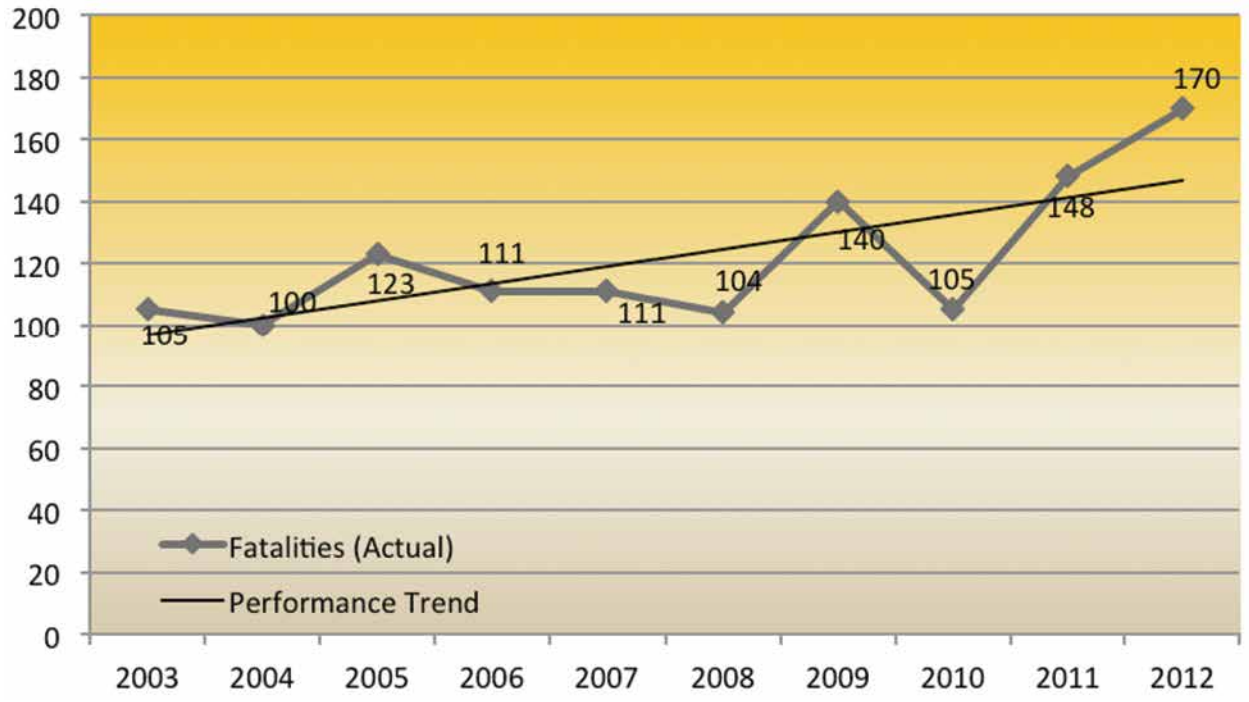
Proportion of Unbelted Motor Vehicle Fatalities
Goal: Reduce Unbelted Fatalities

About two-thirds of motor vehicle fatalities are unbelted at the time of the crash.



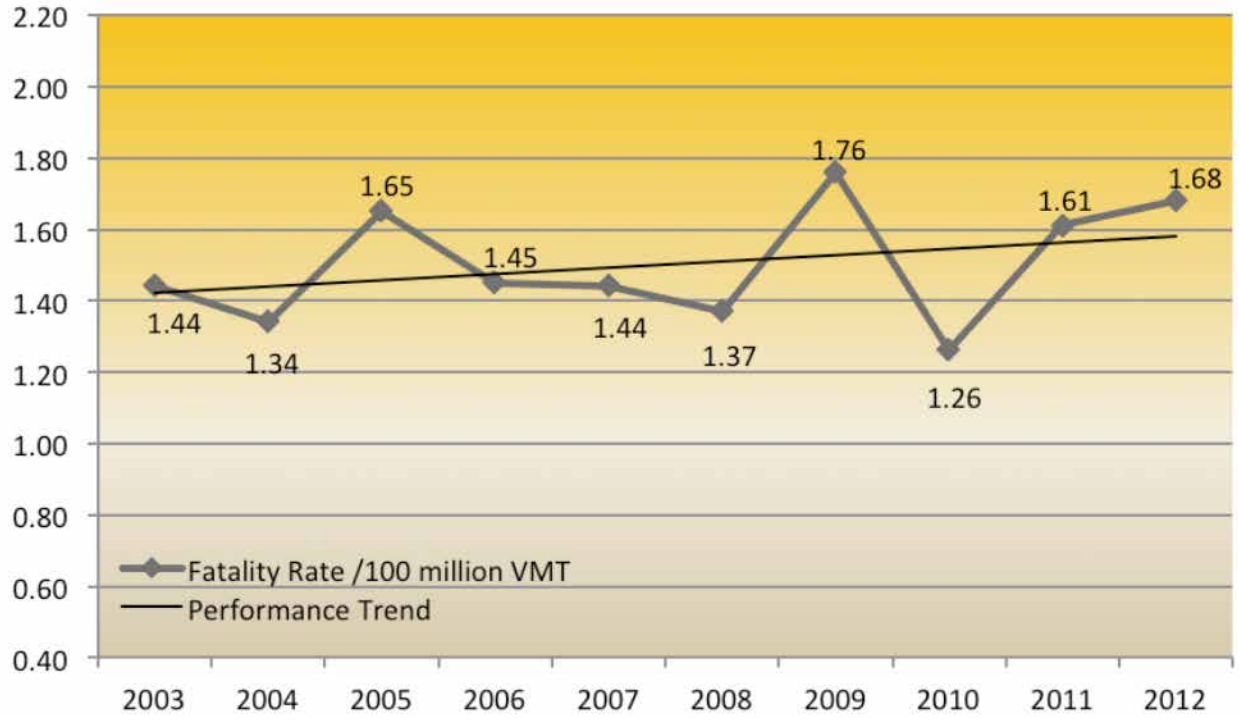
Actual Number of Fatalities
Goal: Reduce Fatalities

The number of fatalities per year is increasing.



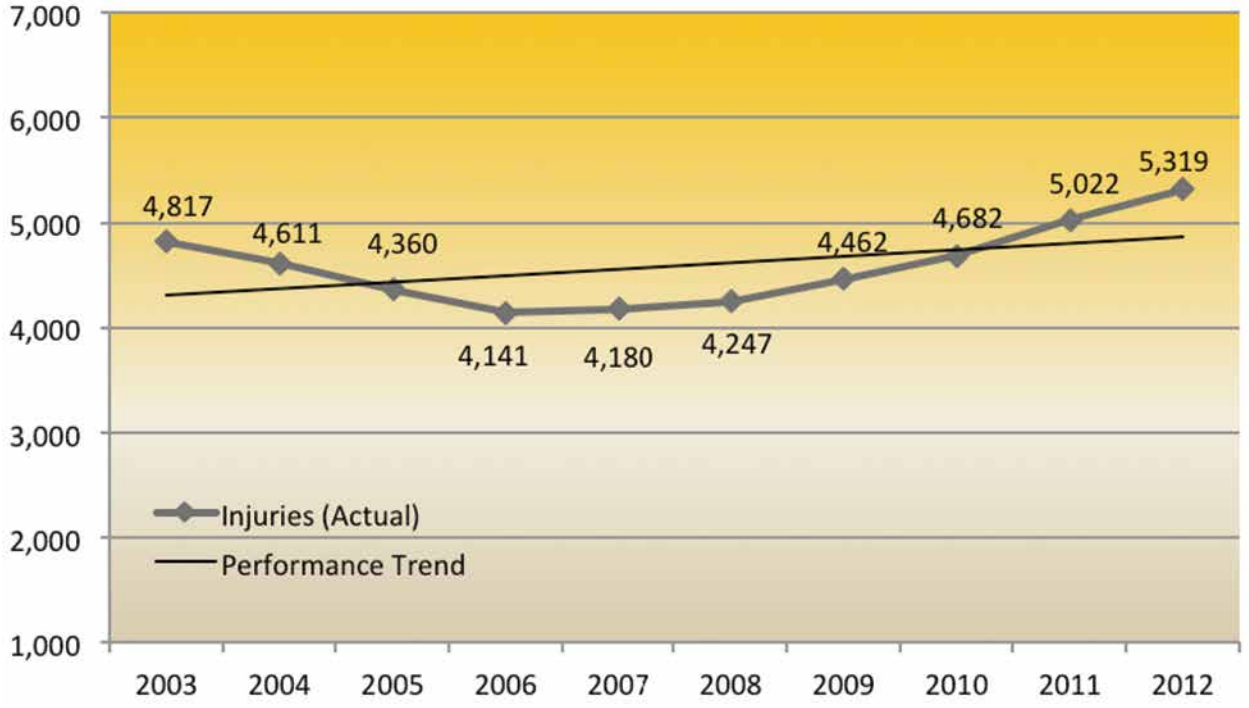
Fatality Rate per 100 Million Vehicle Miles Traveled (VMT)
Goal: Reduce Fatality Rate

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



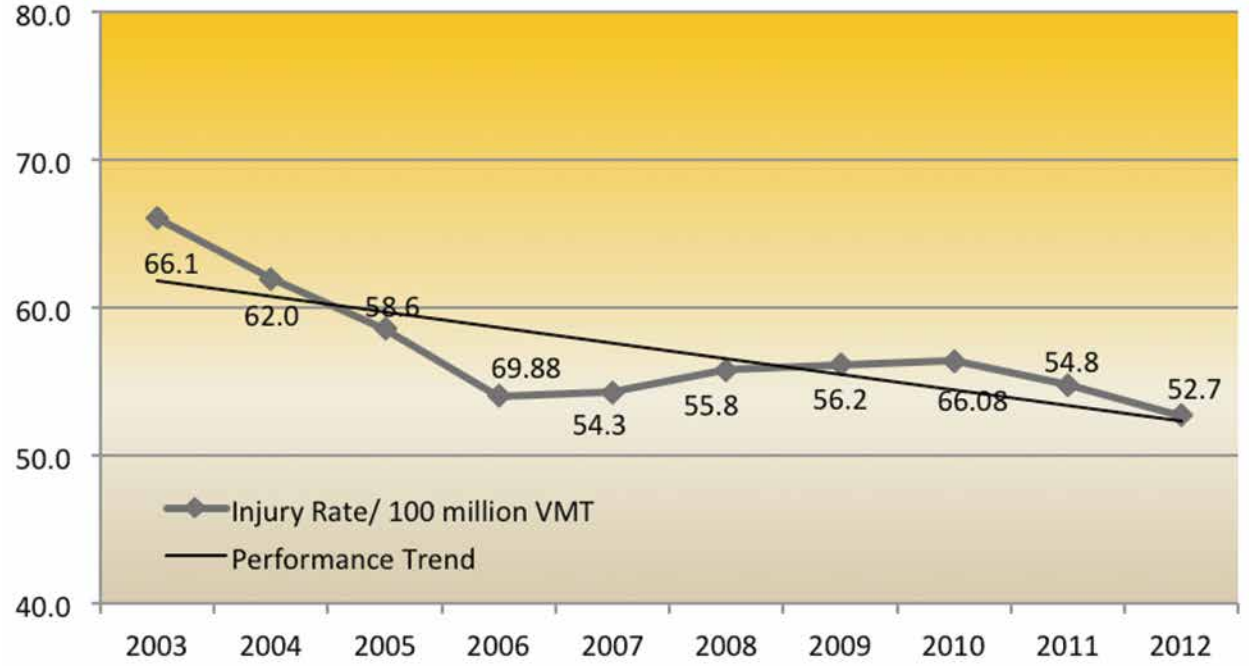
Actual Number of Injuries
Goal: Reduce Injuries

There is an average of 4,584 motor vehicle-related injuries each year in North Dakota.



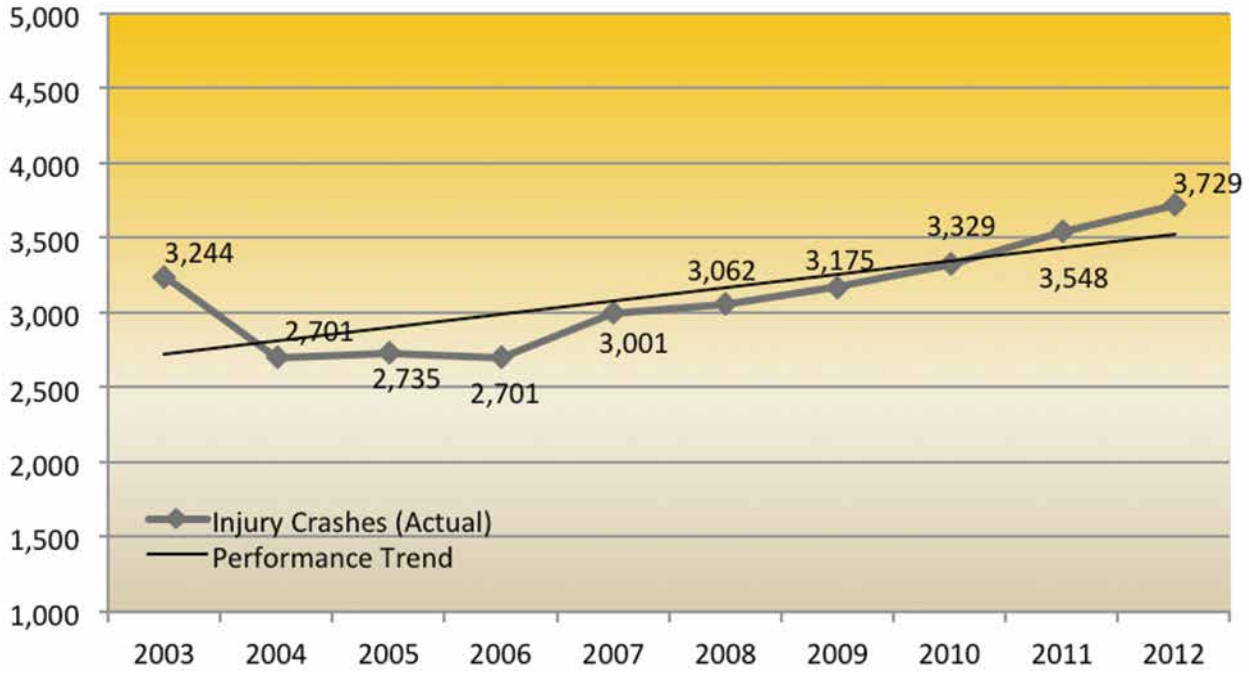
Injury Rate per 100 Million Vehicle Miles Traveled (VMT)
Goal: Reduce Injury Rate

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



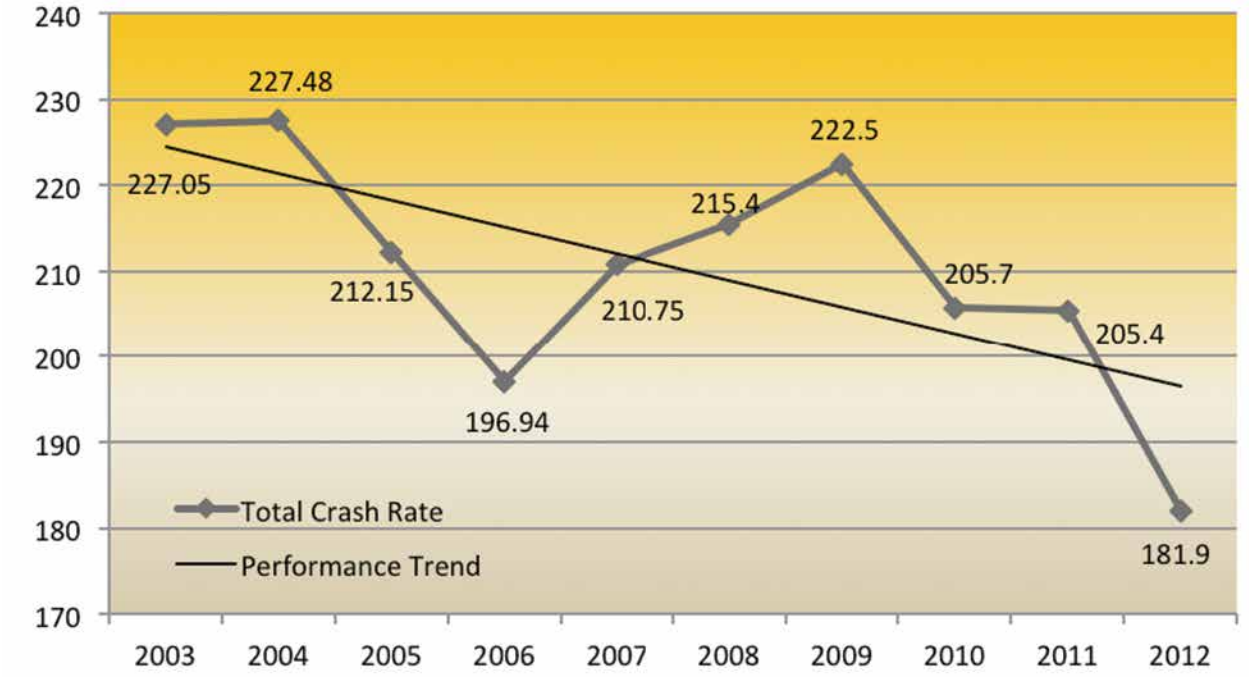
Actual Number of Injury Crashes
Goal: Reduce Injury Crashes

The number of injury crashes per year is increasing.



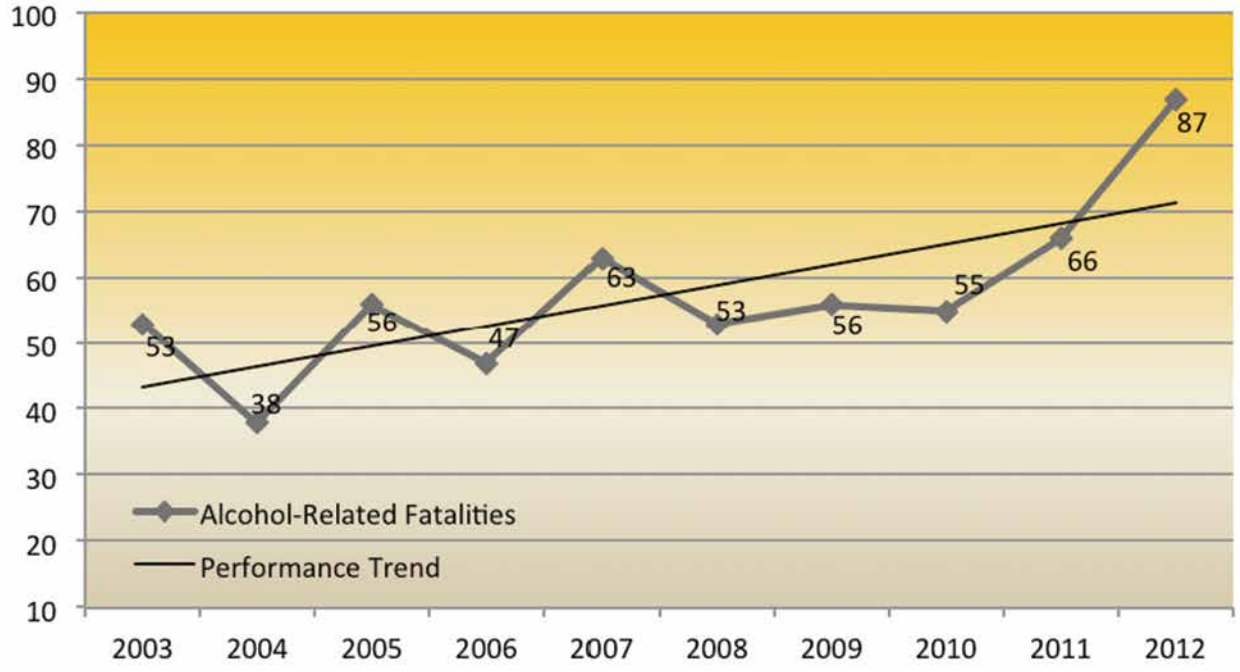
Crash Rate per 100 Million Vehicle Miles Traveled (VMT)
Goal: Reduce Crash Rate

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



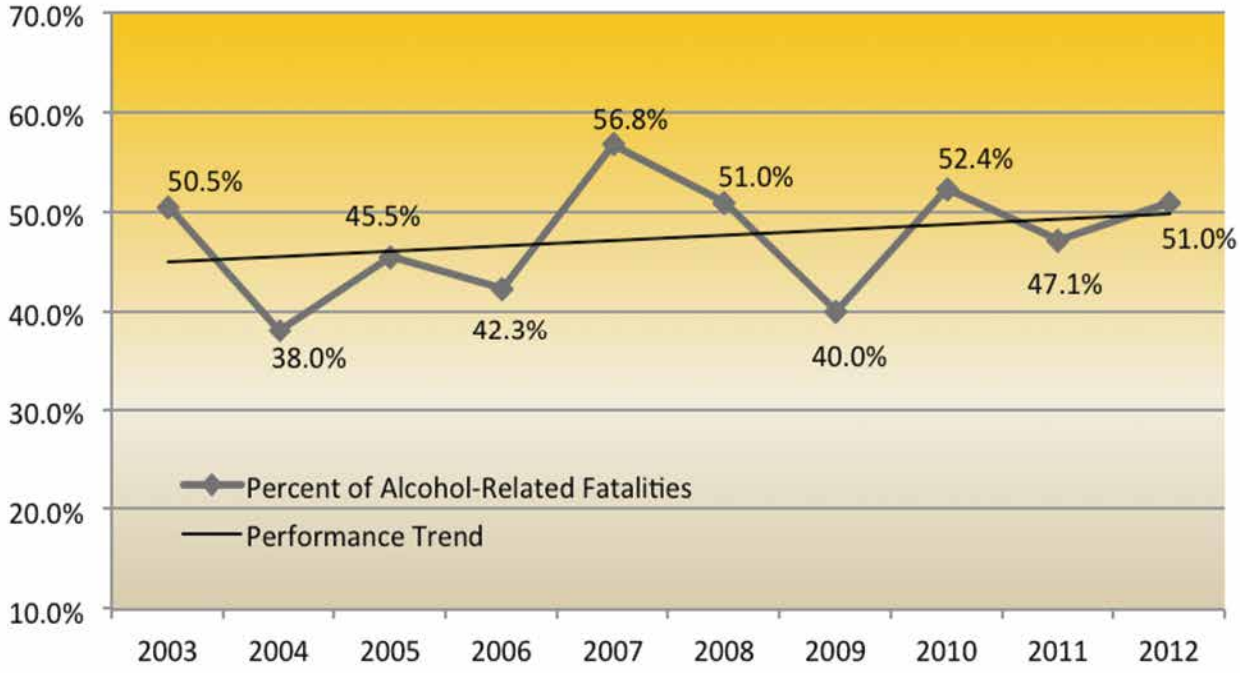
Alcohol-Related Fatalities
Goal: Reduce Alcohol-Related Fatalities

In 2012, there were 87 alcohol-related fatalities.



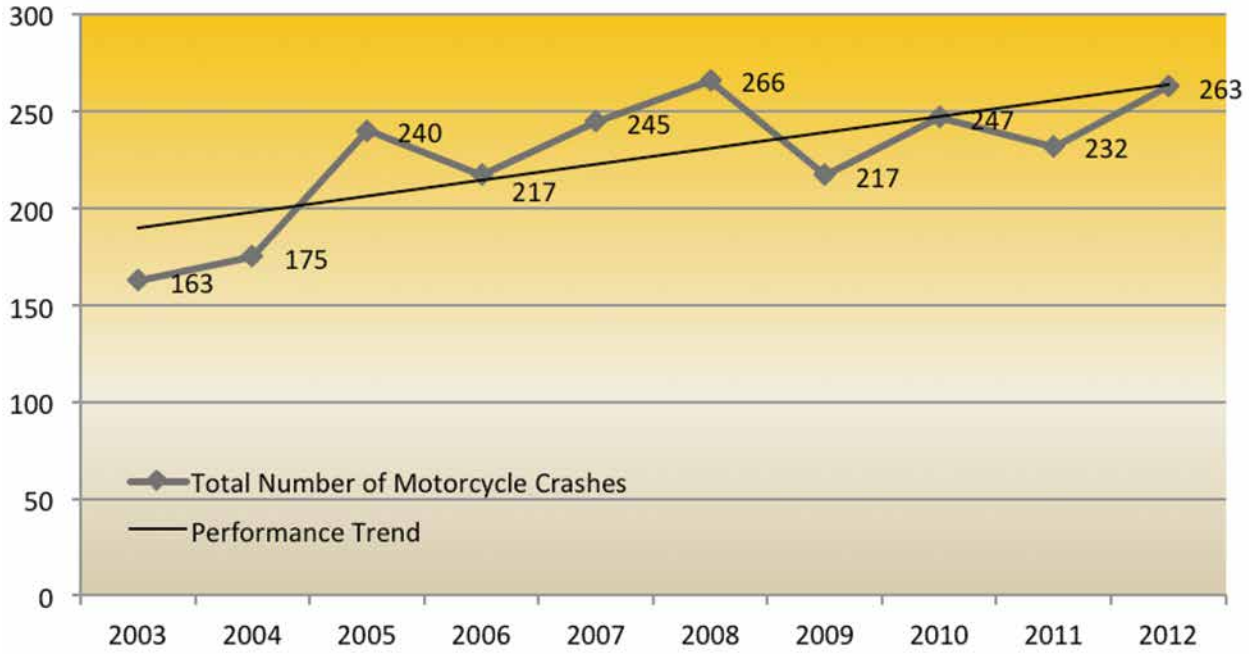
Proportion of Alcohol-Related Fatalities
Goal: Reduce Percent of Alcohol-Related Fatalities

Nearly half of motor vehicle fatalities in North Dakota each year continue to be alcohol-related.



Motorcycle Crashes
Goal: Reduce Motorcycle Crashes

Motorcycle crashes have increased over the past ten years.



FFY 2013 Accomplishments

Through the efforts of the NDDOT, grantees, and traffic safety partners throughout the state, the following traffic safety activity was accomplished through the TSO in FFY 2013.

- Applied for and received funding through NHTSA under the new federal requirements of MAP-21 (*Moving Ahead for Progress in the 21st Century*) – the federal transportation bill – for the following grant programs to support traffic safety programming statewide. These grants totaled $4,162,019 in new funds for FFY 2013.

    - Section 402, *Highway Safety Programs*
    - Section 405(b), *Occupant Protection Low Belt Use*
    - Section 405(c), *Data Program*
    - Section 405(d), *Impaired Driving High Fatality*
    - Section 405(e), *Distracted Driving*

- Coordinated Year 3 of a sustained, multi-agency impaired driving law enforcement crackdown to decrease alcohol-related motor vehicle fatalities.

- Continued to conduct quarterly *Click It or Ticket* high visibility enforcement campaigns to increase seat belt use in North Dakota.

- Completed significant data analysis and evaluated several programs to determine program improvements for more targeted, effective programming in subsequent years.

- Developed new media ad campaigns to sustain traffic safety messages to the public.

- Initiated a contract for the services of a Law Enforcement Liaison (LEL) to provide technical assistance and resources to the State's law enforcement community to build enforcement capacity.

- Conducted a comprehensive assessment of the state's Impaired Driving Prevention Program to identify strengths, weaknesses, opportunities, and barriers to the effective prevention, enforcement, arrest, prosecution, and adjudication of impaired driving.

- Provided resources to law enforcement to increase the number of Advanced Roadside Impaired Driving Enforcement (ARIDE) training and Drug Recognition Experts (DREs) in the state to improve the identification, arrest, and prosecution of drug-impaired drivers.

- Provided continued grant support to the North Dakota Driver and Traffic Safety Education Association (NDDTSEA) to advance driver education in the state. And, obtained funding support through private sector businesses for the purchase of in-car video used to record teen driving experiences for use in classroom activities such as simulated driving situations, situational awareness, movies, discussion and role-playing.

- Conducted the sixth annual *Law Enforcement Summit* to provide training and resources to law enforcement agencies under contract with the Traffic Safety Office. More law enforcement officers attended this Summit than in the preceding five years. An awards banquet was added to the agenda to acknowledge law enforcement officers, media and citizens for their contributions to traffic safety.

- Continued to work with a youth advisory council to advance teen programming.

- Conducted traffic safety outreach to young drivers through the annual *Driving Skills for Life* event.

- Provided grant funds in support of tribal outreach through public information and education activities. Grants were provided to Three Affiliated Tribes, Turtle Mountain, and Standing Rock Sioux Tribe (in partnership with the South Dakota Department of Public Safety) for Tribal Community Traffic Safety Programs.

- Provided grant funds to the North Dakota Association of Counties to provide outreach through public information and education activities to county-level leadership and employees.

- Promoted Parents LEAD (Listen, Educate, Ask, Discuss), an underage drinking prevention program for parents or caregivers that provides resources and information to assist them to prevent underage alcohol consumption. The program is jointly administered between four state agencies: the NDDOT, the North Dakota University System, the North Dakota Department of Human Services, and North Dakota State University Extension Service.

- Deployed electronic crash reporting software, TraCS (Traffic and Criminal Software), to law enforcement agencies statewide. To date, 88 law enforcement agencies, including the North Dakota Highway Patrol, are using TraCS for crash reporting and 100 percent of those agencies have been upgraded to TraCS 10.0. North Dakota currently receives about 87 percent of all crash reports electronically. Currently one tribe is using TraCS for crash reporting and the other three have expressed interest in using TraCS. There are 77 agencies using the citation module within TraCS and 44 agencies have access to the electronic Report and Notice form.

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

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

FFY 2013 Program Summaries and Future Strategies

Impaired Driving

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

Program Summary

High Visibility Enforcement – Regional DUI Task Forces

The TSO coordinated Year 3 of a statewide sustained multi-agency DUI enforcement initiative that was implemented in October 2010. The program provides coordinated impaired driving enforcement through Regional DUI Task Forces including state, county, tribal, and city law enforcement agencies statewide with a goal to assure high visibility of law enforcement, even in the most rural and frontier areas of the state – where about 86 percent of fatal crashes occur.

The Regional DUI Task Forces continue to build their capacity through training and regular planning meetings to identify enforcement periods and improve upon earned media activity to better inform the public when enforcement is underway.

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

Seventy-two law enforcement agencies and the North Dakota Highway Patrol were under contract to participate as members of a Regional DUI Task Force in FFY 2013. Additional agencies participate but are not able to accept overtime funds. This brings total participation in the Regional DUI Task Forces to about 75 agencies or 70 percent of all city, county, state, college/university and tribal agencies.

Agencies participated in the national *Drive Sober or Get Pulled Over.* campaign conducted over the Labor Day holiday and conducted quarterly high visibility enforcement (HVE) activities scheduled around high-risk community events throughout the year.

The Regional Task Forces completed a total of 2,000 saturation patrols and about 20 sobriety checkpoints resulting in 561 DUI arrests.

Underage Drinking Enforcement

Three law enforcement agencies received grants through the TSO to conduct alcohol compliance checks and server training programs in FFY 2013. 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.

DUI Enforcement Training

North Dakota is seeing an increase in driving while under the influence of drugs (DUI-D) resulting in additional training needs for law enforcement to develop skills to assure effective enforcement, prosecution, and adjudication of DUI-D offenders.

Drug Recognition Expert (DRE) Program

In FFY 2013, there were 171 DRE enforcement evaluations completed.

The TSO continues to commit resources to support law enforcement to become Drug Recognition Experts (DREs). There are currently 47 certified DREs in North Dakota and seven DRE instructors. A class is scheduled for January 2014 to train an additional 16 officers to become DREs.

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

Advanced Roadside Impaired Driving Enforcement (ARIDE)

The Advanced Roadside Impaired Driving Enforcement (ARIDE) training was held in eight regions during FFY 2013, with over 150 law enforcement officers being trained in advanced drug enforcement. ARIDE is an intermediary level of training beyond SFST but not as advanced as DRE.

Equipment

Digital Surveillance Cameras

The TSO awarded grants to 16 law enforcement agencies toward the purchase of in-car digital video surveillance cameras to facilitate the arrest, prosecution, and adjudication of DUI offenses.

Toxicology Equipment

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

SCRAM Units for the 24/7 Sobriety Program

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

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

Traffic Safety Resource Prosecutor Program

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

In FFY 2013 North Dakota's Traffic Safety Resource Prosecutor (TSRP) program provided training to over 600 court personnel, law enforcement, and toxicology lab personnel related to legislative updates, 4th Amendment updates, administrative case law updates, and criminal and traffic legislation.

The TSRP program also presented 10-hour course to prosecutors, defense attorneys, and judges entitled *Traffic Safety and Impaired Driving Seminar* that included the topics: (1) searches, seizures, and arrests, (2) admissibility of evidence, (3) biochemical and physiological information, and (4) sentencing of impaired drivers. The training is provided annually.

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

Parents LEAD (Listen, Educate, Ask, Discuss)

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

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

The Parents LEAD program was originally developed by the TSO in FFY 2005. In 2011, several new program partners were added – the North Dakota Department of Human Services, the North Dakota University System, and NDSU Extension Services – and the program was completely updated with a new appearance, content, and marketing approach.

PARENTS LEAD
LISTEN EDUCATE ASK DISCUSS

Television and radio ads promoting Parents LEAD aired in FFY 2013 to drive parents to the website. And, partner organizations each conducted a number of additional outreach activities to expand the reach of the program.

Parents LEAD community outreach

Alcohol Beverage Server Training and Compliance Checks

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

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

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

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

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

Other DUI Prevention Strategies

Funds were provided to City-County Health District in Valley City to develop and implement the following two strategies to impaired driving prevention.

DUI Court Southeast Judicial District

This project assessed the judicial interest, needs, and feasibility of a DUI court in the Southeast Judicial District.

A team was developed and attended the National Center for DUI Courts (NCDC) DUI Court Training. Monthly meetings were held to continue to develop and implement the DUI Court and explore additional strategies to address impaired driving in the jurisdiction. The team secured start-up funding through the county and is preparing to apply for a grant through the Substance Abuse and Mental Health Services Administration (SAMHSA) in 2014. A program coordinator has been hired to provide participant supervision and drug/alcohol testing, and to assist in case management and grant writing. The District Judge has set a target start date as January 2014 for the DUI Court to become operational.

Neighbor Road Watch

This project worked to develop and implement a volunteer citizen DUI reporting program unique and suitable for rural North Dakota entitled *Neighbor Road Watch*. In 2010, North Dakota ranked 30 of 50 states in the nation for number of sworn law enforcement per 1,000 population (Source: indicatorsnorthwest.org). This requires that North Dakota use other techniques to assist law enforcement to deal with the DUI problem that exists in the state.

The pilot project operated in six counties in the southeast quadrant of the state. DUI enforcement events using volunteer citizen reporting reported two times the number of enforcement contacts compared to those without volunteer reporting.

Impaired Driving Program Assessment

The TSO conducted a comprehensive assessment of its Impaired Driving Prevention Program in the summer of 2013 to identify strengths, weaknesses, opportunities, and barriers to effective prevention, enforcement, arrest, prosecution, and adjudication of impaired driving. A panel of experts from across the country in these areas of conducted the assessment through a series of interviews with local experts in these same areas. Some priority recommendations from the assessment are as follows.

- Establish a statewide impaired driving task force that includes participation of state-level leadership who represent the major constituencies (education, enforcement, criminal justice, prevention, etc.) for impaired driving policies and programs.
- Design and carry out a systematic evaluation of the new impaired driving statutory provisions that were effective on July 1, 2013.
- Undertake a careful analysis of the statutory provisions for the administrative suspension or revocation using an advisory committee that includes law enforcement, prosecutors, judges, traffic safety advocates, and other stakeholders to determine the most effective structure and terms for the use of licensure actions in North Dakota.
- Undertake a study of impaired driving dispositions from arrest to completion of probation and parole. Map the actual sanctioning and sentencing results to specific jurisdictions to determine the actual dispositional differences.
- Develop and implement a strategic traffic safety communications plan that incorporates impaired driving events, campaigns, and messages.

Future Strategies

- Implement priority and other recommendations from the Impaired Driving Assessment.

- Support the Regional DUI Task Forces. Emphasis on enforcement will challenge the public's belief that they are unlikely to be arrested 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.

- Market the TSO's standardized alcohol beverage server training program entitled *Serve Safe. Serve Smart. Serve Your Community.* and increase participation in server training by alcohol establishments throughout the state. Continue to gauge the efficacy of server training through participant evaluations and monitoring compliance check results for a correlating reduction in alcohol sales to minors.

- Make grant funds available to support innovative community-level impaired driving prevention initiatives through colleges/universities, community-based organizations, and other venues.

- Administer the Parents LEAD program in cooperation with partner agencies for widespread program distribution and use by parents throughout the state to deter underage drinking and alter the accepting culture of alcohol abuse in the state.

- Make grant funds available to the tribes to identify and implement appropriate impaired driving intervention on each reservation.

- Actively participate as a member of the Governor's Prevention Advisory Council, the State Epidemiological Outcomes Workgroup, and the Evidence-Based Strategies Workgroup for the North Dakota SPF-SIG (Strategic Prevention Framework State Incentive Grant) to identify gaps in prevention data and services and to leverage prevention resources on a statewide basis to deter underage drinking, alcohol abuse, impaired driving and other alcohol-related consequences.

- Provide law enforcement with equipment grants to purchase in-car digital video surveillance units to facilitate enforcement, prosecution, and adjudication of impaired driving offenders.

- Support the TSRP program to provide further technical assistance and resources to law enforcement, prosecutors, and judicial partners statewide to more effectively prosecute impaired-driving cases.

- Support additional training and education to expand the DRE program within North Dakota to cover the more rural regions of North Dakota.

- Work with stakeholders of the SHSP process to implement identified strategies in the plan to address the priority emphasis area of alcohol.

Occupant Protection

Program Summary

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

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

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

Seat Belt Use Surveys – North Dakota – 2013

North Dakota's seat belt use is estimated at 77.7 percent according to an annual statewide seat belt observation survey conducted each year in June to observe seat belt use of front seat and outboard passengers.

This observed use rate is higher than self-reported use rates collected through an annual survey of North Dakotan's knowledge, attitudes, behaviors, and beliefs about traffic safety where about 70.5 percent of respondents reported "always" wearing their seat belts.

Seat Belt Enforcement – Click It or Ticket Program

North Dakota now conducts four annual *Click It or Ticket* campaigns – including participation in the national *Click It or Ticket* campaign in May.

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

The quarterly campaigns included participation from more than 60 law enforcement agencies (city, county, and state law enforcement). The agencies worked to conduct nearly 6,150 overtime seat belt enforcement hours and issued a total of 7,790 citations with 2,723 seat belt citations issued.

TOPS (Traffic Occupant Protection Strategies) Training

TOPS training covers educational, enforcement, and reporting issues to improve officers' knowledge of and ability to enforce occupant protection laws. A significant portion of the curriculum is skill-based to provide officers with the abilities necessary to identify driving risks and to evaluate the events of a crash. The intent is to increase seat belt enforcement statewide in response to high unrestrained fatality numbers. The program also provides strategies for increasing occupant protection use, ranging from advocacy to managing resources. TOPS training was provided to several law enforcement officers to act as TOPS trainers to provide additional officer training throughout the state.

Child Passenger Safety Program

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

The TSO contracts with the NDDH to administer the CPS program. The following activities were conducted by the CPS program in FFY 2013.

- Provided technical assistance and resources to the public related to child restraint devices and North Dakota's CPS law.

- Promoted CPS education as a routine component of other programs including Women, Infant, and Children (WIC), immunization, pre-school screening, and other programs. This was completed through use of a variety of materials including audiovisual aids, exhibits, newsletters, etc.

- Maintained partnerships with agencies including local law enforcement agencies, local public health agencies, child care providers, WIC programs, Head Start programs, Safe KIDS North Dakota, and schools for program outreach.

- Completed CPS Month activities resulting in 530 classroom presentations and distribution of CPS materials to classrooms. Total outreach efforts are estimated to have reached 22,739 children.

- Purchased and provided car seats and supplies to local agencies to distribute to families in their communities. A total of 1,049 car seats were purchased. The seats were provided to 40 distribution programs including four Native American reservations.

- Completed several car seat recycling projects to recycle old car seats. Over 175 old, unsafe car seats were collected and the plastic recycled.

- Conducted a variety of CPS workshops and courses including four 32-hour NHTSA standardized courses with 63 participants completing all course requirements. Conducted numerous other CPS workshops and training throughout the state for law enforcement, hospital staff, social workers and other professionals.

- Assisted certified CPS technicians to maintain their certification.

- Convened a CPS Advisory Committee to provide technical assistance to the current CPS program and activities. The committee has 22 professional/public members including child care providers, physician, advocates, EMS, law enforcement, government agencies, and other partners. The committee identified priority strategies using the NHTSA *Countermeasures That Work* guide as follows:

    - Strengthen Child/Youth Occupant Restraint Laws
    - Short-Term High-Visibility Child Restraint/Booster Law Enforcement
    - Communications and Outreach Strategies for Booster Seat Use

- Conducted the first North Dakota Chile Passenger Safety Conference. Approximately 80 participants attended the two-day conference which offered a variety of presentations geared

toward childcare providers, healthcare providers, law enforcement, social workers and CPS technicians.

The CPS program also coordinated car safety seat checkups throughout the state in partnership with local programs and auto dealerships. The NDDH assisted with 57 car seat checkups, inspecting 691 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 child restraint
- 74 percent of car seats were installed incorrectly
- 11 percent of the car seats were not appropriate for the child

Tween Seat Belt Outreach Program

The North Dakota State University (NDSU) Extension Service 4-H Youth Development Program continued with a two-year pilot project to increase seat belt use among pre-driving youth in North Dakota.

The project used a curriculum from the University of Michigan's 4-H Youth Development entitled *Take a Second, Save a Lifetime* which has been revised to make it more relevant to North Dakota youth. Parent education materials were developed as an adjunct to the curriculum to enhance the educational experience of the youth through parent education.

The curriculum was implemented in three regions of the state in both school and 4-H club settings. A pre- and post-test survey was administered to youth and parents in the intervention groups and control groups to compare knowledge, attitudes, and behaviors related to seat belt use pre- and post-intervention. Fatal crash/fatality experiences were also tracked by community.

Data is currently being reviewed to determine program effectiveness. If evaluation results show positive outcomes, the project will be expanded in subsequent fiscal years.

This Take a Second, Save a Lifetime. classroom activity demonstrates the impact of a crash using eggs.

Future Strategies

- Implement statewide, sustained, multi-agency seat belt enforcement through quarterly *Click It or Ticket* enforcement campaigns. The goal is to assure high visibility of law enforcement, even in rural areas of the state. Extensive paid and earned media will be conducted during the enforcement periods.

- Assure sustained seat belt use messages to the public during non-enforcement periods through the placement of strong seat belt use ads distributed widely through various mediums.

- Make grant funds available to identify and implement appropriate occupant protection use countermeasures throughout the state, especially rural areas.

- Provide public information and education through numerous outreach activities in partnership with state, county and city enforcement and governmental agencies, community-based organizations, businesses, schools, and other partners to increase seat belt use statewide.

- Work with the tribes to identify appropriate intervention to advance seat belt use on each reservation to address low seat belt use rates.

- Work with stakeholders of the SHSP process to implement identified strategies in the plan to address the priority emphasis area of unbelted vehicle occupants.

Speed Management

Program Summary

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

Radar Equipment

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. Twenty-one grants were provided to local law enforcement agencies and the North Dakota Highway Patrol for the purchase of radar/LIDAR in FFY 2013.

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.

- Work with stakeholders of the SHSP process to implement identified strategies in the plan to address the priority emphasis area of speed and aggressive driving.

Police Traffic Services

Program Summary

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

Law Enforcement Liaison

In FY 2013, the TSO issued a new contract for the services of a Law Enforcement Liaison (LEL) to act as a liaison to the State's law enforcement community and conduct networking activities on behalf of the TSO. The LEL reviews overtime activity reports and provides feedback accordingly. The LEL also gains participation of law enforcement agencies in state enforcement activities and national mobilizations.

Law Enforcement Summit

In February 2013, the TSO hosted the sixth annual Law Enforcement Summit for law enforcement agencies under contract with the TSO to conduct overtime enforcement.

More than 100 law enforcement officers participated in the 8-hour Summit. The Summit provided information on many topics including the following sessions: keynote speaker Gordon Graham, Risk Management Expert; Traffic Safety Resource Prosecutor (TSRP) updates on search and seizure; data-driven enforcement strategies; an overview of the Traffic Safety Outreach Program conducted through the North Dakota Association of Counties; legislative updates; and, a second keynote address by a Drug Recognition Expert (DRE) with expertise in drug use trends.

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

Incentive Programs

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

The award options include: (1) commemorative coins, (2) the ASSISTS (**A**lcohol, **S**eatbelt, and **S**peed **I**ntervention to **S**upport **T**raffic **S**afety) Award Program, (3) the Traffic Safety Honor Roll, (4) the Occupant Protection Award, (5) the Traffic Safety Officer of the Year, (6) the DRE Officer of the Year Award, (7) the Civil Servant Award, and (8) the Media 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 Commemorative Coin Program allows for law enforcement supervisors to nominate officers for recognition for exemplary traffic safety enforcement, community service, training, and public relations. The coins are accompanied by a letter from the NDDOT's Governor's Highway Safety Representative acknowledging the officer's contribution to traffic safety. There were 27 commemorative coins awarded to officers in FFY 2013. Nominating agencies presented the coins to their officers and also publicized the award through local media outlets.

The Occupant Protection Award recognizes outstanding service to the community throughout the state of North Dakota in the area of seat belt use.

The Civil Servant Award recognizes individuals who have gone above and beyond to promote traffic safety in their community or who may have strived to influence changes in local and state policy and laws with the intent to reduce traffic-related injuries and fatalities.

The Media Award recognizes entities and/or journalists who have gone above and beyond to promote traffic safety or strive to influence changes in local and state policy and laws with the intent to reduce traffic-related injuries and fatalities.

The Traffic Safety Officer of the Year award is selected by reviewing each of the nominations received for law enforcement officers for the Traffic Safety Honor Roll and Commemorative Coin awards. The nominations are reviewed to determine the single officer who has displayed a well-rounded effort for traffic safety through enforcement, training, and community education.

The Commemorative Coin Program recipients, three Traffic Safety Honor Roll nominees, the Occupant Protection Award recipient, the DRE Officer of the Year Award, the Media Award, the Civil Servant Award, and the Traffic Safety Officer of the Year were recognized during an evening dinner and award ceremony held during the 2013 Law Enforcement Summit. North Dakota's Attorney General was present to make comments and distribute awards to recipients.

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 seventh annual Law Enforcement Summit is scheduled for April 2014.

- Further develop and market the law enforcement incentive programs including the ASSISTS and other programs.

- Continue to provide training and resources to law enforcement related to the enforcement and adjudication of traffic safety laws.

- Continue to provide funding for law enforcement to purchase equipment needed to conduct speed, seat belt, and child restraint enforcement.

Traffic Records

Program Summary

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

Traffic Records Coordinating Committee

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

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

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

Electronic Crash Reporting

The Traffic Records Program continued to deploy TraCS (Traffic and Criminal Software), North Dakota's electronic crash reporting system. The Traffic Records Program Manager worked with an information technology (IT) vendor to install TraCS software at the local level, train law enforcement officers and administrative staff, and provide IT support for agencies using TraCS.

North Dakota currently has 88 law enforcement agencies, including the North Dakota Highway Patrol, using TraCS for electronic submission of crash reports to the NDDOT. All of those agencies have been upgraded to TraCS 10.0 – a new version of TraCS with additional flexibility and functionality. Seventy-seven of these agencies are also using TraCS to electronically submit citation data to the courts and 44 agencies have access to the electronic Report and Notice form for DUI arrests. About 87 percent of all crash reports received by the NDDOT are electronic.

Each of North Dakota's four tribes (Standing Rock, Three Affiliated Tribes/MHA Nation, Turtle Mountain Band of Chippewa, and Spirit Lake Nation) has expressed an interest in beginning to use TraCS in the near future. And, one tribe began using TraCS for crash reporting in FY 2013.

Annual Crash Summary

The NDDOT published the annual *North Dakota 2012 Crash Summary* which combines numerous crash analysis documents into a single comprehensive analysis of annual and historical crash data in North Dakota.

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

Data Analyst – Emergency Medical Services and Trauma

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

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

Future Strategies

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

Motorcycle Safety

Program Summary

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

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

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

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

The North Dakota Motorcycle Safety Program

In FFY 2013, ABATE employed 28 rider coaches statewide and provided them updated training in preparation for the training season which begins in May. The rider coaches taught 192 courses with a total of 1,862 students.

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

To promote rider safety, ABATE, for the second consecutive year, awarded students completing a NDMSP course with a $50 coupon toward the purchase of safety gear (i.e., helmet, leathers, boots, gloves, etc.).

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, Motorcycle Awareness*. 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 and promoted *Ride Your Motorcycle to Work* Day. ABATE worked with Mid Continent Communications to secure 50,653 commercial ads for a value of $246,587 to promote these campaigns. ABATE also partnered with local radio stations using their PSAs to promote motorcycle safety awareness.

Two Rider Coach Trainers attended the Motorcycle Safety Foundation (MSF) International Rider Education Training System (IRETS) Conference in Indianapolis, Indiana for training and updated standards for MSF.

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 NDMSP in action

Future Strategies

- Promote the *Share the Road* and an impaired riding prevention awareness campaign during the FFY 2014 riding season.
- Add rider coaches through the rider coach mentoring program.
- Promote scooters under the Basic Rider Course training.
- Continue to promote rider education to the NDNG.
- Conduct a professional development workshop for North Dakota rider coaches.
- Continue quality assurance assessments of the rider education program.
- Implement select recommendations from the FFY 2010 NHTSA assessment of the NDMSP.

Community Traffic Safety Programs

Program Summary

The goal of Community Traffic Safety Programs (CTSP) is to provide outreach in the form of media advocacy, training, community mobilization, environmental/policy strategies, and other activities to positively influence the knowledge, attitudes, behaviors, and beliefs of North Dakotans related to traffic safety.

About 80-90 percent of fatal crashes occur on North Dakota's rural roads. Therefore, it is important that outreach activity extend broadly to reach North Dakota's rural communities.

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

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

CTSPs also coordinate various programs that have the potential to impact traffic safety problems within their service areas. Programs vary but could include:

- Simulator demonstrations including: (1) 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 (2) roll-over simulators

- Responsible Alcohol Beverage Server Training sessions to provide education to server staff working in licensed liquor establishments on the liability related to over-serving and serving to underage patrons.

- Working with local businesses to implement employee traffic safety policies such as a ban on cell phone use, mandatory seat belt use while in a company vehicle, etc.

County Outreach Program – North Dakota Association of Counties

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

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

An example of one sports venue partnership was the annual McQuade's softball tournament –

the largest softball tournament in the country – held in Bismarck, North Dakota. Traffic safety announcements were made throughout the tournament, an ad appeared in the tournament handbook, and banners were placed at softball diamonds throughout the venue. The primary message was *Softball is a game, life is not. Buckle Up. Designate a Driver.*

A McQuade Softball Tournament banner

Sports venue partnerships to provide traffic safety messages during athletic events have been expanded to include several colleges/universities including both of North Dakota's largest universities, a local hockey team, and the North Dakota High School Activities Association.

Outreach material from North Dakota State University partnership

Other activity conducted through this grant is as follows.

- County traffic safety information was distributed via bi-monthly articles in County News and in the CEG newsletter, monthly crash data fact sheets, and a minimum of one informational poster each quarter to provide awareness in public areas such as courthouses.

- County employees have mandatory training requirements. A traffic safety on-line training course was developed for the Workforce Safety and Insurance Learning Management System for employees to meet training requirements. This training opportunity was pilot tested and is now being expanded to subsequent counties.

- Work with county governments to adopt traffic safety policies for seat belt use, distracted driving, and drug and alcohol use.

As a result of the awareness and education provided to county officials and employees through this program, both the NDACo Board of Directors and the North Dakota County Commissioners Association took a position of support of the Primary Seat Belt bill that was before the 2013 North Dakota Legislature. The bill was ultimately defeated but this was the first time that this level of county support for the bill was achieved.

Tribal Outreach Programs

North Dakota's Native American population is disproportionately impacted by motor vehicle fatalities. Native Americans represent less than 5 percent of North Dakota's population but account for 15-20 percent of the state's motor vehicle fatality victims each year.

In 2012, 59 percent of Native American fatality victims were unbelted at the time of the crash and of the 27 Native Americans killed, 78 percent were alcohol-related.
To advance the planning, coordination, implementation, and evaluation of traffic safety programs on each reservation, the TSO provided a grant to two of North Dakota's four tribes (Ft. Berthold and Turtle Mountain) to maintain a Tribal Traffic Safety Outreach coordinator in FFY 2013 to conduct traffic safety outreach as described on the previous page. Grant funds to Standing Rock, whose tribal lands extend across both North Dakota and South Dakota, were provided through the South Dakota Department of Public Safety in FY 2013.

Traffic safety outreach at the United Tribes International Powwow Youth Day

Tribal traffic safety print ad campaigns were developed specific to each reservation. The outreach coordinator worked to recruit tribal members to develop the messages and appear in the ads to assure cultural relevance of the materials. Ads continued in FFY 2013.

The Tribal Chairman appears in this ad for Three Affiliated Tribes

Traffic Safety Program Evaluation

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

- ***A public opinion survey consistent with NHTSA/Governors Highway Safety Association (GHSA)-established performance reporting requirements.*** The survey establishes the public's knowledge, attitude, behaviors and beliefs (KABB) regarding traffic safety. This survey is conducted annually. The results from the core survey questions are included on page 8.

- ***An observational seat belt use survey of North Dakota's rural roadways.*** The survey demonstrated very low driver seat belt use rates of about 45 percent in small, rural towns and about 69 percent on rural highways. In 2012, nearly 90 percent of fatal crashes occurred on rural roads so increasing seat belt use in rural North Dakota is particularly important. Due to the value of this survey, it is conducted annually with half of the state's counties surveyed each year.

- The annual statewide observational seat belt use survey conducted on state and federal roadways.

Future Strategies

- Continue to provide outreach to counties through media advocacy, training, community mobilization, environmental strategies, and other activities to increase knowledge and change attitudes, behaviors, and beliefs regarding traffic safety problems in the state.

- Continue to develop partnerships with the four Indian reservations and provide grants, technical assistance, and other resources to advance traffic safety programs on the reservations.

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

Youth/Young Adults

Program Summary

Over the past five years (2008-2012), teen drivers accounted for an average of 15 percent of all fatal crashes and about 25 percent of all crashes resulting in injury in the state. In 2012, 17 percent of alcohol-related fatal crashes involved a driver under the age of 25 and 40 percent of teen fatality victims under age 17 were unbelted at the time of the crash.

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

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

Driver's Education Curriculum Project

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

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

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

Teen Advisory Council

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

The campaign messages are distributed through school newspapers, distribution of posters with QR codes, and a Facebook page – www.facebook.com/safedrivers.

A "Think About It" Print Ad

Teen Contest

The TSO conducted a Teen Seat Belt Safety Essay Contest in which teens from high schools throughout North Dakota were asked to complete an essay stating, "Why is wearing your seat belt important to you?" The contest's mission is to educate drivers and raise awareness of the importance of seat belt use through peer education. The essay winners were recognized by their schools and also showcased the essays at a *Click It or Ticket* news conference held for the national mobilization in May 2013.

Driving Skills for Life

The TSO submitted a proposal to the Governor's Highway Safety Association (GHSA) for a grant through Ford Motor Company to offer the *Ford Driving Skills for Life (DSFL)* program in North Dakota. While the first DSFL event was funded through the grant, the TSO has continued to hold the event annually.

The 3rd annual DSFL event was held in June 2013 in Minot, ND over a full day with two sessions – morning or afternoon – for participants to choose from.

The event consisted of a ride and drive session conducted via the North Dakota Highway Patrol's Emergency Vehicle Operator Course (EVOC) officers. Teens had the opportunity to drive through

the course under normal conditions and then again while being distracted as someone texted them as they drove. Additional distractions for the driver included the radio being on in the vehicle and the EVOC officer talking to them as they drove to simulate many of the distractions that a driver can experience while operating a vehicle.

Once participants completed the ride and drive session, they were escorted through a series of traffic safety information, activity and photo opportunity stations.

The level of support and participation from event sponsors and partners in this event is outstanding. The NDDOT provides project coordination and marketing and media coordination. The North Dakota National Guard (NDNG) makes facility arrangements and sponsors an activity station for participants to learn more about the NDNG. They also provide a number of NDNG volunteers to assist. Local law enforcement agencies provide EVOC instructors who spend significant time preparing for the event and setting up the course and then operating the course during the 8-hour event.

And, a number of program partners including *Safe Communities* programs, AAA of North Dakota, Altru Health Systems, State Farm Insurance, the North Dakota Association of Counties, and the North Dakota Safety Council, provide activity stations and volunteers to be present at the stations throughout the 8-hour event. A local Ford dealership donated money for the purchase of food and bottled water.

The DSFL event garnered media attention by local news stations and event staff received a lot of positive feedback.

DSFL participants driving the SIDNE (Simulated Impaired DriviNg Experience)

Another participant in the seat belt convincer

The DSFL ride and drive course

Using a driving simulator

Future Strategies

- The TSO will continue to target young, inexperienced drivers as a priority population with all planned traffic safety intervention.

- The TSO will continue to work with a teen advisory group to guide and promote the *Think About It. Think. Drive. Survive.* youth peer-to-peer outreach campaign. The activities discussed here and other new activities including motivational speakers emphasizing traffic safety will be conducted as outreach under this campaign.

Media

Program Summary

Paid and earned media are integral to the success of traffic safety programming. The FFY 2013 paid media calendar and associated campaign information is included as Attachment 1.

In FFY 2013, the TSO's media efforts focused on seat belt use, impaired driving, and distracted driving. *Click It or Ticket* and *Drive Sober or Get Pulled Over.* were the primary messages during planned enforcement periods.

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

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

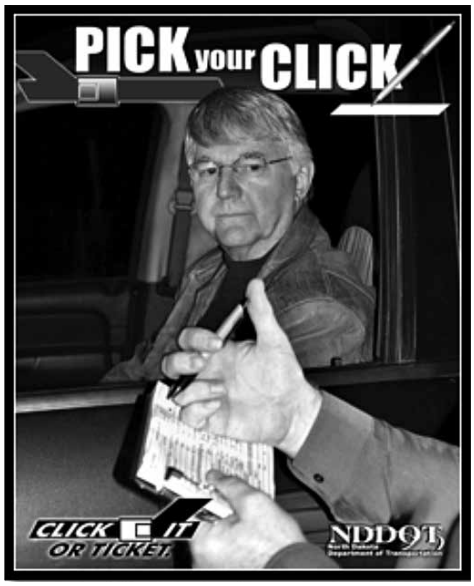
Extensive earned media for each enforcement campaign was garnered by local community programs, law enforcement, and other traffic safety partners through PSAs, news releases, news conferences, live radio or television remotes, and other earned media activities.

Occupant Protection

Click It or Ticket

The enforcement message, *Click It or Ticket*, continued to be used in FFY 2013. Grant funds were used to conduct four seat belt enforcement campaigns throughout the year including participation in the national *Click It or Ticket* mobilization in May.

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



The campaign includes TV and radio spots as well as print materials for publication in local newspapers, etc.

The full ad can be viewed at the NDDOT's YouTube page at the following link: http://www.youtube.com/watch?v=j3z2gOVd1eI

The "Crash" Ad

The TSO's "Crash" ad continued to air at defined periods in FFY 2013 via TV and radio. The ad depicts an unbelted teen driver involved in an intersection crash which catapults him through the vehicle causing him to strike and kill his younger sister who was a belted passenger in the pickup truck he was driving. The tagline, *Wear it For Them*, appears at the finale.

Images from the ad are shown below.

According to the 2012 behavior survey that measured the knowledge, attitude, behavior, and beliefs of North Dakotans related to traffic safety issues, nearly 30 percent of respondents who had seen the ad increased their seat belt use after viewing. Residents in rural areas were most impacted with nearly 30 percent of rural respondents stating increased seat belt use after viewing.

Skydiving

The TSO continued to air the "Skydiving" ad that uses humor to demonstrate that seat belt use is the obvious choice. The ad compares jumping from an airplane with an umbrella as the equivalent of driving or riding in the vehicle with no seat belt.

The ad can be viewed at: http://www.youtube.com/watch?v=x0wTDZ6wIHQ

An electronic banner ad from the Skydiving campaign

Impaired Driving

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

Regional enforcement ads continue in support of the statewide sustained multi-agency DUI enforcement initiative that was rolled out three years ago.

The ads depict participating officers working in 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 *Drive Sober or Get Pulled Over* logo.

Newsprint

Don't Forget TODD

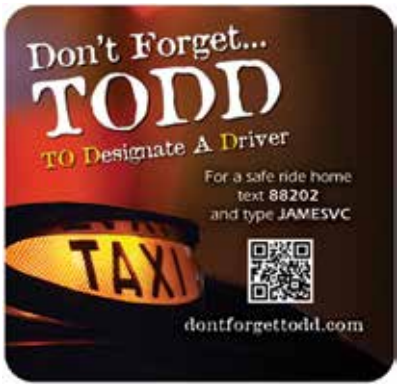
To sustain impaired driving prevention messaging during non-enforcement periods, the TSO developed a social norms campaign entitled, "Don't Forget TODD" to reach the target demographic of young males age 18-34. The campaign encourages the use of a sober designated driver. TODD is an acronym for TO Designate a Driver.

The campaign includes TV and radio ads, a Facebook page, collateral materials including coasters with QR code for use at bars, and a webpage – www.dontforgettodd.com. The webpage has many interesting features including:

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

There are several versions of the TV ad that allow for use at high-risk times through the year such as the Christmas and New Years' holidays and Super Bowl Sunday. Another version depicts the TODD character volunteering to be the designated driver after a work shift on an oil rig to target North Dakota's oil field workers. All ads can be viewed on the campaign webpage. And, a new segment was developed in FY 2013 specific to prescription drug use and impaired driving.

The TODD character was also used with summertime outreach through softball tournaments promoting the message, *Softball is a game. Life is not. Buckle Up. Designate a Driver*.



A TODD coaster distributed at participating bars

The Deutscher Family Ad

A new impaired driving prevention ad was developed in FY 2013 that tells the true story of a North Dakota family, the Deutschers, a young man, his pregnant wife, and their 18-month old daughter, who were all killed by a drunk driver. The drunk driver was also killed. The ad 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=L01G6gIPCxU

Images from the ad are shown below.

Motorcycle Safety

The majority of fatal motorcycle crashes in North Dakota involve alcohol. As a result, TSO continued to air the ad entitled, *It's Not Just a Funeral When It's Yours*, showing a young woman wearing black, sitting at a table, reading an obituary and crying as flashbacks occur of a man leaving a bar, getting on his motorcycle and crashing. The man – battered and bruised – is shown sitting across from the woman reaching for her but she can't see him because he's actually dead. Then, she gets up to leave for his funeral.

The ad can be viewed at: http://www.youtube.com/watch?v=IA3t-RlmSx4&list=UUC9q9qyepKShBgfLM3RsrFQ&index=11&feature=plcp

Agriculture Publications

In an effort to reach rural male pick-up drivers who have a historically low seat belt use rate, the TSO purchased ads in ten North Dakota agriculture publications reaching 14,000 patrons. Both an ad and an article were published encouraging farmers to buckle up because their farms and their families need them.

Future Strategies

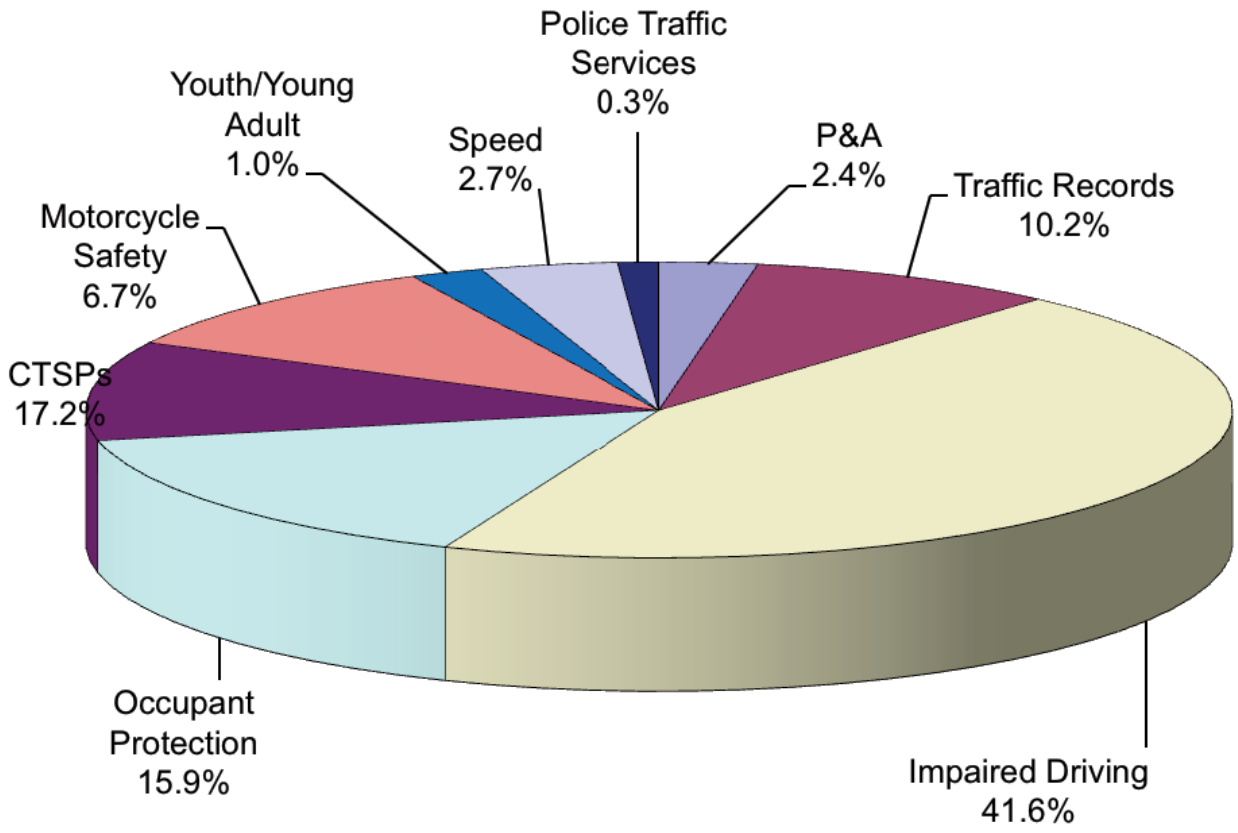
* The TSO will continue to develop strong, market-tested ads for priority target demographics. Both enforcement and social-norms ads will include comprehensive paid and earned media distribution plans.

* The TSO will continue to advance message distribution through the use of social media.

Financial Summary

Figure 1 shows the TSO's expenditures by program area as a portion of total FFY 2013 expenditures.

Figure 1



Challenges

The TSO will be faced with the following challenges in FFY 2014.

- North Dakota's motor vehicle fatalities continue to increase due to an increase in population and vehicle miles traveled as a result of oil production in the State. In 2012 there were 170 fatalities in the state. This number of fatalities has not occurred in the state since the 1970s.
- With the increase in the number of fatalities, it is critical for the state to better coordinate the 4E areas (education, enforcement, engineering, and EMS) and to adopt more stringent traffic safety legislation to drastically deter behavioral traffic safety issues.
- North Dakota was again one of ten states in the nation with the highest rate of alcohol-related crash fatalities based on the most recent data (2011) from the national Fatality Analysis Reporting System (FARS). North Dakota has been a high-fatality rate state for the past five data years.
- About two-thirds of motor vehicle fatalities in North Dakota are unbelted at the time of the crash. And, this statistic has held constant over many years. It will be difficult to impact seat belt use beyond status quo without more stringent seat belt use laws, increased fines for lack of seat belt use, and substantial increases in funds to expand OP programming.
- Male pickup-truck drivers aged 18-34 continue to have the lowest seat belt use rates in the state.
- Approximately 20 percent of fatal crashes in North Dakota involve a teenage driver.
- The number of registered motorcycles in North Dakota increased by 89 percent over the past ten years. As a result, motorcycle crashes continue to increase resulting in a need to expand the reach of motorcycle safety courses throughout the state.
- North Dakota's Native American population continues to be disproportionately impacted by fatal crashes. Native Americans account for less than 5 percent of North Dakota's population but about 15-20 percent of the state's total crash fatalities over the past five years.
- The use of electronic devices while driving is of great concern nationally and in North Dakota as well. However, North Dakota crash data does not yet identify the use of electronic devices as a significant factor in motor vehicle fatalities or serious injuries. This is due, to some degree, to underreporting. But, in the absence of supporting data, it is difficult to justify and commit significant resources to address the problem.
- About 75 percent of paper crash reports submitted by law enforcement have errors. While the TSO continues to train law enforcement on accurate paper reporting, the continued deployment and use of TraCS by law enforcement should facilitate timely and accurate reporting and decrease TSO staff resources committed to editing and data entry of crash reports.
- Interim continuing resolution obligation limitations make it difficult to assure traffic safety projects are funded without interruption.

2012 - 2013 NDDOT Media Calendar

Date modi

October 2012

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

November 2012

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

December 2012

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

January 2013

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

February 2013

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

March 2013

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

April 2013

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

May 2013

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

June 2013

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

July 2013

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

August 2013

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

September 2013

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

Impaired Driving Enforcement (Regional)
Media Message: Drive Sober or Get Pulled Over
- October 5 – 14, 2012: SW Region Bismarck
- October 8 – 21, 2012: SW Region Dickinson
- October 12 – 20, 2012: NW Region Williston
- October 12 – 20, 2012: NE Region Grand Forks
- October 19 – 31, 2012: NW Region Minot
- October 26 – November 3, 2012: SE Region Fargo

Impaired Driving Non-Enforcement (Statewide)
Media Message: TODD Launch Ad (Radio Only)
- October 15 - 27, 2012

Native American
Occupant Protection Scripts (Radio Only)
- October 20 - November 4, 2012

Teen Drivers / Media Message: Hazen High School Ad
- November 6 – 13, 2012

Occupant Protection Enforcement (Statewide)
Media Message: Click It or Ticket
- November 9 – 17, 2012

Impaired Driving Enforcement (Regional)
Media Message: Drive Sober or Get Pulled Over
- November 23 – December 2, 2012: SE Region Jamestown
- December 14 – 23, 2012: NE Region Devils Lake

Impaired Driving Non-Enforcement (Statewide)
Media Message: TODD Holiday & TODD DRE
- December 3 – 13, 2012

Parents LEAD (Statewide) / Media Message: Answers
- December 24 – 30, 2012

Native American Occupant Protection Scripts (Radio Only)
- January 7 – 20, 2013

Occupant Protection Enforcement (Statewide)
Media Message: Click It or Ticket
- January 11 – 19, 2013

Impaired Driving Enforcement (Regional)
Media Message: Drive Sober or Get Pulled Over
- January 18 – 26, 2013: NW Region Williston
- January 25 – February 3, 2013: NE Region Devils Lake
- February 1 – 10, 2013: SW Region Bismarck

Impaired Driving Non-Enforcement (Statewide)
Media Message: New TODD Ad (Concert/Bar) & TODD DRE
- February 11 – 24, 2013

Parents LEAD (Statewide - Online)
Media Message: Answers - March 25 – 31, 2013

Impaired Driving Non-Enforcement (Statewide)
Media Message: Deutscher - February 25 – March 17, 2013

Impaired Driving Enforcement (Regional)
Media Message: Drive Sober or Get Pulled Over
- March 8 – 17, 2013: SE Region Jamestown
- March 11 – 24, 2013: SE Region Dickinson
- March 15 – 23, 2013: NE Region Grand Forks
- March 15 – 23, 2013: SE Region Fargo
- March 22 – 31, 2013: NW Region Minot

Impaired Driving Non-Enforcement (Statewide)
Media Message: TODD DRE, TODD Concert and Deutscher
- April 1 – 14, 2013

Impaired Driving Enforcement (Regional)
Media Message: Drive Sober or Get Pulled Over
- May 1 – 11, 2013: NE Region Grand Forks

Occupant Protection Non-Enforcement (Statewide)
Media Message: Crash & Skydiving
- May 13 – 19, 2013

Occupant Protection Enforcement (Statewide)
Media Message: Click It or Ticket
- May 13 – 27, 2013

Impaired Driving Enforcement (Regional)
Media Message: Drive Sober or Get Pulled Over
- June 1 – 30, 2013: NE Region Devils Lake
- June 14 – 23, 2013: NW Region Minot
- June 17 – 30, 2013: SW Region Dickinson
- June 21 – 29, 2013: NW Region Williston
- June 21 – 29, 2013: SE Region Fargo
- June 21 – 30, 2013: SW Region Bismarck
- June 21 – 30, 2013: SE Region Jamestown

Occupant Protection Non-Enforcement (Statewide)
Media Message: Crash & Skydiving
- July 1 – 11, 2013

Occupant Protection Enforcement (Statewide)
Media Message: Click It or Ticket
- July 12 – 20, 2013

Motorcycle (Statewide) / Media Message: Funeral
- July 22 – 31, 2013

Impaired Driving Non-Enforcement (Statewide)
Media Message: TODD Tailgating, TODD DRE and Deutscher

Native American Occupant Protecti
Scripts (Radio Only)
- September 2 – 15, 2013

Occupant Protection Non-Enforcem
(Statewide)
Media Message: Crash & Skydiving
- September 7 – 15 & 19 – 22, 2013