



STATE OF NORTH CAROLINA  
DEPARTMENT OF TRANSPORTATION

PAT MCCRORY  
GOVERNOR

June 28, 2013

ANTHONY J. TATA  
SECRETARY

Dr. Elizabeth A. Baker, Regional Administrator  
National Highway Traffic Safety Administration  
10 S. Howard Street  
Suite 6700  
Baltimore, Maryland 21201

Dear Dr. Baker:

Enclosed you will find North Carolina's FY 2014 Highway Safety Plan (HSP) and combined Section 405 Application for your review and consideration.

The HSP outlines specific expenditures of funds for FY 2014 and includes brief descriptions of project contracts that the Governor's Highway Safety Program (GHSP) intends to fund. The project contracts included in the Plan were selected for funding based on the probability that each would provide a positive impact on the goals outlined in the HSP.

The HSP includes the Section 405 Application outlining how North Carolina qualifies for funding under Sections 405 (B) Occupant Protection, 405 (C) State Traffic Safety Information System Improvements, 405 (D) Impaired Driving Countermeasures, 405 (E) Distracted Driving, 405 (F) Motorcyclist Safety, and 405 (G) State Graduated Driver Licensing.

Included in the Plan are the necessary certifications and the listing of all equipment costing \$5,000 or more for your review.

North Carolina anticipates a favorable review of all sections applied for in the HSP. If there are any questions or clarifications needed, please contact me at 919-733-3083.

Sincerely,

A handwritten signature in black ink that reads "Don Nail".

Don Nail  
Director, GR

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# North Carolina Governor's Highway Safety Program FY2014 Highway Safety Plan

**GOVERNOR PAT MCCRORY**  
STATE OF NORTH CAROLINA

**SECRETARY ANTHONY J. TATA**  
NORTH CAROLINA DEPARTMENT OF TRANSPORTATION

**DIRECTOR DON NAIL**  
GOVERNOR'S HIGHWAY SAFETY PROGRAM



Cover photo: Bodie Island Lighthouse, Nags Head, North Carolina

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# *EXECUTIVE SUMMARY*

Fellow North Carolinians,

On behalf of Governor McCrory's Administration, I am pleased to submit this Highway Safety Plan for fiscal year 2014. Each year, the North Carolina Governor's Highway Safety Program (GHSP) prepares a Highway Safety Plan as a guide for the State's federally funded traffic safety activities. GHSP strives to ensure that funding is allocated to those projects and programs that can provide the greatest impact on reducing motor vehicle crashes, injuries and fatalities in North Carolina.

During 2011, there were 1,227 fatalities resulting from motor vehicle crashes in North Carolina – a decrease of 7% from 2010 and the lowest level of fatalities since 1959. Fatality rates per capita and per 100 million VMT also decreased noticeably. Many other traffic safety indicators showed improvement during 2011 including:

- Alcohol-impaired fatalities decreased 8%,
- Unrestrained passenger vehicle occupant fatalities decreased 9%,
- Motorcycle fatalities decreased 12%,
- The number of drivers age 20 or younger involved in fatal crashes decreased 15%,
- Pedestrian fatalities decreased 5%, and
- Older drivers involved in fatal crashes decreased 12%.

Additionally, there were 11 unhelmeted motorcyclist fatalities in 2011, representing 7% of all motorcyclist fatalities. North Carolina has a universal helmet law for motorcyclists. A recent Centers for Disease Control publication named North Carolina as number 1 in the nation for both lives and economic costs saved by motorcycle helmet use.

The broad decrease in fatalities across a number of performance measures is likely due to a variety of factors including ongoing high visibility enforcement and education efforts, a changing population, and economic factors that influence driving. The plans laid out in this FY 2014 Highway Safety Plan are designed to push fatalities even lower during the next few years, while furthering the state's progress on each performance measure.

Although many areas have shown improvement, a number of challenges remain. North Carolina's observed belt use rate has changed little over the past 6 years. The observed belt use rate for drivers and front seat occupants was 89.5% in 2011, compared to 89.7% in 2010. Unfortunately, the most recent observational survey (conducted in June 2012) found the observed belt use rate dropped slightly to 87.5%. Observed belt use in North Carolina continues to be higher than the national average, but the difficulty in raising belt usage over 90% has been frustrating given the considerable time and resources devoted to this issue.

This past year also saw little to no change in speed-related fatalities. This too, is surprising given the intense focus on this issue. However, the long-term trend shows a gradual decline in the number of fatalities in crashes in which a driver was speeding.

Finally, there was a small uptick in fatalities involving pedalcyclists. This has traditionally not been a high priority area. However, GHSP has included pedalcycles for the first time as part of this year's Highway Safety Plan.

During FY 2014, the GHSP will fund a variety of programs, projects and activities with federal transportation funds, which are intended to advance the traffic safety goals set forth in this Highway Safety Plan. The North Carolina Governor's Highway Safety Program has identified the following areas as top priorities for program funding for FY 2014:

- Alcohol-Impaired Driving (accounting for 359 fatalities in 2011)
- Occupant Protection (375 fatalities)
- Speeding and Police Traffic Services (474 fatalities)
- Young Drivers (165 fatalities)
- Motorcycles (168 fatalities)
- Traffic Records
- Other Highway Safety Priorities: Older Drivers (182 fatalities); Pedestrians (160 fatalities); and Pedalcyclists (25 fatalities)

This document describes the organizational structure of the Governor's Highway Safety Program, the problem identification process employed to determine the priority areas and accompanying goals for FY 2014, and the process to select sub-grantees for FY 2014. It also includes the performance measures and goals for the eleven core outcome and behavior measures as required by the National Highway Traffic Safety Administration (NHTSA) and the Governor's Highway Safety Association (GHSA). Finally, the document includes the Certifications and Assurances and Cost Summary.

GHSP is committed to reducing motor vehicle crashes and fatalities in North Carolina. We thank our partners and federal counterparts for their continued support and dedication to highway safety, and we look forward to having another productive and successful year.



Don Nail, Director  
North Carolina Governor's Highway Safety Program



# OVERVIEW OF NORTH CAROLINA'S GOVERNOR'S HIGHWAY SAFETY PROGRAM

## HISTORY

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When Congress passed the Highway Safety Act of 1966, the Act provided that:

- Each state shall have a highway safety program approved by the US Secretary of Transportation designed to reduce traffic crashes, and the resulting deaths, injuries and property damage.
- Each state's program shall be in accordance with highway safety standards promulgated by the US Secretary of Transportation.
- At least 40 percent of the federal funds apportioned to the state must be expended to benefit local highway safety activities.
- The Governor shall be responsible for the administration of the program through a state agency, which has adequate powers and is suitably equipped and organized to carry out the program.

In 1967, the North Carolina General Assembly enacted legislation which empowered the Governor to contract with the US Department of Transportation for the purpose of securing funding available through the Highway Safety Act of 1966, Section 402. The Governor then delegated this responsibility to the Director of the Governor's Highway Safety Program (GHSP), who also held

the title of the Governor's Representative for Highway Safety. In 1975, the General Assembly gave the responsibility for the Highway Safety Program to the Secretary of Transportation.



## MISSION

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The mission of the Governor's Highway Safety Program is to promote highway safety awareness and reduce the number of traffic crashes and fatalities in the state of North Carolina through the planning and execution of safety programs.

### ORGANIZATIONAL STRUCTURE

The GHSP employees are subject to the North Carolina Department of Transportation (DOT) personnel policies and the State Personnel Act. The Governor of North Carolina appoints the Director of the Governor's Highway Safety Program as the official responsible for all aspects of the highway safety program. The Director is the ranking official having authority to administer the highway safety program.

The GHSP is currently staffed with eight professionals and three support personnel. There are three primary sections:

#### 1. Planning, Programs and Evaluation Section

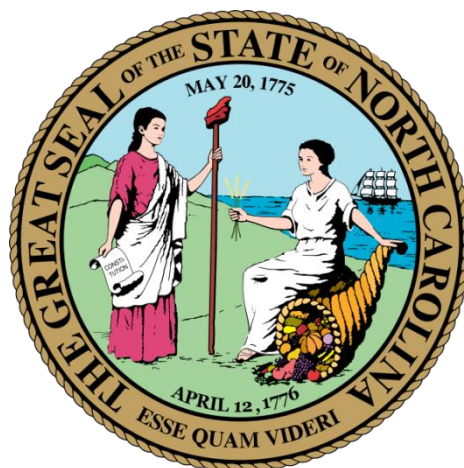
The function of the Planning, Programs and Evaluation section is to develop, implement, manage, monitor and evaluate a grants program that effectively addresses highway safety concerns that have been identified as a result of a comprehensive analysis of crash, citation and other empirical data. This program is the basis for the annual Highway Safety Plan. The Planning, Programs and Evaluation section is currently staffed with an Assistant Director and four Highway Safety Specialists. Every project is assigned to a specific Highway Safety Specialist. The Highway Safety Specialist is the Project Director's liaison with the GHSP, NHTSA and other highway safety agencies. Currently there are five Highway Safety Specialists and one Traffic Safety Resource Coordinator.

#### 2. Finance Section

The function of the Finance section is to manage and coordinate the financial operations of the GHSP. The Finance section is currently staffed with a Finance Officer, administrative assistant and clerk.

#### 3. Public Information and Education

The function of the Public Information and Education section is to increase the level of awareness and visibility of highway safety issues and the visibility of the GHSP. The Public Information and Education section is staffed by a Highway Safety Marketing Specialist and works under the direction of the NC Department of Transportation's Communications Office and GHSP.



State Seal of North Carolina

# NORTH CAROLINA DEMOGRAPHICS

## GEOGRAPHY

North Carolina is located in the southeastern United States and borders four states: Virginia, Tennessee, Georgia and South Carolina. In terms of land area, North Carolina is the 28<sup>th</sup> largest state with 53,819 square miles.

There are three distinct geographic regions in North Carolina – the Coastal plain, Mountain region, and Piedmont. The Coastal plain occupies the eastern part of the state and is a popular tourist destination. Besides its many beaches, the Coastal plain features the Outer Banks, Kill Devil Hills (the site of the Wright Brothers' first powered flight), a shipwreck museum and lighthouses. The Mountain region is located in the western part of the state and includes hundreds of miles of hiking trails. The highest elevation is Mt. Mitchell at 6,684 feet – the highest



Blue Ridge Mountains, NC

peak east of the Mississippi River. In between the Coastal and Mountain regions lies the Piedmont, which is the state's most urbanized and densely populated region. North Carolina's capital (Raleigh) and largest city (Charlotte) are both in the Piedmont.

## POPULATION

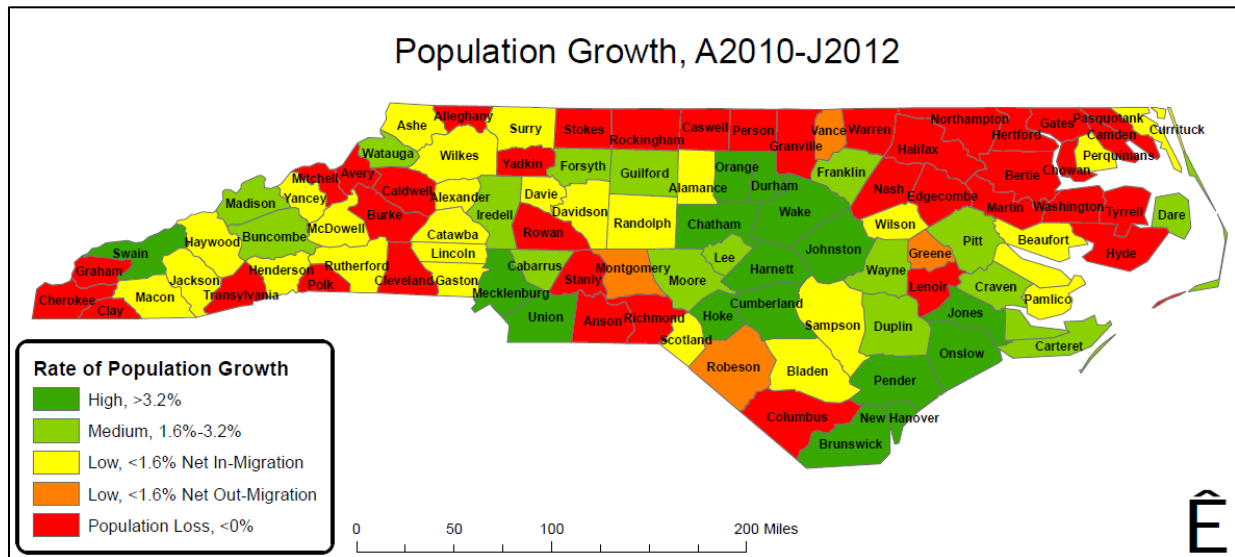
North Carolina is the 10th largest state in the U.S. The population was an estimated 9,752,073 in 2012 according to the U.S. Census Bureau. North Carolina is growing rapidly – the state's population has increased 2.3% since 2012, and 21% since 2000. The largest cities in North Carolina include Charlotte (population 751,087), Raleigh (416,486), Greensboro (273,425), Durham (233,252), Winston-Salem (232,385) and Fayetteville (203,945).

The median age in North Carolina is 36.6 years. Thirteen percent of the state's population is age 65 or older; 24% of the population is under age 18. The population is predominantly white (72%) and Black/African American (22%). Nine percent of the population is Hispanic/Latino. The median household income is \$46,291.

North Carolina is comprised of 100 counties. As shown in the illustration below, some of the fastest growth has occurred in the urban areas of the Piedmont and in the lower coastal plain. The fastest

## DEMOGRAPHICS

growing counties in North Carolina include Onslow (7.5% population growth since 2010), Hoke (6.6%), Harnett (5.7%), Wake (5.0%), Brunswick (4.8%), Chatham (4.8%), Mecklenburg (4.7%), Durham (4.6%) and Jones (4.6%) counties. Meanwhile, 38 of North Carolina's 100 counties have experienced population decline since 2000. The population decrease has been most notable in the northeastern part of the state, including the counties of Tyrell (-5.3%), Washington (-3.0%), Gates (-2.9%), Bertie (-2.9%), Northampton (-2.6%) and Martin (-2.0%).



Source: North Carolina Office of State Budget and Management

## ECONOMY

North Carolina's economy has changed greatly in recent years. Once relying heavily on industries such as tobacco, textiles and furniture making, the economy is now much more diversified, with major industries including finance, medicine, education, electronics, and agriculture (e.g., hog farming, sweet potatoes and peanuts).

The state also boasts a number of excellent colleges and universities. Public universities include North Carolina State University, the University of North Carolina, East Carolina University and Appalachian State University. Private universities include Duke University and Wake Forest University. The state also has several well-known African American universities such as North Carolina A&T University and North Carolina Central University.



Duke University Chapel

### TRANSPORTATION

North Carolina has the second largest state highway system in the country. The transportation system includes 105,317 miles of roadway, 1,140 miles of interstate highways and 69,450 miles of rural roads. According to the Federal Highway Administration (FHWA), North Carolina had 6,569,341 licensed drivers in 2011. Eighty-six percent (86%) of the driving-age population in the state is licensed. FHWA records indicate a total of 6,249,592 registered vehicles in 2011, of which 3,213,806 were privately owned automobiles and 223,305 were privately owned motorcycles.

### MEDIA

North Carolina has a large number of media outlets including 153 newspapers, 40 television stations, and 71 radio stations. The state also has several major business journals, magazines, college newspapers, and a North Carolina news network.

### OTHER FACTS

State flower: Dogwood  
State bird: Cardinal  
State tree: Longleaf pine  
State dog: Plott Hound  
State vegetable: Sweet potato  
State wildflower: Carolina Lily  
State mammal: Eastern gray squirrel  
State reptile: Eastern box turtle  
State rock: Granite  
State nicknames: "Tar Heel State," "First in Flight State," and "The Old North State."



Dogwood flower

# **PROJECT SELECTION PROCESS**

## **TRAFFIC SAFETY PROJECT PROPOSALS**

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Each year, the GHSP provides seed money for projects that are designed to reduce crashes, injuries and fatalities in North Carolina. Beginning in FY 2012, the GHSP implemented a new web-based application system that makes it easier for organizations, municipalities and state agencies to apply for highway safety grants. Grants through GHSP are only available using this Grants Management system. The system is integrated with NCDOT's Federal Aid, Grants and Financial System. This is the first implementation of Systems Applications and Program's (SAP) Grantor Management System in North America, and will streamline current procedures and allow users to apply online, view the status of an application, and make changes to a contract at any time. In addition to reducing paperwork, because it is automated, GHSP staff can approve applications electronically. Proper authorization is necessary to access the system.

Some general guidelines about the GHSP highway safety grants program:

- All funding from the GHSP must be for highway safety purposes only.
- All funding must be necessary and reasonable.
- All funding is performance-based. Substantial progress in reducing crashes, injuries and fatalities is required as a condition of continued funding.
- All funding is passed through from the Federal government and is subject to both federal and state regulations.
- All funding is considered to be "seed money" to get programs started. The grantee is expected to provide a portion of the project costs and is expected to continue the program after GHSP funding ends.
- Projects are approved for one full or partial federal fiscal year at a time. However, projects may be funded for up to three consecutive years or longer in certain circumstances.
- Funding cannot be used to replace or supplant existing expenditures, nor can they be used to carry out the general operating expenses of the grantee.
- All funding is on a reimbursement basis. The grantee must pay for all expenses up front and then submit a reimbursement request to receive the funds.
- Special provisions for law enforcement agencies include:
  - A *minimum* of one safety belt checkpoint per month and one impaired driving checkpoint per month; and
  - Participation in all "Click It or Ticket" and "Booze It & Lose It" campaigns.

All traffic safety project proposals are generally due to the GHSP by the middle of February each year. GHSP utilizes an in-house review team to select the best project applications. GHSP Highway Safety Specialists (HSS) conduct the initial review of projects and score the applications based on the applicants' problem identification, goals and objectives, strategies and activities, budget, and past performance. Specialists also consider whether the application is within the top 25 target counties. GHSP then has a review meeting that includes GHSP HSS, the Director, Assistant Director, Traffic Safety Resource Coordinator, and Finance Officer.

GHSP relies heavily on the HSS review of the application, the scoring provided by the HSS, and the actual review conducted in the group setting. All applications were projected individually via an overhead projection system to allow the entire review team to critique the individual applications, provide input, and ask questions concerning the individual proposals. GHSP also received input from the Regional Law Enforcement Liaison (RLEL) network. Each RLEL reviewed the proposals and provided input in the decision making process.

Once a traffic safety project proposal is approved by the GHSP staff and additional steps are completed, a contract is signed and returned to the applicant agency with an approval letter.

### THE HIGHWAY SAFETY PLAN

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The Highway Safety Plan is a compilation of all the approved highway safety projects with a short description of select projects and how they address the identified problems. The GHSP Planning, Programs and Evaluation staff drafts the Highway Safety Plan on the basis of the problems identified and the various approved projects. The Plan is submitted to the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA) for review. It is also sent to the Governor and to the NCDOT Secretary. After review, the Highway Safety Plan is implemented on October 1 and is in effect through September 30 of the following year. For FY 2014, the University of North Carolina Highway Safety Research Center assisted in the preparation of North Carolina's Highway Safety Plan.

### PLANNING PROCESS

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Below is a brief overview of the planning process used to identify those projects that will have the greatest impact in promoting highway safety awareness and reducing the number of traffic crashes, injuries and fatalities in the state. Please note: the highway safety planning process is circular and continuous. The efforts from each year influence the problem areas and performance goals for the following year.

#### 1. Solicit potential grantees (January)

Organizations and agencies who are interested in developing projects that address GHSP identified priority program areas are encouraged to attend one of several grant workshops offered early in the year. The workshops outlined the priority program areas and the type of grant activities that the GHSP is seeking for the next fiscal year. In addition, instructions and timelines are reviewed for submitting application using the new online system. Grantees who have received funding from GHSP in previous fiscal years as well as potential new applicants are encouraged to attend.

#### 2. Review highway safety grant applications (February – April)

As described above, the GHSP Highway Safety Specialists review projects and score applications based on the applicants' problem identification, goals and objectives, strategies and activities, budget, and past performance. The GHSP also receives input from others in the decision making

process, such as the Regional Law Enforcement Liaison network, before final selections are made during a review meeting.

### **3. Project agreements (May – July)**

Applicants are informed about decisions on their applications. During this period, the final Highway Safety Plan and Performance Plan are submitted to NHTSA and FHWA.

### **4. Monitoring and reporting (August – December)**

New grants are implemented beginning October 1. GHSP staff monitor grantees to ensure compliance with standards and project agreements. Throughout the year, grantees are required to submit quarterly progress reports documenting their activities, accomplishments, and any potential problems that may have arisen. Finally, the GHSP begins work on the Annual Report which is due December 31 of each year.



# **PROBLEM IDENTIFICATION & GOAL SETTING PROCESS**

## **PROBLEM IDENTIFICATION**

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North Carolina's Governor's Highway Safety Program conducts extensive problem identification to develop and implement the most effective and efficient plan for the distribution of federal funds. Problem identification is vital to the success of our highway safety program and ensures the initiatives implemented address the crash, fatality, and injury problems within the state. It also provides appropriate criteria for the designation of funding priorities and provides a benchmark for administration and evaluation of the overall highway safety plan.

The GHSP uses the problem identification process and guidelines outlined in the NHTSA Traffic Safety Performance Measures for States and Federal Agencies and the GHSA Guidelines for Developing Highway Safety Performance Plans. The sources of information that informed our problem identification process for FY 2014 are described below.

- **Collection and analysis of traffic crash data:** The GHSP compares current year crash data with crash data from the previous 5-10 years. This data is critical to monitoring trends and establishing appropriate goals. The FY 2014 Highway Safety Plan includes FARS data and North Carolina crash data through 2011.
- **Sources of data:** A number of data sources were examined to give the most complete picture of the major traffic safety problems in the state. For FY 2014, the following data sources were included:
  - Fatality Analysis Reporting System (FARS)
  - North Carolina State Crash Data
  - Administrative Office of the Court (AOC) Data
  - Enforcement data reported to GHSP
  - Census Data (state-wide and by county)
  - State licensure data (state-wide and by county)
  - Registered vehicle data (state-wide and by county)
  - Vehicle miles traveled data

North Carolina is fortunate to have a centralized source for all traffic data. This data is collected from the Department of Motor Vehicles (DMV) as well as from the Department of Transportation (NCDOT) staff members throughout the state. This data is channeled to the State Traffic Safety Engineer within NCDOT and is readily available to the GHSP and the public. Additionally, GHSP has access to the Fatality Analysis Reporting System (FARS) which is another tool for comparison to the national numbers to identify our state's ongoing concerns. North Carolina also has a centralized system of courts administered by the Administrative Office of Courts (AOC). This enables GHSP to obtain accurate and up to the minute data available on citations, status of cases and disposition.

- **Statewide telephone survey:** The GHSP conducted a statewide telephone survey in December, 2012 asking a standard series of questions recommended by NHTSA to gauge public opinion and

awareness of several issues including alcohol-impaired driving, occupant protection, and speeding. The survey included a random sample of 601 North Carolina residents age 15 ½ or older who were licensed to drive a motor vehicle. Findings from the survey were used to identify key problem areas and gauge progress with ongoing enforcement activities in the state.

- **Belt use observational survey:** North Carolina’s annual belt use survey was conducted in June, 2012 in 15 counties across the state. Trained observers recorded information from stopped or nearly stopped vehicles. Data were collected during rush hours (weekdays between dawn and 9am or 3:30pm and dusk), non-rush hours (weekdays between 9am and 3:30pm), and on weekends (Saturday or Sunday between 9am and dusk). Data from the annual belt use survey is used to track (1) how belt use has changed over time, and (2) who are the high-risk populations for seat belt non-use.
- **Consultation with other organizations:** The GHSP collaborates with many organizations as part of the problem identification process including the Division of Motor Vehicles, the Traffic Safety Systems Management Unit of the North Carolina Department of Transportation, and the University of North Carolina Highway Safety Research Center at Chapel Hill. The information provided by these agencies is supplemented by data from other state and local agencies. Federal mandates and the nine national priority program emphasis areas also influence problem identification.

Crash data are critical for evaluating the effectiveness of highway safety initiatives and establishing goals for future years. Within the crash data, each of the following variables was examined as part of the problem identification process: crash severity (fatal, injury or property damage only), driver age, driver sex, time of day of the crash, vehicle type, and whether the crash occurred on an urban or rural road. Crash data were also examined for each of North Carolina’s 100 counties. The county-specific data were used to rank the counties in terms of their relative contributions to specific traffic safety problems in North Carolina including alcohol-impaired driving, seat belt non-use, and speeding.

In summary, the GHSP, in conjunction with a team of partner agencies, uses a variety of data sources to identify specific traffic safety problems facing North Carolina. Based on this information, specific goals are established addressing each problem area. The goal setting process is described below.

### GOAL SETTING PROCESS

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Many factors were considered when setting performance goals for FY 2014. The overall objective was to set performance goals that were challenging, but obtainable. The ultimate goal is zero deaths from motor vehicle crashes in North Carolina. The factors considered in the goal setting process included the following:

- **Trends in crashes and fatalities:** As mentioned above, trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years. For example, motor vehicle fatalities have decreased from 1,676 during 2007, to 1,208 during 2011. During that same period, reductions have also been achieved in fatalities involving a driver with a BAC of .08 or above, unrestrained passenger vehicle occupant fatalities, young driver fatalities, motorcyclist fatalities, and speed-related fatalities. A primary objective is to build upon this success by setting achievable goals for further reductions in fatalities.

- **Ceiling/floor effects:** As crashes or fatalities become less common, progress becomes increasingly difficult to achieve. For example, the number of unhelmeted motorcycle fatalities in North Carolina has been 15 or fewer each year for the past 5 years. This rate is very low, and would be difficult to improve upon. Rather than spending funds to reduce this rate even further, resources are better spent on other problem areas where greater progress can be achieved.
- **The effect of external forces:** We also considered the extent to which crashes or fatalities may be a function of external forces or factors beyond the ability of law enforcement, safety advocates, educators and others to influence. These may include economic factors, gasoline prices, changes to the population, geographic, topographic and roadway system factors. For example, North Carolina's population has steadily increased during the past decade. The larger population – along with the resulting increase in licensed drivers and registered vehicles – elevate the potential for crashes and fatalities. However, other factors such as a slow economy and high gas prices may serve to dampen this effect. To the extent possible, we considered the potential effect of these external forces in setting goals.
- **Effectiveness of known countermeasures:** Another factor we considered when setting goals is whether there are known effective programs/approaches to address the particular problem area. This includes how many effective countermeasures are available and how powerful they are. With some problem areas, such as alcohol-impaired driving, there are a number of proven countermeasures for reducing crashes and fatalities. For example, NHTSA's *Countermeasures that Work* assigns high-visibility sobriety checkpoints a maximum 5-stars for effectiveness. Hence, we set fairly challenging, but achievable goals for this problem area. With regard to young drivers, there is only one proven countermeasure – graduated driver licensing (GDL). North Carolina is fortunate to have an excellent GDL system in place. However, achieving further reductions in young driver crashes may be challenging given the lack of other proven programs currently available. There are several young driver initiatives underway in North Carolina, such as the *StreetSafe* program and *VIP for a VIP*, but these have not yet been evaluated so their effectiveness is unknown. Our goals for reducing young driver crashes are therefore somewhat lower than for alcohol-impaired driving.

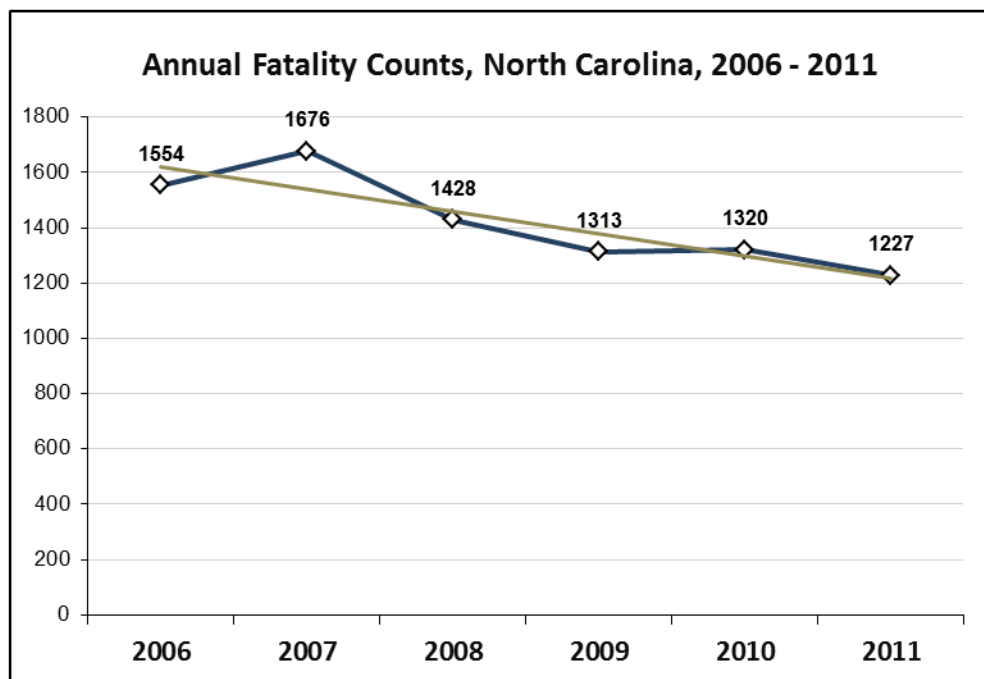
The FY 2014 Highway Safety Plan goals for North Carolina were established after considering the above factors. The specific performance measures and goals for North Carolina are described in the next section.

## ***PROBLEM ID & GOAL SETTING***

# PERFORMANCE MEASURES & GOALS

## PERFORMANCE MEASURES

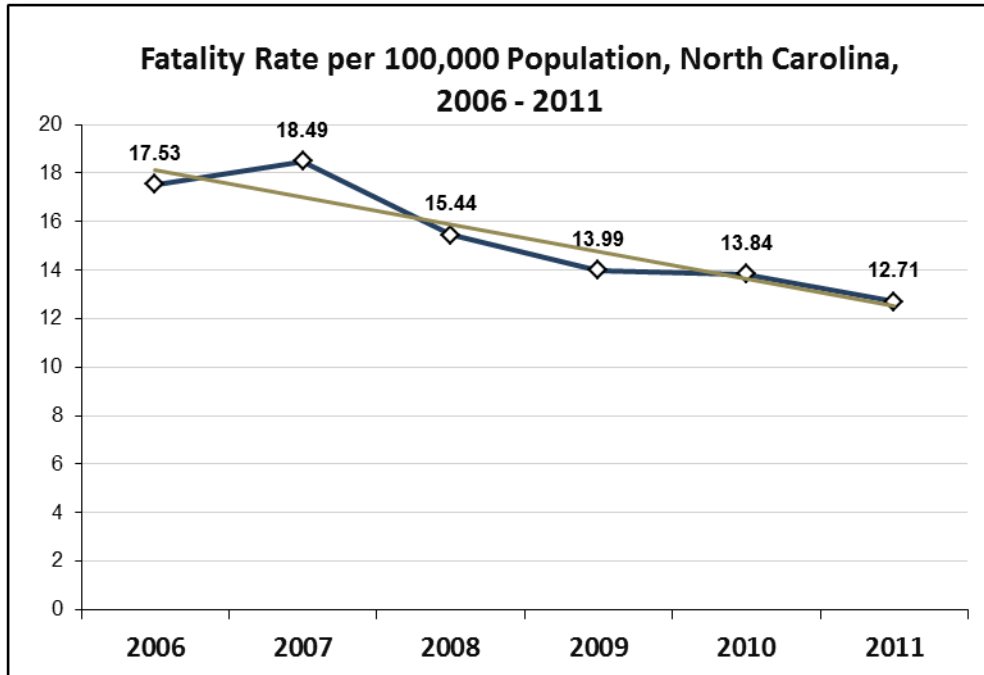
North Carolina’s 17 key traffic safety indicators are shown on page 20. During 2011, there were 1,227 fatalities resulting from motor vehicle crashes in North Carolina. This was a 7% decrease from the 1,320 fatalities in 2010. There has been a general downward trend in motor vehicle fatalities in North Carolina in recent years, as shown in the figure below.



Source: FARS 2006 – 2011

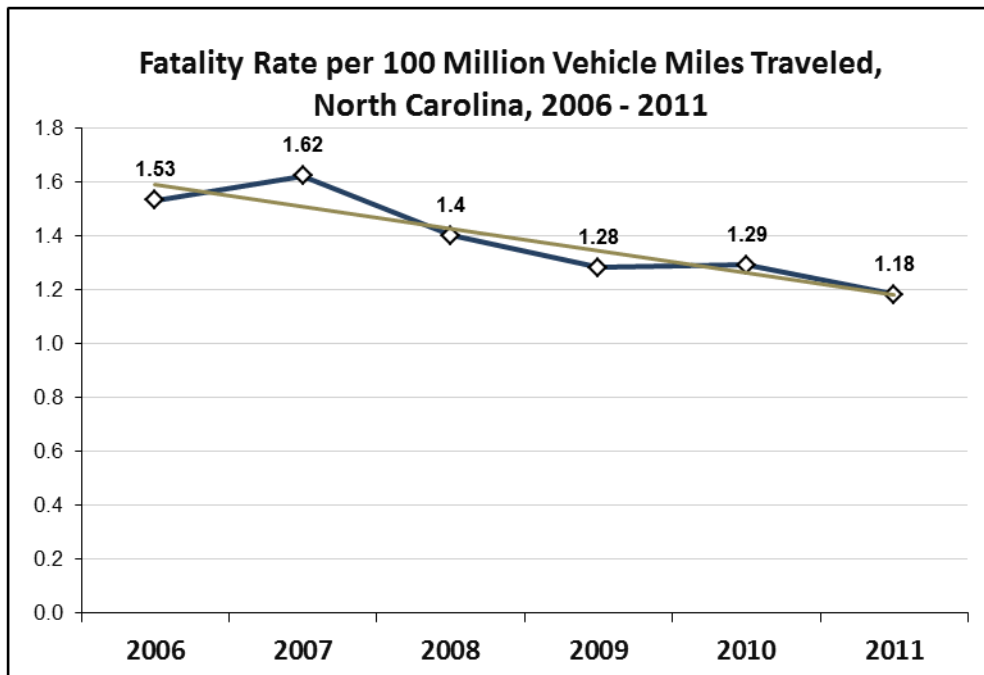
Fatalities in North Carolina are currently at their lowest level since 1959. This is particularly remarkable when considering that North Carolina’s population has doubled since that time, and the number of vehicles (and miles driven) has increased dramatically. For example, there were only 1,920,000 registered vehicles in 1959, compared to over 8,000,000 registered vehicles today.

As mentioned in the “State Demographics” section, North Carolina’s population has changed considerably during the last decade. Consequently, it is important to consider fatality rates based on population in addition to raw numbers. The figure below shows fatality rates per 100,000 population in North Carolina from 2006 through 2011. Similar to the raw numbers, the overall pattern shows a steady decline in per capita fatal crashes since 2006.



Source: FARS 2006 – 2011 and U.S. Census Bureau

Vehicle miles traveled (VMT) in North Carolina have changed very little between 2006 and 2011. This finding, along with the decrease in annual fatality counts, has resulted in a steady reduction in fatality rates per 100 million VMT, as shown below.



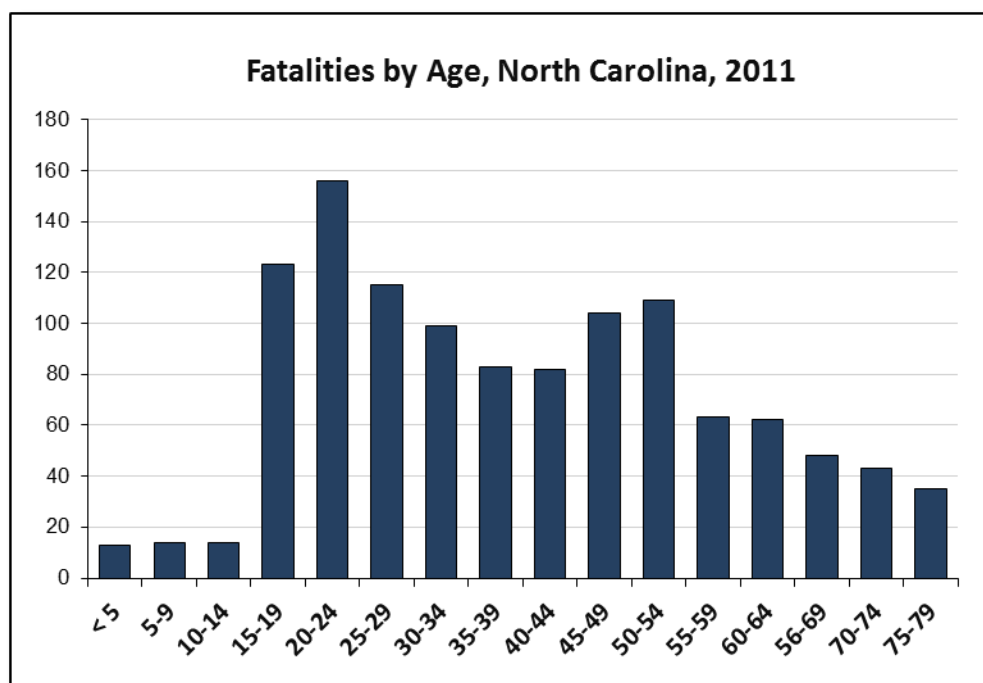
Source: FARS 2006 – 2011

## PERFORMANCE MEASURES

Of the 1,227 fatalities during 2011, two-thirds (68%) were male. Fatalities most commonly involved passenger vehicles (39%), pickup trucks (13%), SUVs (13%), pedestrians (13%), or motorcycles (12%). A majority of the fatalities (71%) occurred on rural roadways.

Fatalities also varied based on time of day. During 2011, fatalities were generally highest between 1 p.m. and 10 p.m., peaking from 4 p.m. to 7 p.m. This coincides with the daily “rush hour.” In fact, 18% of all fatalities during 2011 occurred between the hours of 4 p.m. and 7 p.m.

The age of persons fatally injured in motor vehicle crashes during 2011 is shown below. North Carolina strives to protect its very youngest road users. During 2011, there were 41 fatalities among those age 14 or younger. Fatalities increase substantially once teens reach driving age. Among those ages 15 to 19, there were 123 fatalities during 2011. Among all age groups, fatalities were highest among young adults between the ages of 20 and 24.



Source: FARS 2011

In addition to reductions in overall fatalities and fatalities per capita, many other traffic safety indicators showed improvement during 2011. These include:

- Alcohol-impaired fatalities decreased 8%, from 389 to 359.
- Unrestrained passenger vehicle occupant fatalities decreased 9%, from 410 to 375.
- Motorcycle fatalities decreased 12%, from 191 to 168.
- The number of drivers age 20 or younger involved in fatal crashes decreased 15%, from 193 to 165.
- Pedestrian fatalities decreased 5%, from 169 to 160.
- Older drivers involved in fatal crashes decreased 12%, from 207 to 182.

The broad decrease in fatalities across a number of performance measures is likely due to a variety of factors including ongoing high visibility enforcement and education efforts, a changing population, and economic factors that influence driving. As part of the FY 2014 Performance Plan, we have set goals to further reduce crashes and fatalities in North Carolina by 2014.

Although the total number of fatalities decreased in 2011, the number of disabling (A) injuries increased 4%, from 2,283 to 2,363. Injury ratings are assigned by police officers at the time of a crash and may not accurately represent the true seriousness of injuries. Nonetheless, this is a concerning trend that needs to be monitored and addressed.

Other performance measures saw little (or no) change from 2010 to 2011. During 2011, there were 11 unhelmeted motorcyclist fatalities in 2011, representing 7% of all motorcyclist fatalities. A recent Centers for Disease Control publication named North Carolina as number 1 in the nation for both lives and economic costs saved by motorcycle helmet use. For that reason, GHSP has set a goal to keep unhelmeted motorcyclist fatalities at, or below, the currently low number.

North Carolina's observed belt use rate has changed little over the past 6 years. The observed belt use rate for drivers and front seat occupants was 89.5% in 2011, compared to 89.7% in 2010. Unfortunately, the most recent observational survey (conducted in June 2012) found the observed belt use rate dropped slightly to 87.5%. Observed belt use in North Carolina continues to be higher than the national average, but the difficulty in raising belt usage over 90% has been frustrating given the considerable time and resources devoted to this issue.

This past year also saw little to no change in speed-related fatalities. This too, is surprising given the intense focus on this issue. However, the long-term trend shows a gradual decline in the number of fatalities in crashes in which a driver was speeding. See the section on "Police Traffic Services" for further discussion.

Finally, there was a small uptick in fatalities involving pedalcyclists. This has traditionally not been a high priority area. However, GHSP has included pedalcyclists for the first time as part of this year's Highway Safety Plan. See the section called "Other Highway Safety Priorities."



## PERFORMANCE MEASURES

### SUMMARY OF NORTH CAROLINA TRAFFIC SAFETY INDICATORS

	Year					
	2006	2007	2008	2009	2010	2011
Fatalities	1,554	1,676	1,428	1,313	1,320	1,227
Fatality Rate / 100 million VMT	1.53	1.62	1.40	1.28	1.29	1.18
Number of "Disabling" (A) Injuries	3,632	3,192	2,769	2,473	2,283	2,363
Number of Fatalities Involving Driver or MC Operator w/ > .08 BAC	421	497	423	358	389	359
Number of Unrestrained Passenger Vehicle Occupant Fatalities	534	541	476	416	410	375
Number of Speeding-Related Fatalities	557	622	474	517	487	474
Number of Motorcyclist Fatalities	150	201	169	154	191	168
Number of Unhelmeted Motorcyclist Fatalities	14	14	14	15	11	11
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	257	263	223	199	193	165
Number of Pedestrian Fatalities	172	172	160	146	169	160
Observed Belt Use by Passenger Vehicle Drivers & Right Front Seat Occupants	88.5%	88.8%	89.8%	89.5%	89.7%	89.5%
Seat Belt Citations Issued During Grant-Funded Enforcement Activities	42,084	57,421	50,704	49,495	44,700	38,099
Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	11,362	15,303	15,789	16,145	16,096	13,833
Speeding Citations Issued During Grant-Funded Enforcement Activities	116,023	184,969	175,603	176,100	174,250	147,045
Rural Fatality Rate /100 million VMT	2.86	3.19	2.72	2.37	2.36	---
Urban Fatality Rate /100 million VMT	0.74	0.69	0.65	0.56	0.60	---

Note: Disabling injury data come from North Carolina State Crash Data. Observed belt use comes from North Carolina's annual seat belt use survey. Data for enforcement activities is reported directly to GHSP from participating law enforcement agencies All other data are from FARS.

**NATIONAL COMPARISONS**

Although North Carolina has seen improvement across many of the 17 key traffic safety indicators, there are several areas where the state lags behind the U.S. as a whole. The table below shows how North Carolina compares to the nation on a variety of performance measures. All figures are based on 2011 FARS data.

<b>COMPARISON OF NORTH CAROLINA TO THE U.S., 2011</b>		
	<b>North Carolina</b>	<b>United States</b>
Fatalities per 100 million VMT	1.18	1.10
Fatalities per 100,000 population	12.71	10.39
Alcohol-impaired driving fatalities (BAC = .08+) per 100 million VMT	0.35	0.34
Percent of fatalities with the highest driver BAC in the crash of .08+	30%	31%
Percent of passenger vehicle occupant fatalities who were unrestrained	36%	41%
Observed belt use by passenger vehicle drivers & right front seat occupants	89%	84%
Percent of fatalities that are speed-related	39%	31%
Percent of motorcyclists killed who were unhelmeted	7%	40%
Percent of motorcyclists killed with a BAC=.08+	22%	37%
Pedestrian fatalities per 100,000 population	1.66	1.42
Pedalcyclist fatalities per million population	2.59	2.17

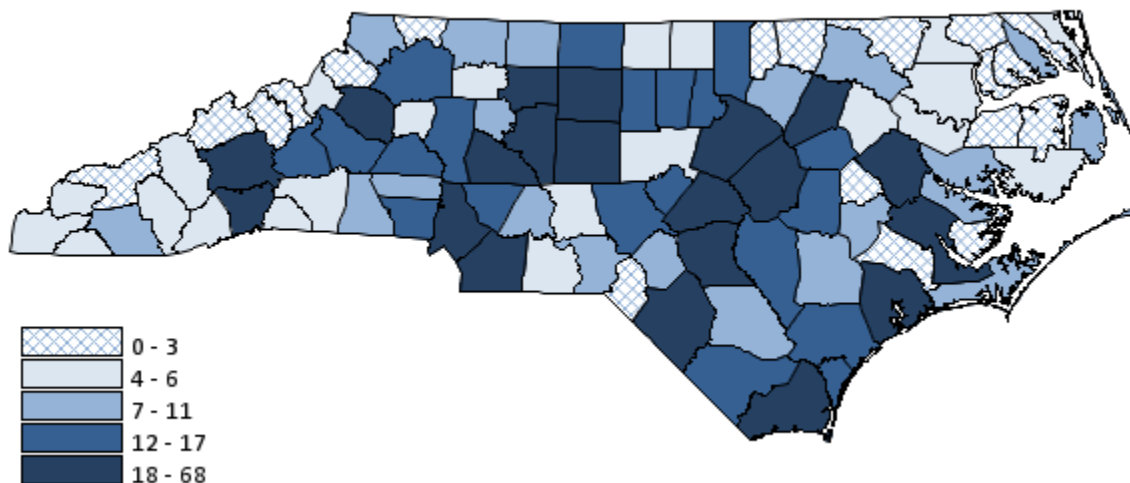
Compared to the U.S., North Carolina has a higher rate of fatalities per capita and per mile traveled. The percent of speed-related fatalities is also somewhat higher in North Carolina, as is pedestrian and pedalcyclist fatalities per capita. These are all areas where North Carolina can improve.

Meanwhile, there are several areas where North Carolina compares quite favorably to the nation. For example, helmet use among motorcyclists is quite strong in North Carolina. There have been 15 or fewer fatalities each year to motorcyclists who were not wearing helmets. Additionally, North Carolina has high rates of observed seat belt use – approximately 5 percentage points above the national average. These are strengths which North Carolina can build upon for the future.

**COUNTY COMPARISONS**

North Carolina is comprised of 100 counties. As would be expected, there are sizeable differences between individual counties in the occurrence of motor vehicle fatalities. The map below shows the number of fatalities in each of North Carolina’s 100 counties during 2011.

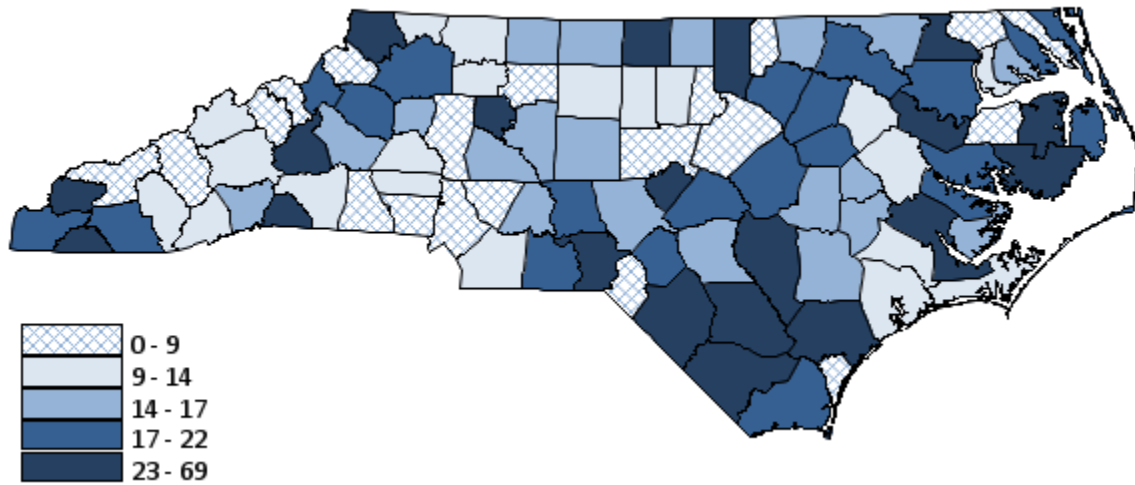
**Total Fatalities in North Carolina, by County, 2011**



The counties with the highest number of fatalities in 2011 included Mecklenburg County (68 fatalities), Wake County (62), Robeson County (48), Cumberland County (46), Guilford County (44), Johnston County (31), Forsyth County (30), Davidson County (27), Buncombe County (25), and Craven County (25). Not surprisingly, many of these counties are also among the most populous counties in the state.

The map on the next page shows the fatality rate per 100,000 population during 2011. Here, the pattern is very different. The counties with the highest fatality rate tend to be small counties, primarily in the eastern (coastal) part of the state. This part of the state is a popular tourist destination. Additionally, the I-95 corridor passes through this region. Since most of these counties have relatively small populations, even small numbers of fatalities produce high fatality rates. The counties with the highest rate of fatalities per 100,000 population include Hyde County (68.79 fatalities per 100,000 population), Clay County (47.80), Graham County (44.73), Robeson County (35.65), Columbus County (29.48), Davie County (26.47), McDowell County (26.40), Bladen County (25.61), Ashe County (25.53), and Caswell County (25.37).

**Fatalities per 100,000 Population, by County, 2011**



To achieve statewide goals for decreasing motor vehicle fatalities, both the counties with the highest number of fatalities and the counties with a greater than expected contribution of fatalities per population must be considered. Each of the individual sections of the Highway Safety Plan (e.g., alcohol-impaired driving, occupant protection) identify the specific counties in North Carolina where highway safety problems are most significant.

The table on the next page presents the total number of fatalities, and fatalities per 100,000 population, during the year 2011 for all 100 counties in North Carolina. The fatality data shown in the table are from North Carolina State Crash Data.

## PERFORMANCE MEASURES

### FATALITIES IN MOTOR VEHICLE CRASHES, BY COUNTY, 2011

County	Fatalities	Population	Fatals per 100k	County	Fatalities	Population	Fatals per 100k
Mecklenburg	68	940,697	7.23	Lenoir	9	59,314	15.17
Wake	62	925,938	6.70	Carteret	8	67,696	11.82
Robeson	48	134,651	35.65	Cleveland	8	98,209	8.15
Cumberland	46	327,643	14.04	Pasquotank	8	40,438	19.78
Guilford	44	495,231	8.88	Surry	8	73,575	10.87
Johnston	31	172,570	17.96	Ashe	7	27,423	25.53
Forsyth	30	354,878	8.45	Dare	7	34,216	20.46
Davidson	27	163,364	16.53	Macon	7	34,459	20.31
Buncombe	25	243,855	10.25	Stokes	7	47,551	14.72
Craven	25	104,965	23.82	Alexander	6	37,528	15.99
Union	23	205,717	11.18	Caswell	6	23,654	25.37
Brunswick	22	110,140	19.97	Cherokee	6	27,300	21.98
Harnett	21	118,615	17.70	Hertford	6	24,466	24.52
Nash	20	96,122	20.81	Martin	6	24,083	24.91
Randolph	20	142,901	14.00	Montgomery	6	27,864	21.53
Rowan	20	138,309	14.46	Person	6	39,700	15.11
Onslow	19	184,228	10.31	Rutherford	6	68,392	8.77
Caldwell	18	83,117	21.66	Anson	5	25,822	19.36
Henderson	18	108,448	16.60	Chatham	5	64,553	7.75
Pitt	18	170,263	10.57	Clay	5	10,460	47.80
Catawba	17	154,992	10.97	Currituck	5	23,643	21.15
Columbus	17	57,657	29.48	Edgecombe	5	56,089	8.91
New Hanover	17	206,774	8.22	Haywood	5	59,684	8.38
Wayne	17	123,710	13.74	Polk	5	20,453	24.45
Gaston	16	207,506	7.71	Yadkin	5	38,442	13.01
Sampson	16	63,746	25.10	Avery	4	17,834	22.43
Alamance	15	152,531	9.83	Bertie	4	20,890	19.15
Orange	15	135,776	11.05	Graham	4	8,942	44.73
Rockingham	15	93,558	16.03	Hyde	4	5,815	68.79
Wilson	15	81,380	18.43	Jackson	4	40,606	9.85
Granville	14	60,863	23.00	Transylvania	4	33,275	12.02
Iredell	14	161,522	8.67	Greene	3	21,489	13.96
Lee	14	58,304	24.01	Northampton	3	21,844	13.73
Moore	14	89,395	15.66	Warren	3	20,883	14.37
Burke	13	90,722	14.33	Watauga	3	52,111	5.76
Cabarrus	13	181,253	7.17	Chowan	2	14,796	13.52
Pender	13	53,437	24.33	Madison	2	21,193	9.44
Durham	12	272,314	4.41	Pamlico	2	13,214	15.14
McDowell	12	45,462	26.40	Perquimans	2	13,537	14.77
Wilkes	12	69,592	17.24	Scotland	2	36,029	5.55
Davie	11	41,560	26.47	Vance	2	45,558	4.39
Franklin	11	61,651	17.84	Alleghany	1	11,069	9.03
Richmond	11	46,459	23.68	Gates	1	11,944	8.37
Duplin	10	59,476	16.81	Jones	1	10,327	9.68
Halifax	10	54,397	18.38	Mitchell	1	15,501	6.45
Lincoln	10	79,026	12.65	Swain	1	14,263	7.01
Stanly	10	60,936	16.41	Tyrrell	1	4,342	23.03
Beaufort	9	47,854	18.81	Washington	1	13,060	7.66
Bladen	9	35,148	25.61	Camden	0	9,921	0.00
Hoke	9	49,065	18.34	Yancey	0	18,069	0.00

**PROGRAM GOALS**

North Carolina’s Highway Safety goals are presented in the table below. The goals established for the individual program areas are also provided in subsequent sections of the report.

<b>SUMMARY OF NORTH CAROLINA TRAFFIC SAFETY GOALS</b>	
<b>Program area</b>	<b>Goal(s)</b>
Overall goals	Reduce traffic-related fatalities by 20 percent from the 2007-2011 average of 1,393 to 1,114 by 2014.  Reduce the fatality rate per 100 million VMT by 20 percent from the 2007-2011 average of 1.35 to 1.08 by 2014.
Alcohol-impaired Driving	Reduce alcohol-impaired driving fatalities by 20 percent from the 2007-2011 average of 405 to 324 by 2014.
Occupant Protection	Reduce unrestrained fatalities by 25 percent from the 2007-2011 average of 444 to 333 by 2014.  Increase observed seat belt use by drivers and right front occupants from the 2007-2011 average of 89.5% to 92% by 2014.
Police Traffic Services	Reduce speed-related fatalities by 25 percent from the 2007-2011 average of 515 to 385 by 2014.
Young Drivers	Reduce the number of young drivers involved in fatal crashes by 25 percent from the 2007-2011 average of 209 to 157 by 2014.
Motorcycles	Reduce motorcycle fatalities by 20 percent from the 2007-2011 average of 177 to 141 by 2014.  Keep unhelmeted motorcyclist fatalities below the current low number of 15.
Older Drivers	Reduce the number of older drivers involved in fatal crashes by 20 percent from the 2007-2011 average of 203 to 162 by 2014.
Pedestrians	Reduce pedestrian fatalities by 15 percent from the 2007-2011 average of 161 to 137 by 2014.
Pedalcyclists	Reduce pedalcyclist fatalities by 15 percent from the 2007-2011 average of 23 to 20 by 2014.
Traffic Records	Provide direction and facilitate coordination among the safety data stewards and stakeholders to improve the transportation safety information systems in North Carolina.

## *PROGRAM AREAS*

During FY 2014, the GHSP will fund a variety of programs, projects and activities with federal transportation funds, which are intended to advance the traffic safety goals set forth in this Highway Safety Plan. The North Carolina Governor's Highway Safety Program has identified the following areas as top priorities for program funding for FY 2014:

- Alcohol-Impaired Driving (accounting for 359 fatalities in 2011)
- Occupant Protection (375 fatalities)
- Speeding and Police Traffic Services (474 fatalities)
- Young Drivers (165 fatalities)
- Motorcycles (168 fatalities)
- Traffic Records
- Other Highway Safety Priorities: Older Drivers (182 fatalities); Pedestrians (160 fatalities); and Pedalcyclists (25 fatalities)

The order in which the program areas are discussed generally coincides with their position in the GHSP overall set of priority, with the top priorities being alcohol-impaired driving and occupant protection.

Each program area below begins with the goal for the problem area (reductions in fatalities, increases in belt use, etc.). The evidence considered in establishing the goal is then reviewed. This includes crash/fatality data, findings from observational surveys, attitude & awareness questionnaires, and other data sources. Statewide campaigns/programs to address the problem area are then briefly described, followed by a discussion of funding priorities. Finally, a listing is provided of projects currently approved by the review team for FY 2014.

## *PROGRAM AREAS*



# ALCOHOL-IMPAIRED DRIVING

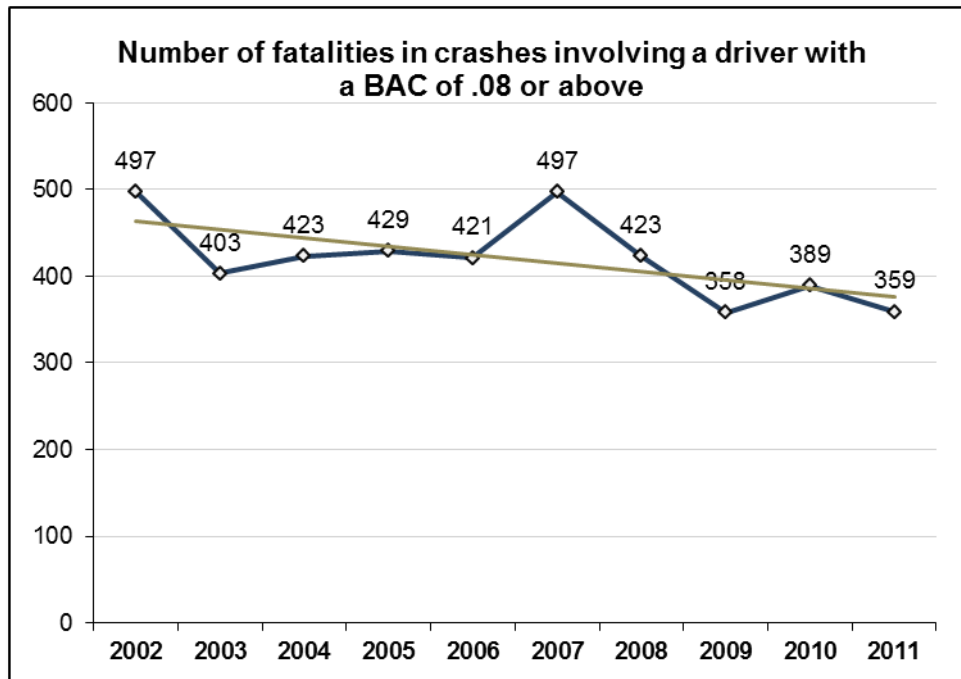
**GOAL:**

- GHSP’s goal is to reduce alcohol-impaired driving fatalities by 20 percent from the 2007-2011 average of 405 to 324 by 2014.

**EVIDENCE CONSIDERED**

*CRASHES, DEATHS, AND INJURIES*

During 2011, 359 persons were killed in crashes in North Carolina involving a driver or motorcycle operator with a BAC of .08 or above. This represents an 8% decrease from the 389 alcohol-involved fatalities in 2010. The figure below shows trends in the number of fatalities from 2002 to 2011 involving an impaired driver. Fatalities have fluctuated over the past decade, but the trendline suggests a gradual decrease in fatalities.

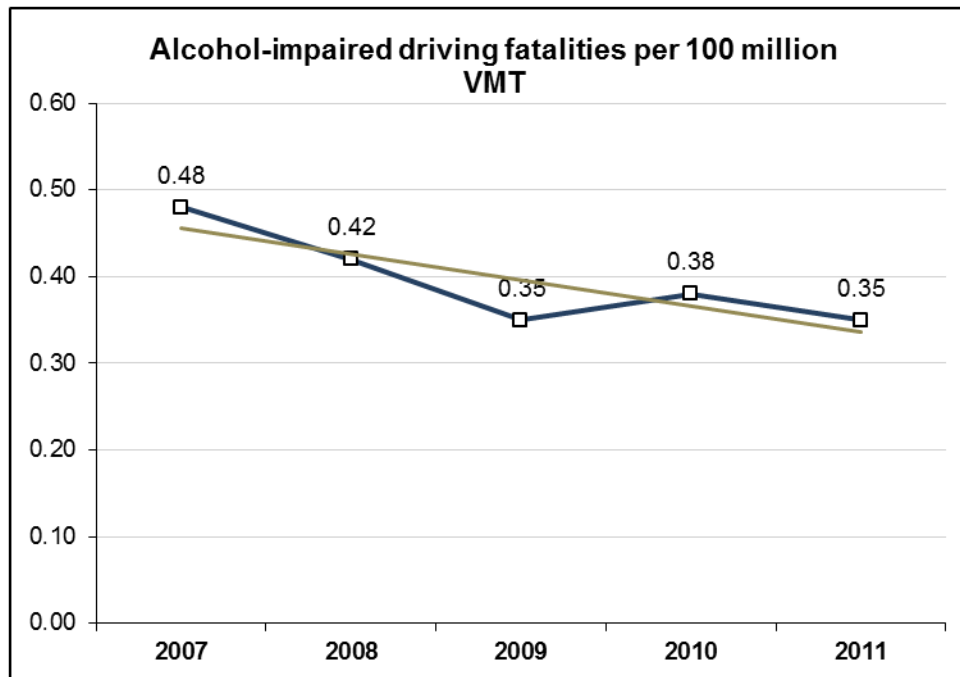


Source: FARS 2002 - 2011

## ALCOHOL-IMPAIRED DRIVING

Although the overall number of alcohol-impaired driving fatalities has decreased, the *percent* of fatalities that involve an impaired driver has changed little in recent years. During 2011, 30% of fatalities in North Carolina involved a driver with a BAC of .08 or above. This was essentially unchanged from the figure of 29% in 2010. The percent of fatalities involving an impaired driver has hovered between 27% and 30% for each of the past 5 years.

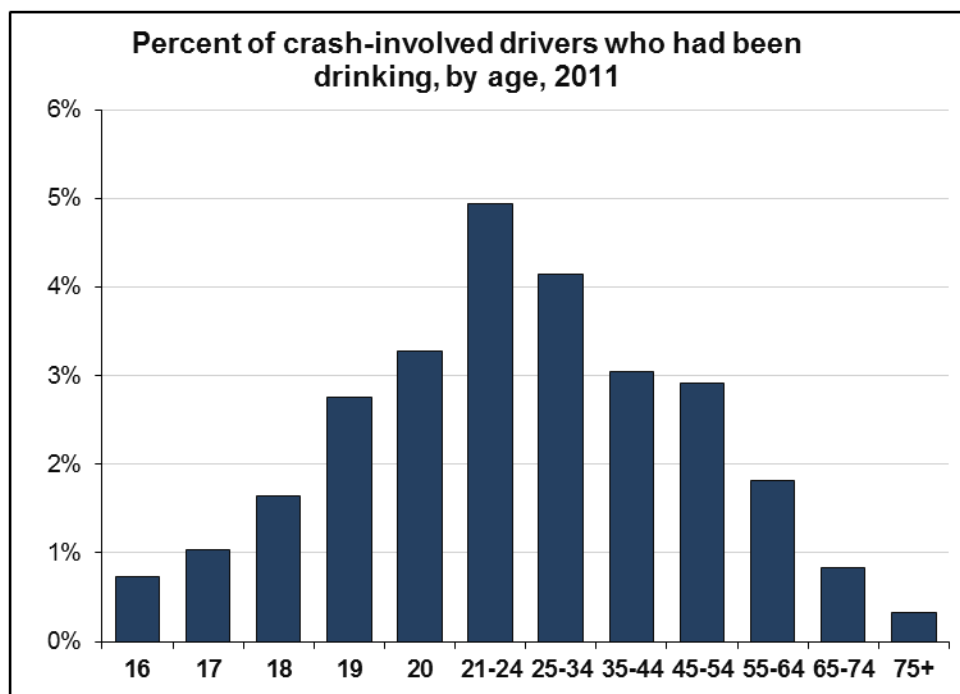
During 2011, there were 0.35 alcohol-impaired driving fatalities per 100 million vehicle miles traveled (VMT). This was down from 0.38 in 2010. Alcohol-impaired driving fatalities per 100 million VMT have decreased fairly steadily in recent years, as illustrated below.



Source: FARS 2007 - 2011

Alcohol is less often involved in non-fatal crashes. Among all drivers in crashes in North Carolina during 2011, 3.0% had been drinking (based on the judgment of the law enforcement officer who completed the crash report form). This is virtually unchanged from 2010. Alcohol-involvement in crashes was nearly three times higher among males than females (4.2% versus 1.5%).

Alcohol-involvement also varies substantially by the age of the driver. As shown below, alcohol involvement is highest among crash-involved drivers between the ages of 21 and 34. Contrary to popular notion, North Carolina's youngest drivers seldom drink and drive. The percent of 16 and 17 year-old crash-involved drivers who had been drinking is comparable to that of drivers ages 65 to 74.



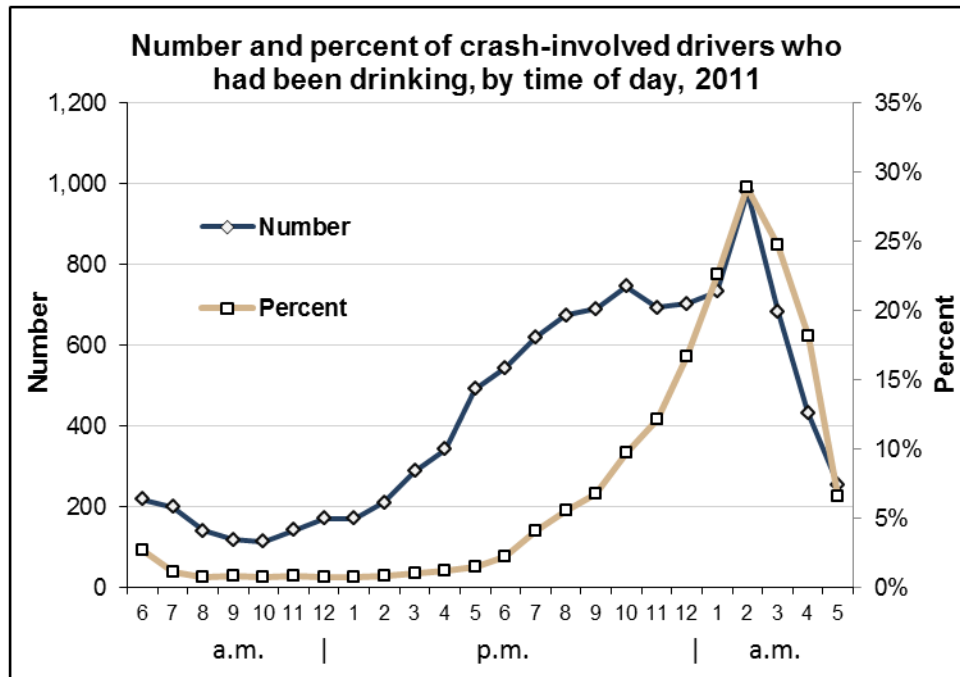
Source: NC Motor Vehicle Crash Data 2011

Alcohol involvement is more than twice as common among drivers involved in rural crashes (4.5%) as urban crashes (2.1%). Rural roadways are inherently more dangerous than urban roadways, and they can be particularly difficult to handle if a driver has been drinking.

Drivers of different vehicle types also vary in their rate of alcohol-involvement in crashes. Alcohol-involvement in crashes tends to be highest among riders of motorcycles and motor-scooters: 9% of motorcycle and motor-scooter crashes involve a driver who had been drinking. Crashes of pickup truck drivers (4%), drivers in passenger cars (3%), SUVs (3%), or minivans (2%) are less likely to involve alcohol.

## ALCOHOL-IMPAIRED DRIVING

The figure below shows both the number (left axis, blue line) and percent (right axis, tan line) of crashes involving alcohol by time of day. Alcohol-involvement in crashes rises during the late afternoon and evening, peaking at 2 a.m. In fact, 23% of late-night crashes between the hours of midnight and 4 a.m. involve a driver who had been drinking. By comparison, alcohol is involved in less than 1% of crashes that occur between 8 a.m. and 4 p.m.



Source: NC Motor Vehicle Crash Data 2011

The table on the next page shows the counties with the most fatalities in crashes from 2007 to 2011 involving a driver with a BAC of .08 or above. Mecklenburg County had the most alcohol-involved fatalities during this period, followed by Guilford, Robeson, Wake and Cumberland counties. In total, the 41 counties listed in the table account for 77% of all alcohol-involved fatalities in North Carolina from 2007 to 2011. The table also shows alcohol-involved fatality rates per 10,000 population. Note that counties with high per capita rates of alcohol-involved fatalities tend to be most common in the southeastern part of the state (e.g., Robeson, Columbus and Bladen counties).

**FATALITIES IN CRASHES INVOLVING A DRIVER WITH A BAC OF .08 OR ABOVE, 2007-2011**

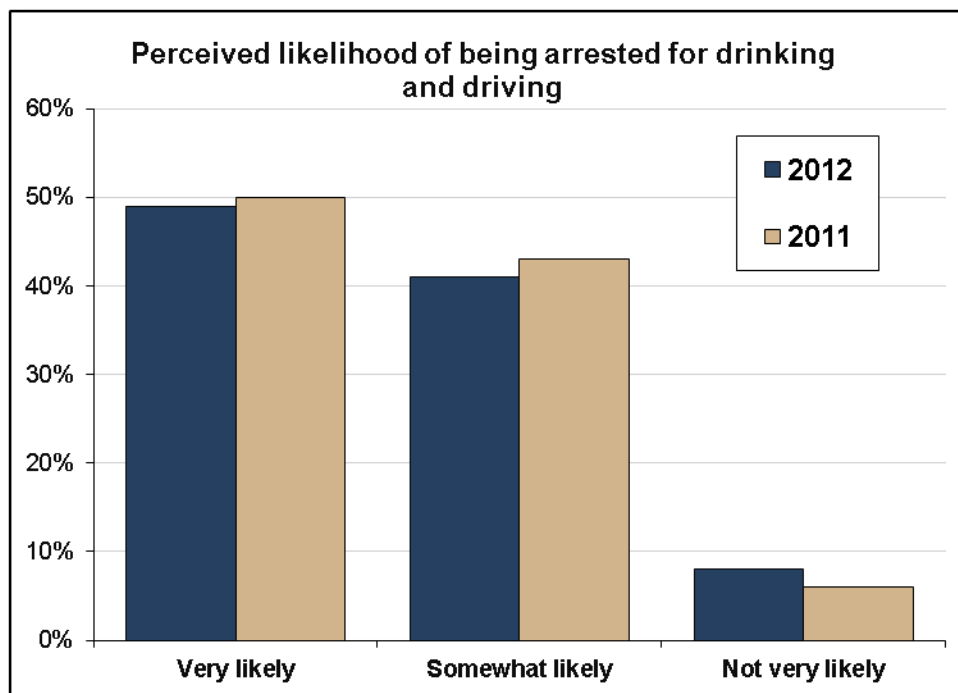
County	Fatalities in alcohol-involved crashes	Fatalities per 10,000 population	% of all alcohol-involved fatalities
Mecklenburg	85	0.24	5.10%
Guilford	82	0.39	4.92%
Robeson	78	1.27	4.68%
Wake	75	0.24	4.50%
Cumberland	58	0.38	3.48%
Forsyth	47	0.31	2.82%
Onslow	44	0.59	2.64%
Johnston	41	0.67	2.46%
Gaston	37	0.39	2.22%
Catawba	34	0.48	2.04%
Brunswick	33	0.90	1.98%
Union	32	0.52	1.92%
Wayne	32	0.56	1.92%
Columbus	31	1.13	1.86%
Davidson	31	0.42	1.86%
Iredell	30	0.49	1.80%
Randolph	30	0.46	1.80%
Rockingham	28	0.61	1.68%
Pitt	27	0.40	1.62%
New Hanover	26	0.32	1.56%
Cabarrus	25	0.38	1.50%
Sampson	25	0.83	1.50%
Buncombe	23	0.22	1.38%
Durham	23	0.21	1.38%
Alamance	21	0.32	1.26%
Caldwell	21	0.54	1.26%
Nash	21	0.48	1.26%
Harnett	20	0.44	1.20%
Bladen	18	1.12	1.08%
Cleveland	18	0.37	1.08%
Grandville	18	0.74	1.08%
Rowan	18	0.28	1.08%
Wilkes	18	0.55	1.08%
Duplin	17	0.69	1.02%
Lee	17	0.69	1.02%
Pender	17	0.83	1.02%
Surry	17	0.48	1.02%
Wilson	17	0.46	1.02%
Burke	16	0.36	0.96%
Chatham	16	0.65	0.96%
Franklin	16	0.68	0.96%

## ATTITUDES & AWARENESS

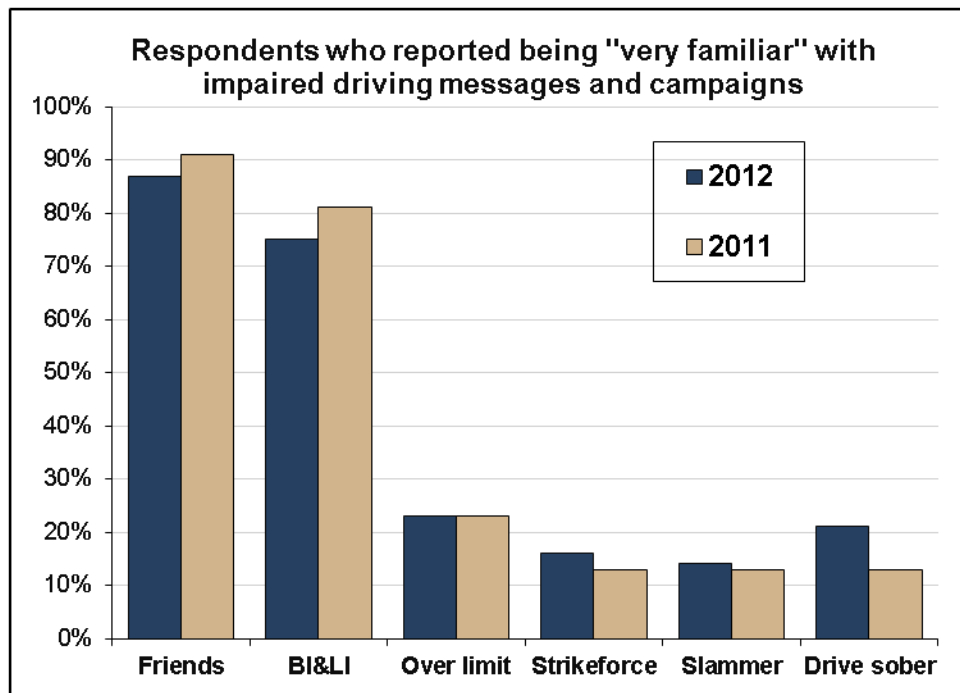
The Governor’s Highway Safety Program conducted a statewide telephone survey, including a standard series of questions recommended by NHTSA, to gauge public opinion and awareness of occupant protection issues. A random sample of 601 North Carolina residents age 15½ or older who were licensed to drive a motor vehicle were interviewed between December 9 and December 19, 2012.

Thirty-seven percent (37%) of respondents reported having consumed at least one alcoholic drink during the previous 30 days, a figure that is noticeably lower than 2010 (45%) and 2011 (43%). Among this group, 24% reported they had driven a vehicle within two hours after drinking during the past month. This is similar to the percent (22%) who reported drinking and driving in the 2011 survey.

More than six out of ten respondents (62%) reported having read, seen or heard something about drunk driving enforcement by police during the previous 30 days. This compares to 60% in the 2011 survey. Most respondents believe the chances are good that drinking drivers will be arrested. Half (49%) of respondents said drivers are “very likely” to be arrested if they drive after drinking (comparable to 50% in 2011). Only 8% said it is “not very likely” a person who drinks and drives will be arrested.



Respondents were asked about their familiarity with six impaired driving messages and campaigns. *Friends Don't Let Friends Drive Drunk* and *Booze It & Lose It* are clearly the most recognizable impaired driving messages/campaigns in North Carolina, rated as “very familiar” by 87% and 75% of respondents, respectively. Awareness of both messages has decreased somewhat since 2011. Respondents are considerably less familiar with other messages/campaigns including *Over the Limit*, *Under Arrest* (23% “very familiar”), *Checkpoint Strikeforce* (16%), *Sober or Slammer* (14%), and *Drive Sober or Get Pulled Over* (21%).



Finally, respondents were asked whether they favored or opposed five potential penalties for drinking drivers. Eighty-two percent (82%) favor increasing the fine for drunk driving, while nearly as many support lengthening the suspension period for those who drink and drive (77%). The survey findings also show strong support for lengthening the revocation period of a driver's license for convicted offenders (74%) and attaching a breath testing device on an offender's vehicle (73%). The only penalty not favored by a majority of respondents is a lowering of the blood alcohol level to be considered driving under the influence, which is favored by 39% of respondents. Opinions about penalties for drinking drivers have changed little since 2011.

## STATEWIDE CAMPAIGNS/PROGRAMS

### ENFORCEMENT ACTIVITIES

During 2012, law enforcement agencies in North Carolina conducted five waves of the Booze It & Lose It campaign:

- St. Patrick's Day *Booze It & Lose It* (March 15-18)
- *Booze It & Lose It: Operation Firecracker* (June 29-July 9)
- Labor Day *Booze It & Lose It* (August 17-September 3)
- Halloween *Booze It & Lose It* (October 26-31)
- Holiday *Booze It & Lose It* (December 7-January 2, 2013)

## ALCOHOL-IMPAIRED DRIVING

Across all five waves, 32,553 checkpoints and saturation patrols were conducted, resulting in a total of 9,377 DWI charges (see the table below). Compared to 2011, 22% more checkpoints and saturation patrols were conducted during Booze It & Lose It enforcement waves in 2012, resulting in 24% more



DWI charges. This is due, in part, to expanded Operation Firecracker and Halloween campaigns during 2012. The information about checkpoint activity and DWI charges was provided to GHSP, as required, by law enforcement agencies participating in Booze It & Lose It enhanced enforcement periods. Each campaign included 350 to 400 participating law enforcement agencies across the state, including local police departments, Sheriff's departments, and the NC State Highway Patrol.

CHECKPOINTS AND DWI CHARGES		
	2012	2011
<b>St. Patrick's Day Booze It &amp; Lose It</b>		
Checkpoints and saturation patrols	2,122	2,618
DWI charges	819	1,013
<b>Booze It &amp; Lose It: Operation Firecracker</b>		
Checkpoints and saturation patrols	5,974	3,728
DWI charges	1,937	1,192
<b>Labor Day Booze It &amp; Lose It</b>		
Checkpoints and saturation patrols	7,846	8,081
DWI charges	2,745	2,957
<b>Halloween Booze It &amp; Lose It</b>		
Checkpoints and saturation patrols	3,166	1,664
DWI charges	729	758
<b>Holiday Booze It &amp; Lose It</b>		
Checkpoints and saturation patrols	13,445	10,643
DWI charges	3,147	3,627
<b>Totals</b>		
Checkpoints and saturation patrols	32,553	26,734
DWI charges	9,377	7,547

Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies.

A total of 5,156 additional DWI charges were made during other enhanced enforcement periods in 2012, such as Click It or Ticket and No Need 2 Speed. This was 21% lower than the 6,553 DWI charges made during other enhanced enforcement periods in 2011.



### SUMMARY

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During 2011, the number of fatalities in crashes involving a driver with a BAC of .08+ decreased 8%, following a general downward trend in impaired-driving fatalities. There continue to be certain groups who are at higher risk for alcohol involvement in crashes. This includes males, drivers 21 to 29, motorcycle and motor-scooter riders, and drivers on rural roadways. The counties that account for the most alcohol-involved fatalities are Mecklenburg, Guilford, Robeson, Wake and Cumberland counties.

We believe further reductions in alcohol-impaired crashes and fatalities are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward a reduction of 20% in fatalities by 2014 involving drivers with a BAC of .08 or above.

### COUNTERMEASURES AND FUNDING PRIORITIES

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To address the problem areas described above and to meet North Carolina's goals for 2014, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities. To assist in this process, GHSP uses the 7<sup>th</sup> Edition of NHTSA's *Countermeasures that Work* (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

GHSP is implementing an initiative to establish DWI Enforcement Teams in counties that were overrepresented in alcohol-related crashes, injuries, and fatalities. GHSP crafted the initiative to encourage law enforcement agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers were most likely to be on the roadways, typically Thursday, Friday, and Saturday nights between 10pm and 6am the following morning. During fiscal year 2014, GHSP will be funding teams in Buncombe, Brunswick, Columbus, Forsyth, Guilford, Mecklenburg, New Hanover, Robeson and Wake counties. GHSP will encourage more communities that are overrepresented in alcohol-related fatalities to become involved in the DWI Enforcement Team approach. It will be the goal of GHSP to provide data and county maps to these communities to communicate the location of impaired driving crashes, injuries, and fatalities, as well as the time of day and day of week that these are occurring.

GHSP is also committed to supporting enforcement efforts statewide and particularly to the support of agencies that seek assistance to establish impaired driving checking stations. Checking stations have been proven by NHTSA and MADD to be extremely effective in curbing impaired driving and are supported by an overwhelming percentage of the population. GHSP is also fully supportive of the continued operation and expansion of the North Carolina BAT Mobile Program, operated by the Forensic Tests for Alcohol Branch. This program has been in operation since 1996 and since the program's inception has resulted in almost 2,300 checking stations and netted over 12,000 DWI arrests. The fleet of BAT Mobiles was increased in FY 2013 to accommodate the ever increasing demand for BAT Mobiles to be present for on-site impaired driver processing by law enforcement.

GHSP is dedicated to the continued prosecution of impaired drivers and will support the North Carolina Conference of District Attorneys' (CDA) efforts to train more prosecutors and law enforcement officers statewide. GHSP supports Dedicated DWI Courts (DDC) in two counties and will evaluate assistance in other counties where GHSP funds dedicated DWI Enforcement Teams. These DDCs only deal with

impaired driving cases and focus on the aging and more complex impaired driving cases. The DDCs directly support the impaired driving cases that are generated from the GHSP-funded DWI Enforcement Teams assuring that the impaired drivers arrested by the Teams are brought to court and not dismissed because the case load is too large for the District Attorney's Office to maintain. Without support from GHSP these DA Offices simply do not have the personnel to handle the increased case load as a result of the increased enforcement efforts. GHSP also supports the implementation of DWI Treatment Courts (DTC) in the state to address the recurring problem of repeat offenders that have chemical dependence issues that are not addressed by the DDCs to the extent that DTCs are capable of. GHSP will also work with the DDCs to establish at least components of the DTCs or work to establish a hybrid DTC in these locations. During FY 2014, GHSP will be supporting a DRE coordinator as well. The DRE coordinator will schedule trainings across the state to help officers detect impaired suspects under the influence of drugs. The DRE coordinator will also provide training for DRE's and DRE instructors to ensure state of the art training for all certified DRE personnel in North Carolina.

GHSP and CDA will continue collaborations with the NHTSA Regional Judicial Outreach Liaison (JOL) to address impaired driving judicial issues that occur across the state. GHSP will seek opportunities to inform judges of impaired driving detection techniques such as horizontal gaze nystagmus and the effects of alcohol on humans and their ability to perform tasks such as driving.

### MEDIA PLAN

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GHSP will support all of the fore mentioned FY 2014 impaired driving campaigns with earned and/or paid media to draw attention to each of the campaigns. North Carolina utilizes a variety of media modes to draw attention to the campaigns and the enforcement efforts in the state.

Campaign kickoff events are planned for all FY 2014 campaigns, seeking earned media attention that will be gained from partnerships with NC DOT Communications Office, MADD, SHP, local law enforcement, CDA, etc. Typically, the kickoff events will feature the GHSP Director, state law enforcement, local law enforcement, and often victims, survivors, or offenders. At times GHSP will change the typical kickoff format to draw attention to a variety of impaired driving issues.

GHSP will continue partnerships with the Atlantic Coast Conference (ACC) teams in North Carolina, East Carolina University, Appalachian State University, UNC-Charlotte, and Elon University to address tailgating prior to football games that often includes alcohol and often leads to impaired driving. GHSP will promote the "Booze It & Lose It" efforts at these stadiums and partner with local law enforcement in each of the towns and cities these institutions are located to address the impaired driving issues surrounding tailgating.

GHSP also plans to continue the partnership with the National Football League (NFL) Carolina Panthers to address impaired driving associated with tailgating and game attendance at Carolina Panther events. This will consist of venue signage and possibly utilizing radio advertising.

GHSP is adding to the partnership with the National Hockey League (NHL) Carolina Hurricanes to address alcohol use with their fan base. This will consist of venue signage that will be visible to all fans in attendance or watching on television and will be targeted specifically during the Holiday "Booze It & Lose It" campaign.

GHSP also partners with minor league baseball clubs in the state to advertise the Booze It & Lose It message. The messaging coincides with the Operation Firecracker and Labor Day campaigns. Advertising at the ballparks includes outfield signage and program advertisement. The outreach efforts also include displays at select stadiums in the state.

Additional advertising will be done at select movie theaters, gas stations, and in both radio and television markets throughout the state during campaign periods. GHSP will focus the paid media in these outlets during the Holiday, Operation Firecracker, and Labor Day campaigns.

### FY2014 ALCOHOL-IMPAIRED DRIVING PROJECTS

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The following section outlines some of the key projects that are currently approved by the review team and officially part of the original submission of the FY 2014 North Carolina Highway Safety Plan to address alcohol-impaired driving. A complete listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's *Countermeasures that Work*).

**Agency:** NC Department of Health & Human Services (FTA)  
**Project Number:** 154AL-14-18-07  
**Project Title:** Breath Alcohol Testing Mobile Unit Program  
**Budget:** \$2,908,423  
**Local/State Match:** \$0  
**Project Description:** The Blood Alcohol Testing (BAT) program provides the BAT Mobile Units across the state. NC currently has five of these mobile testing units and are requesting an additional four BAT units this year. This grant also includes the salary for an existing BAT coordinator, plus an additional three BAT coordinators. This project will enhance our ability to assist law enforcement agencies across the state in their efforts to remove DWI drivers from the highways by conducting checkpoints upon request from law enforcement agencies.  
**CMTW:** Chapter 1, Section 2.1

**Agency:** UNC-Chapel Hill, IPRC  
**Project Number:** 154AL-14-18-02  
**Project Title:** Nowhere to Run: Getting North Carolinians to Think Twice before Drinking and Driving  
**Budget:** \$380,006  
**Local/State Match:** \$0  
**Project Description:** This grant will fund the first year of a three year project to study the current effectiveness and future effectiveness of "Booze it & Lose It" This is a coordinated study between the Injury Prevention Resource Center, Forensic Testing for Alcohol (BATMobile) and HSRC that will address the physical use of equipment (BAT units) as well as media coverage. As the "Booze It & Lose It" campaign reaches its 20<sup>th</sup> Anniversary in 2014 a thorough look at all phases of the campaign would be beneficial as we move forward over the next 20 years.  
**CMTW:** Chapter 1, Section 2.1

## ALCOHOL-IMPAIRED DRIVING

**Agency:** Charlotte-Mecklenburg Police Department  
**Project Number:** 154AL-14-18-03  
**Project Title:** CMPD DWI Task Force  
**Budget:** \$982,717  
**Local/State Match:** \$0  
**Project Description:** This is a grant for Impaired Driving enforcement. This is the first year of funding and includes the salary and equipment for seven officers. The goal of the Charlotte-Mecklenburg PD is to reduce the number of alcohol related fatalities and serious injuries. They will do this by forming a Driving While Impaired Task Force which will consist of six officers and a Sergeant. The Task Force will also focus on unrestrained fatalities. They will target these drivers by conducting seat belt initiatives by holding checking stations during the nighttime.  
**CMTW:** Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

**Agency:** Asheville Police Department  
**Project Number:** 154AL-14-18-08  
**Project Title:** Buncombe County DWI Task Force  
**Budget:** \$750,108  
**Local/State Match:** \$0  
**Project Description:** This is a grant for Impaired Driving enforcement. This is the first year of funding and includes the salary and equipment for six officers. The goal of the Buncombe County Task force is to reduce the number of alcohol related fatalities and serious injuries. They will do this by forming a Driving While Impaired Task Force which will consist of six officers from three different agencies (Asheville Police, Buncombe County Sheriff, and Woodfin Police). The Task Force will also focus on unrestrained fatalities. They will target these drivers by conducting seat belt initiatives by holding checking stations during the nighttime.  
**CMTW:** Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

**Agency:** Winston Salem Police Department  
**Project Number:** K2-14-07-11/K8-14-02-34  
**Project Title:** Forsyth County DWI Task Force  
**Budget:** \$512,800  
**Local/State Match:** \$256,400  
**Project Description:** This is the fourth year of a four year plan for a DWI Task Force to address alcohol problems and seatbelt problems in Forsyth County. This six person unit consists of officers from Winston Salem Police Department, Forsyth County Sheriff's Office and Kernersville Police Department acting as a separate unit to address alcohol and seatbelt issues in the county. They will be continuing their enforcement activities in DWI enforcement, daytime and nighttime seatbelt enforcement and educational activities.  
**CMTW:** Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

**Agency:** Robeson County Sheriff's Office  
**Project Number:** K8-14-02-06

## ALCOHOL-IMPAIRED DRIVING

**Project Title:** Robeson County DWI Task Force  
**Budget:** \$54,100  
**Local/State Match:** \$54,100  
**Project Description:** This is the third year of a continuation project. This will continue a two deputy unit that specifically will be targeting DWI's and seat belt violations. The unit will be deployed during the peak night time hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the deputies will also be targeting unrestrained occupants since the fatality rate of unrestrained occupants is higher during the night time hours. They will also work in conjunction with surrounding agencies by participating in the Robeson County Traffic Safety Task Force. This will be in an effort to reduce the number of alcohol related fatalities and increase the seat belt usage rate in Robeson County. The Sheriff's Office will increase their DWI arrests by 50% and increase the number of seat belt citations by 30% during FY2014.  
**CMTW:** Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

**Agency:** Columbus County Sheriff's Office  
**Project Number:** K8-14-02-07/K2-14-07-04  
**Project Title:** Columbus County Traffic Safety Team – DWI Focus  
**Budget:** \$48,723  
**Local/State Match:** \$48,722  
**Project Description:** This is a continuation project that will be entering its fourth year. This is a 2 Deputy unit that specifically will be targeting DWI's and seat belt violations. The unit will be deployed during the peak night time and weekend hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the deputies will also be targeting unrestrained occupants since the fatality rate of unrestrained occupants is higher during the night time hours. This will be in an effort to reduce the number of alcohol related crashes and increase the seat belt usage rate in Columbus County 77.9% to 92%.  
**CMTW:** Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

**Agency:** Guilford County Sheriff's Office  
**Project Number:** K8-14-02-31/K2-14-07-09  
**Project Title:** Guilford County Multi-Agency DWI Task Force  
**Budget:** \$386,996  
**Local/State Match:** \$58,349  
**Project Description:** This is the second year for a DWI Task Force for Guilford County. The Task Force will have officers from Guilford County Sheriff's Office, as well as the High Point, Greensboro, and UNC-Greensboro Police Departments participating in a concentrated effort to address the alcohol problems in the county and to address the seatbelt problems through daytime and nighttime enforcement activities. The task force will consist of seven full time officers with additional support from UNC-Greensboro in a signatory capacity.  
**CMTW:** Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

**Agency:** Brunswick County Sheriff's Office  
**Project Number:** 154AL-14-18-01

## ALCOHOL-IMPAIRED DRIVING

**Budget:** \$498,776  
**Local/State Match:** \$0  
**Project Description:** This is the initial year project for four DWI/SB Enforcement Deputies that will expand the current unit for a total of six. The Brunswick County Sheriff's Office DWI Team will be deployed during the peak night time hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the deputies will also be targeting unrestrained occupants since the fatality rate of unrestrained occupants is higher during the night time hours. Along with their enforcement efforts, the Sheriff's Office will continue to educate the public by speaking with civic groups, students and other citizens around the county. The unit aims to increase the number of DWI arrests by 50% from the 2012 total and help to raise the State seat belt usage rate to 92%.  
**CMTW:** Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

**Agency:** Town of Garner Police Department  
**Project Number:** K8-14-02-33  
**Project Title:** DWI Enforcement Officer  
**Budget:** \$156,799  
**Local/State Match:** \$0  
**Project Description:** This is the initial application for funding for Garner Police Department, with the intentions of creating a DWI Enforcement Officer whose sole purpose is to capture DWI offenders to the overall problem of decreasing impaired driving in the town of Garner. One of the best methods for reducing impaired driving is a combination of high-visibility enforcement (Working Thursday-Saturday nights from 10p-6a). So far this 2013 year, there have been 26 DWI arrests and 33 seatbelt violators. Garner Police Department is looking forward to working with Governor's Highway Safety Program and achieving and enforcing specific goals/objectives in FY14.  
**CMTW:** Chapter 1, Section 2.1, 2.2, 2.5

**Agency:** City of Raleigh Police Department  
**Project Number:** M154AL-14-18-05  
**Project Title:** Raleigh Police Department DWI Squad  
**Budget:** \$525,720  
**Local/State Match:** \$0  
**Project Description:** This is the initial application for funding for the City of Raleigh Police Department, with the intentions of creating a DWI squad whose sole purpose is to capture DWI offenders to the overall problem of decreasing impaired driving in Raleigh. One of the best methods for reducing impaired driving is a combination of high-visibility enforcement (To include Checking Stations). In 2012, the Raleigh Police Department investigated 760 crashes where impairment was a contributing factor. Of those 760 crashes, 319 or 41 % resulted in injury and/or death. The Raleigh DWI Squad is looking forward to working with Governor's Highway Safety Program and achieving specific goals/objectives in FY14.  
**CMTW:** Chapter 1, Section 2.1, 2.2, 2.5

## ALCOHOL-IMPAIRED DRIVING

**Agency:** NC Department of Health & Human Services (FTA)  
**Project Number:** K8-14-02-14  
**Project Title:** Science  
**Budget:** \$493,593  
**Local/State Match:** \$0  
**Project Description:** This grant provides and maintains all the breath alcohol testing instruments for law enforcement officers statewide. The grant also provides all the training for law enforcement officers on these instruments. The goal of the Science grant is to maintain a minimum of 6000 law enforcement officers in North Carolina trained and certified to conduct tests using the Intox EC/IR II by providing statewide training in the initial operation and biennial recertification. The goal of the Science grant is to train an additional 1200 law enforcement officers statewide on the EC/IR II instrument.  
**CMTW:** Chapter 1, Section 2.4

**Agency:** NC Department of Health & Human Services (FTA)  
**Project Number:** K8-14-02-18  
**Project Title:** Standardized Field Sobriety Testing  
**Budget:** \$161,600  
**Local/State Match:** \$0  
**Project Description:** This grant provides training to law enforcement officers for SFST and ASTD across the state. The goal of the SFST grant is to increase the number of SFST trained law enforcement officers across the state and to provide continuing education for SFST instructors and practitioners.  
**CMTW:** Chapter 1, Section 2.1

**Agency:** AOC Durham County-BAC Lab  
**Project Number:** 154AL-14-18-04  
**Project Title:** Durham County BAC Lab  
**Budget:** \$961,705.00  
**Local/State Match:** \$0  
**Project Description:** The current wait time for Durham County to receive results in the analysis of blood case for an impaired driving offense is approximately 13-15 months. A local BAC lab will provide the convenience for court without travel expenses and reduce the turnaround from 13-15 months to around two weeks. This will also improve the overall process of prosecution of cases. This BAC lab will also serve those smaller counties who would need the services of this regional BAC lab.

**Agency:** Pitt County Sheriff's Office  
**Project Number:** 154AL-14-18-06  
**Project Title:** Pitt County Impaired Driving Laboratory Analysis Program  
**Budget:** \$1,016,911  
**Local/State Match:** \$0  
**Project Description:** This is a new project for blood alcohol/drug analysis. Currently, the North Carolina State Bureau of Investigation (SBI) is the only laboratory that is doing the blood alcohol/drug testing for the majority of law enforcement agencies in our state. Because of a recent court decision that requires the right to confront

your accuser, the length between when a blood analysis is submitted to the time it takes for the technician to testify in court is up to 18 months. Valuable time is being spent traveling between counties statewide to testify on the analysis procedures and the results. The goal of the Pitt County Sheriff's office is to provide a blood alcohol/drug testing facility for their county. This will expedite the process by offering the court system the immediate availability of the lab technician that performed the blood testing.

**Agency:** AOC Buncombe County  
**Project Number:** K8-14-02-09  
**Project Title:** DWI Treatment/Prevention Court  
**Budget:** \$49,515.00  
**Local/State Match:** \$0  
**Project Description:** Buncombe County is the 7<sup>th</sup> most populated County in NC, however is has a higher conviction rate for Habitual DWI offenders that other counties which have a larger population. Buncombe County is prepared to step forward and aggressively fight repeat offenders with a DWI Treatment Court, which will follow in similar fashion, their Drug Treatment Court. Part of the overall process is to identify Level 1 and Level 2 offenders whom may partake in the program. The Vitim Witness Assistant will be responsible in contacting these individuals, as well work along with personnel from the companion application which the County has submitted. There are specific goals/objectives which Buncombe County AOC is looking to work at in FY14.  
**CMTW:** Chapter 1, Section 3.1

**Agency:** AOC Wake County Special DWI Court  
**Project Number:** K8-14-02-10  
**Project Title:** Special DWI Court  
**Budget:** \$149,273.00  
**Local/State Match:** \$0  
**Project Description:** Wake County's population will soon reach one million by end 2013, with this population growth; DWI cases composite about 10% of all motor vehicle crashes. Wake County Special DWI Court operates five days a week to dispose of backlogged DWI cases. Local funding has expanded this by adding a half day, five days per week for a second DWI Court. During FY11/FY12, 4,564 new DWI cases were filed in Special DWI Court and 1,234 cases were resolved. Increases in the number of DWI cases are expected to increase with the continued increase in enforcement through the Wake County Traffic Safety Task Force and the operation of three DWI Enforcement Teams implemented by Raleigh, Cary and Garner Police Departments. There are specific goals and objectives which AOC Wake County will continue to pursue in FY14.  
**CMTW:** Chapter 1, Section 3.1

**Agency:** AOC Forsyth County DWI Prosecution  
**Project Number:** K8-14-02-11  
**Project Title:** DWI Prosecution  
**Budget:** \$155,671.00



## ALCOHOL-IMPAIRED DRIVING

<b>Local/State Match:</b>	\$0
<b>Project Description:</b>	Forsyth County's population will soon reach 450,000 by 2015, with this population growth; DWI cases composite about 18% of all motor vehicle crashes. Forsyth County DWI Court experienced an increase in DWI's due to the creation of the DWI Law Enforcement Task Force of 2010, their presence within the County has increased the filings within the court system. The goal for this court is to operate five days a week to dispose of aging and more complex DWI cases generated by the Forsyth County DWI Task Force. <b>CMTW:</b> Chapter 1, Section 3.1
<b>Agency:</b>	Buncombe County DWI Treatment & Prevention Court
<b>Project Number:</b>	K8-14-02-12
<b>Project Title:</b>	DWI Treatment/Prevention Court
<b>Budget:</b>	\$95,060.00
<b>Local/State Match:</b>	\$0
<b>Project Description:</b>	Buncombe County is the 7 <sup>th</sup> most populated County in NC, however is has a higher conviction rate for Habitual DWI offenders that other counties which have a larger population. Buncombe County is prepared to step forward and aggressively fight repeat offenders with a DWI Treatment Court. Part of the overall process is to identify Level 1 and Level 2 offenders whom may partake in the program. The DWI Court Coordinator/Treatment Engagement Specialist will be responsible in contacting these individuals, as well work along with personnel from the companion application which AOC has submitted. There are other specific goals/objectives which this project is looking to accomplish in FY14. <b>CMTW:</b> Chapter 1, Section 3.1
<b>Agency:</b>	Cumberland County DWI Treatment Court
<b>Project Number:</b>	K8-14-02-35
<b>Project Title:</b>	DWI Treatment/Prevention Court
<b>Budget:</b>	\$71,353
<b>Local/State Match:</b>	\$12,591
<b>Project Description:</b>	Cumberland County has one of the highest per capita arrest rates for DWI charges in NC. Cumberland County is prepared to step forward and aggressively fight repeat offenders with a DWI Treatment Court. Part of the overall process is to identify Level 1 and Level 2 offenders whom may partake in the program. The Sobriety Court Coordinator will be responsible in contacting these individuals, as well work along with personnel from the other agencies and stakeholders to make sure that these offenders are partaking in the program. There are specific goals/objectives which this project wants to accomplish in FY14. <b>CMTW:</b> Chapter 1, Section 3.1
<b>Agency:</b>	AOC NC Conference of District Attorneys
<b>Project Number:</b>	K8-14-02-25
<b>Project Title:</b>	Traffic Safety Resource Prosecutor
<b>Budget:</b>	\$527,156.00
<b>Local/State Match:</b>	\$0

## ALCOHOL-IMPAIRED DRIVING

**Project Description:** Continue in FY14 the process of conducting trainings, providing information, technical support and education to law enforcement personnel, prosecutors, magistrates and judges as it pertains to basic and advanced traffic related safety topics and their daily job duties/responsibilities.

**Agency:** Mothers against Drunk Driving- MADD North Carolina

**Project Number:** K8-14-02-08

**Project Title:** Drunk Driving and Underage Prevention Outreach

**Budget:** \$182,258.00

**Local/State Match:** \$0

**Project Description:** This is an ongoing continuation project with MADD North Carolina which trains, educates families, youth and their peers on the dangers of underage drinking and destructive decisions. The grant will continue to cover the Program Specialist and materials, promotional items and events. The project aims to continue seeing a significant reduction in alcohol related fatalities and/or injuries, DWI occurrences, continuance of educating the youth on highway safety issues and making positive choices/decisions.

**CMTW:** Chapter 1, Section 6.5

**Agency:** North Carolina Department of Crime Control - NCALE

**Project Number:** AL-2014-01-03-00

**Project Title:** Keys to Life/Mobile Enforcement Grant 2012-2013

**Budget:** \$55,000

**Local/State Match:** \$55,000

**Project Description:** This is an ongoing continuation project that will allow North Carolina Alcohol Law Enforcement Agents to travel the State in order to conduct their Keys to Life Programs and Mobile Enforcement Operations.

**CMTW:** Chapter 1, Section 5.3, 6.5

**Agency:** NC Department of Health & Human Services (FTA)

**Project Number:** K8-14-02-17

**Project Title:** Drug Recognition Expert

**Budget:** \$286,500

**Local/State Match:** \$0

**Project Description:** This grant includes the salary for the DRE coordinator. The DRE coordinator schedules training across the state to help officers detect impaired suspects under the influence of drugs. The DRE coordinator also provides training for DRE's and DRE instructors to ensure state of the art training for all certified DRE personnel in North Carolina. The goal of the DRE grant is to conduct at least 12 Advanced Roadside Impaired Driving Enforcement (ARIDE) training classes throughout the state. The DRE grant will also conduct at least one Drug Impairment Training for Educational Professionals (DITEP) and conduct Prosecuting the Drugged Driver and Lethal Weapon training with the North Carolina District Attorney's Association.

**CMTW:** Chapter 1, Section 7.1

# OCCUPANT PROTECTION

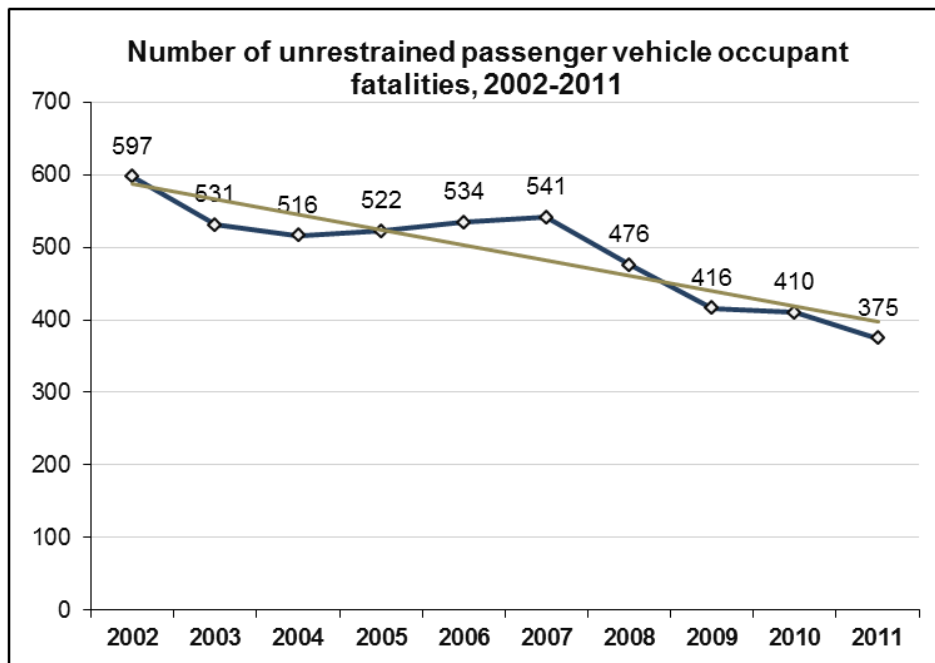
**GOALS:**

- GHSP’s goal is to reduce unrestrained fatalities by 25 percent from the 2007-2011 average of 444 to 333 by 2014.
- GHSP’s goal is to increase observed seat belt use by drivers and right front occupants from the 2007-2011 average of 89.5% to 92% by 2014.

**EVIDENCE CONSIDERED**

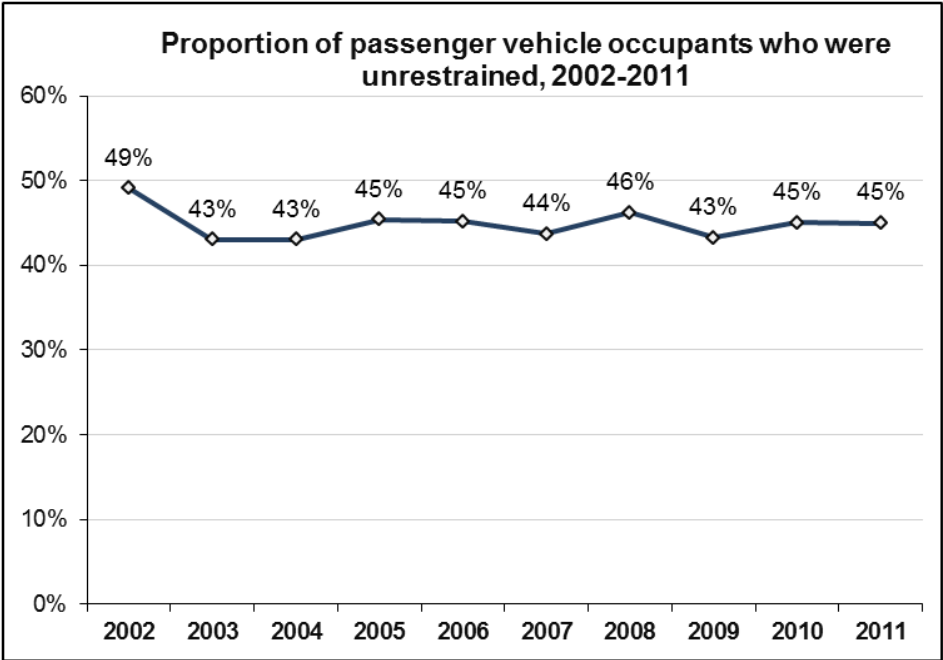
*CRASHES, DEATHS, AND INJURIES*

In 2011, there were 375 fatalities in North Carolina involving an unrestrained passenger vehicle occupant. This was an 8.5% decrease from the 410 unrestrained fatalities in 2010. As shown in the figure below, there has been a steady decline in unrestrained fatalities, especially since 2007.



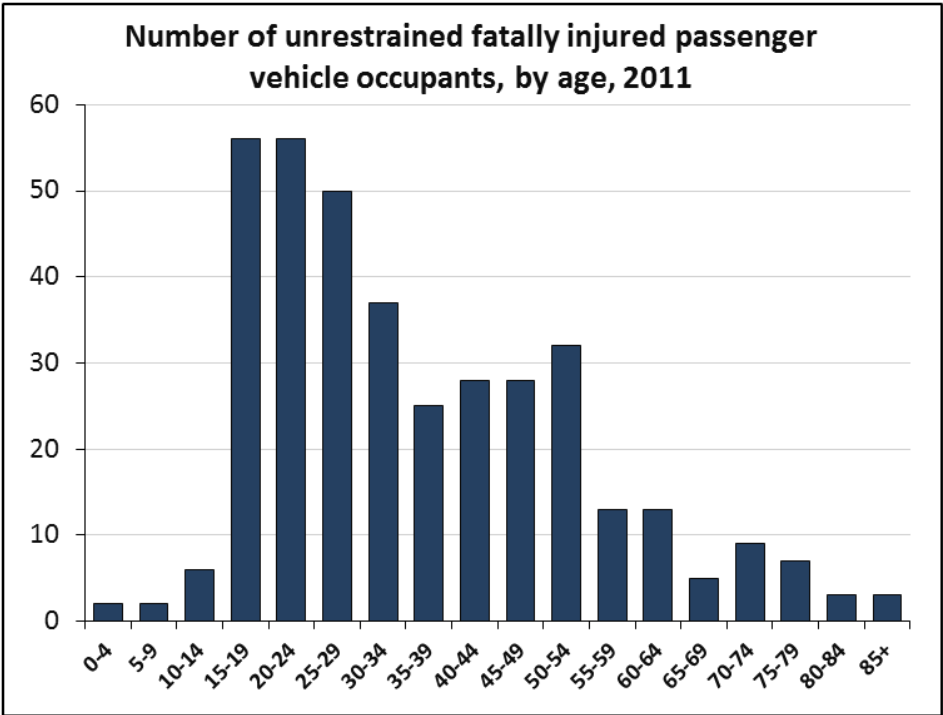
Source: FARS 2002 - 2011

Although the total number of unrestrained fatalities has decreased in recent years, the *percent* of fatally injured passenger vehicle occupants who were unrestrained at the time of the crash has remained essentially unchanged since 2002. Just under half of all fatalities each year in North Carolina involve an unrestrained passenger.



Source: FARS 2007 - 2011

During 2011, there were more than twice as many unrestrained fatalities among males as females (263 vs. 112). Unrestrained fatalities also vary by age, as shown below. Unrestrained fatalities are most common among those ages 15 to 34.

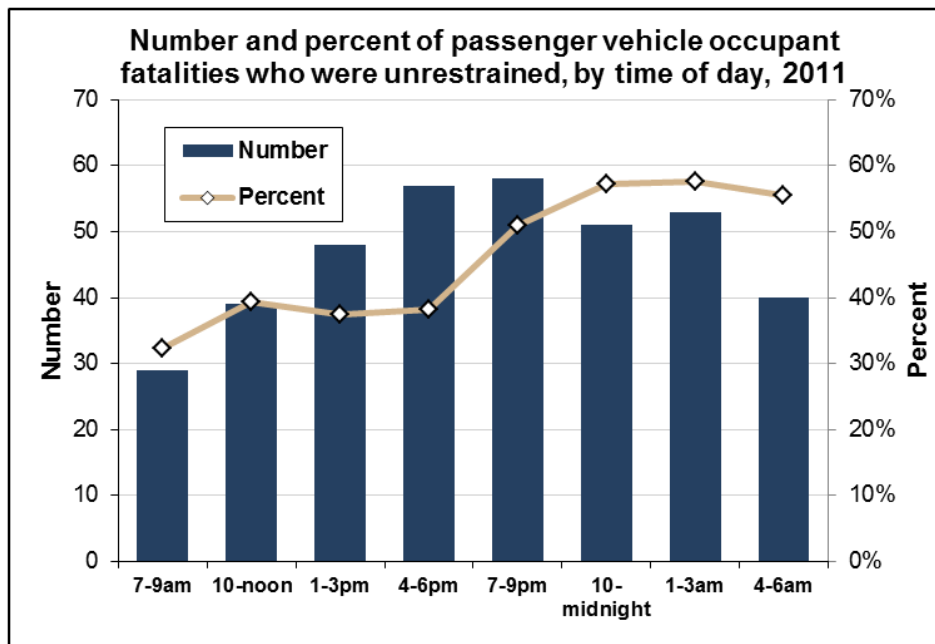


Source: FARS 2011

## OCCUPANT PROTECTION

By comparison, unrestrained fatalities are relatively rare among those younger than 15 and those 65 and older. Twenty-seven passenger vehicle occupants ages 14 and under were killed in 2011. Of these, 37% were unrestrained. Belt use also varies by vehicle type. During 2011, the proportion of fatally injured occupants who were unrestrained was highest among occupants of pickup trucks at 56%. The proportion of unrestrained fatally injured occupants was lower for those in SUVs (53%), and much lower for passenger cars (40%) and minivans (38%). As discussed later in this chapter, observational data also reflects this trend of lower belt use among pickup truck occupants.

The figure below shows both the number and percent of fatally injured passenger vehicle occupants by time of day. During 2011, the total number of unrestrained fatalities varied with peaks in the late afternoon/early evening (shown by bars in the figure). However, the *percent* of fatally injured passenger vehicle occupants who were unrestrained is substantially higher at night (shown with the line). The likelihood that a fatally injured occupant was unrestrained is relatively high between 7 p.m. and 6:59 a.m., and peaks between 10 p.m. and 3 a.m.



Source: NC Motor Vehicle Crash Data 2011

For the county-specific analyses, counts of fatally injured unrestrained passenger vehicle occupants from 2007 to 2011 are shown in the following table. The table also shows the proportion of fatalities in each county who were unrestrained, and the total proportion of unrestrained fatalities accounted for by each county.<sup>1</sup> Seven counties had at least 50 unrestrained passenger vehicle fatalities from 2007 to 2011. In total, the 40 counties listed in the table represent 73% of all unrestrained fatally injured passenger vehicle occupants in North Carolina from 2007 to 2011. Many of the counties with the highest number of unrestrained fatalities also have large populations (for instance, Wake and Mecklenburg Counties). By contrast, note that high *proportions* of unrestrained fatalities tend to be most common in the southeastern part of the state (e.g., Robeson, Brunswick and Columbus counties).

<sup>1</sup> Seat belt observational data is not available at the county level; hence, the county-specific analyses focused on fatally injured unrestrained passengers.

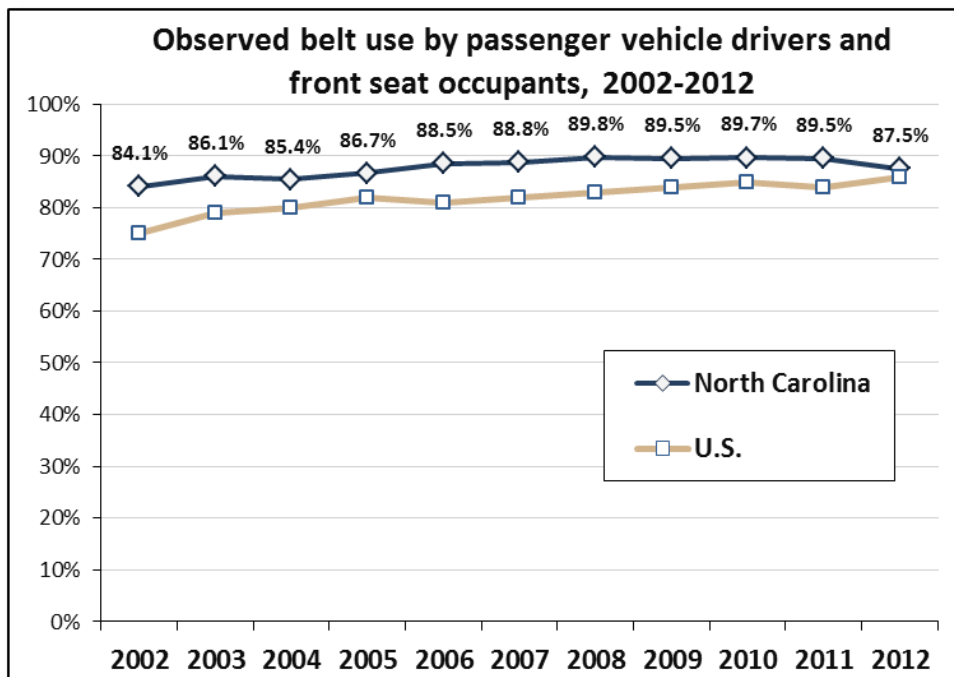
NGER VEHICLE OCCUPANT FATALITIES, 2007-2011			
County	Total Unrestrained Fatalities	Percent of Total County Fatalities Who Were Unrestrained	Percent of Total NC Unrestrained Fatalities
Robeson	106	58.6%	4.8%
Mecklenburg	100	50.0%	4.5%
Guilford	88	44.4%	4.0%
Wake	82	38.7%	3.7%
Johnston	66	47.1%	3.0%
Cumberland	62	41.3%	2.8%
Brunswick	54	59.3%	2.4%
Forsyth	46	43.8%	2.1%
Columbus	45	49.5%	2.0%
Davidson	44	44.4%	2.0%
Wayne	43	51.2%	1.9%
Rockingham	41	56.9%	1.8%
Nash	40	46.5%	1.8%
Buncombe	38	46.9%	1.7%
Gaston	38	45.2%	1.7%
Onslow	38	46.9%	1.7%
Sampson	38	50.0%	1.7%
Iredell	36	40.0%	1.6%
Union	36	44.4%	1.6%
Harnett	34	40.0%	1.5%
Rowan	34	42.0%	1.5%
Catawba	33	37.1%	1.5%
Wilkes	33	50.8%	1.5%
Cleveland	30	52.6%	1.4%
Duplin	30	53.6%	1.4%
Durham	30	42.9%	1.4%
Surry	30	54.5%	1.4%
Pitt	29	35.8%	1.3%
Randolph	28	36.4%	1.3%
Wilson	28	51.9%	1.3%
Lee	27	45.8%	1.2%
Pender	27	52.9%	1.2%
Franklin	26	57.8%	1.2%
Granville	25	47.2%	1.1%
Alamance	24	52.2%	1.1%
Halifax	24	48.0%	1.1%
Moore	24	47.1%	1.1%
Cabarrus	22	30.1%	1.0%
Bladen	21	42.9%	0.9%
Burke	21	38.9%	0.9%

# OCCUPANT PROTECTION

## BEHAVIORS

North Carolina’s most recent annual seat belt use survey for which data is available was conducted in June 2012 in 15 counties. Trained observers recorded information for stopped or nearly stopped vehicles. Data were collected during rush hours (weekdays between dawn and 9 a.m. or 3:30 p.m. and dusk), non-rush hours (weekdays between 9 a.m. and 3:30 p.m.), and on weekends (Saturday or Sunday between 9 a.m. and dusk).

The 2012 observed belt use rate for drivers and front seat occupants was 87.5%. This is somewhat lower than the June 2011 rate (89.5%). As shown in the figure below, North Carolina’s observed belt use rate has changed relatively little over the past 6 years. However, North Carolina’s observed belt use rate continues to be higher than the national average.



In June 2012, belt use was higher among drivers (88.0%) than front seat passengers (85.7%). This has been the case each year since at least 2000. As shown in the table below, groups with relatively low observed seat belt use in North Carolina include males, young drivers, those living in rural areas, and drivers of pickup trucks. Belt use was also somewhat lower among those living in the coastal and Piedmont parts of the state.

OBSERVED SEAT BELT USE RATES, JUNE 2012	
	Weighted Use (%)
<b>Overall</b>	
Driver	88.0%
Passenger	85.7%
Combined	87.5%

## OCCUPANT PROTECTION

<b>OBSERVED SEAT BELT USE RATES, JUNE 2012</b>	
	<b>Weighted Use (%)</b>
<b>Sex of Driver</b>	
Male	85.5%
Female	92.3%
<b>Age of Driver</b>	
16-24	89.4%
25-64	88.3%
65+	88.2%
<b>Urban/Rural</b>	
Urban	90.4%
Rural	82.7%
<b>Vehicle Type</b>	
Car	90.6%
Minivan	92.7%
Pickup Truck	82.0%
Sport-Utility Vehicle	91.0%
<b>Region</b>	
Mountain	93.0%
Piedmont	87.4%
Coast	84.6%

Seatbelt observations were conducted in 15 counties. As shown below, observed belt use differed somewhat across counties, from a low of 77.9% in Columbus County, to a high of 93.8% in Catawba County.

<b>OBSERVED SEAT BELT USE RATES BY COUNTY, JUNE 2012</b>		
<b>County</b>	<b>Observed Belt Use</b>	<b>2014 County Goal</b>
Alamance	84.1%	89.3%
Cabarrus	92.8%	94.7%
Caldwell	93.2%	95.1%
Catawba	93.8%	95.7%
Columbus	77.9%	83.9%
Franklin	85.6%	90.6%
Guilford	84.1%	87.6%
Harnett	89.9%	91.7%
Johnston	93.3%	95.6%
Mecklenburg	92.1%	94.0%
Nash	85.0%	89.3%
Onslow	89.7%	92.4%
Robeson	82.0%	86.9%
Rowan	92.6%	94.5%
Wake	89.5%	92.2%



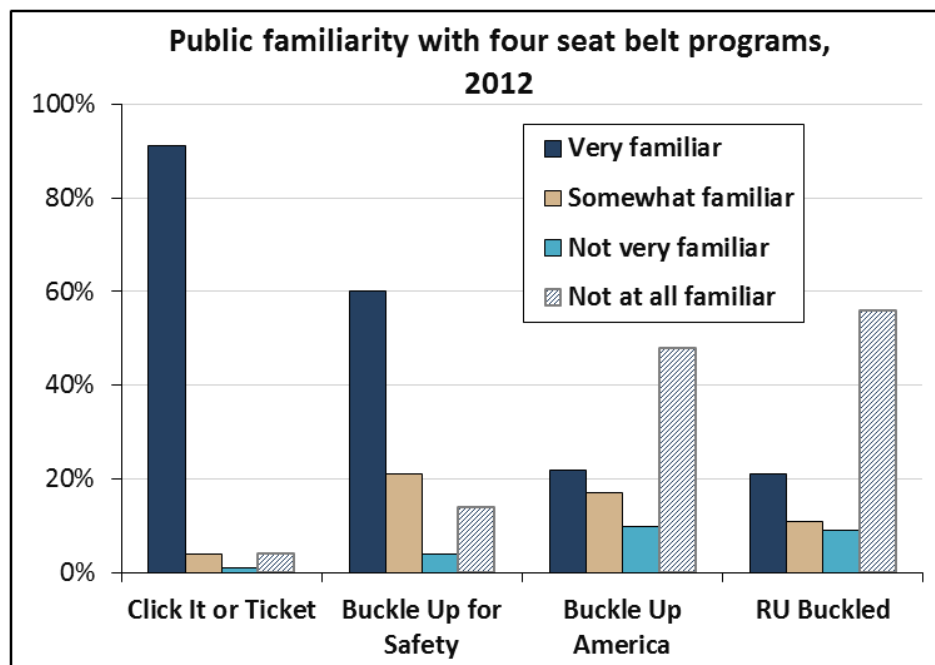
Goals for 2014 were set for each of the counties where seat belt observations are conducted. These goals represent a 2% to 8% increase in belt use over 2012, the most recent data available.

### ATTITUDES & AWARENESS

The Governor’s Highway Safety Program conducted a statewide telephone survey, including a standard series of questions recommended by NHTSA, to gauge public opinion and awareness of occupant protection issues. A random sample of 601 North Carolina residents age 15½ or older who were licensed to drive a motor vehicle were interviewed between December 9 and December 19, 2012.

Just over nine out of ten (92%) of respondents reported wearing a seat belt “all of the time.” This is up slightly from 90% in 2011. About five in ten (49%) respondents said drivers who do not wear their seat belt are “very likely” to be stopped by law enforcement officers. This is a seven-percentage-point increase from 2011 and a thirteen-percentage-point increase from 2010. Another 32% of respondents say it is “somewhat likely” that drivers will be stopped and issued a ticket.

One third (32%) of respondents recalled having seen, heard or read information about seat belt law enforcement campaigns in North Carolina during the 60 days preceding the survey. Respondents were asked about their familiarity with four seat belt campaigns: *Buckle Up America*, *RU Buckled*, *Click It or Ticket*, and *Buckle Up for Safety*. Familiarity was highest for *Click It or Ticket*, with 91% of respondents saying they were “very familiar” with this campaign. Familiarity was substantially lower for *Buckle Up for Safety* (60%), *Buckle Up America* (22%), and *RU Buckled* (21%).



Nearly two-thirds (61%) of respondents support increasing the \$25 fine for not wearing a seat belt, a slight decrease from the 2011 survey (64%). Respondents were less favorable to assessing points on one’s driving record (44%) or points on a driver’s insurance (40%) for non-seat belt use.

### STATEWIDE CAMPAIGNS/PROGRAMS

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#### *COMPREHENSIVE OCCUPANT PROTECTION PROGRAM DEVELOPMENT*

It is the intent of the North Carolina Governor's Highway Safety Program to develop and implement a comprehensive occupant protection program. This program will include conducting a NHTSA-facilitated occupant protection program assessment, developing a statewide strategic plan, designating an occupant protection coordinator, and establishing a statewide occupant protection task force. The strategic plan will be multi-year and will include a program management strategy, a program evaluation strategy, a communication and education program strategy, and an enforcement strategy.

To help guide the development of this plan, GHSP will establish a statewide occupant protection task force. We anticipate that this task force will include representatives from the state legislature, NC Department of Insurance, state, county and local law enforcement, the criminal justice system, community groups, and child passenger safety training committee in addition to researchers and programs in the field of occupant protection, injury prevention, public health, and data and traffic records.

North Carolina has scheduled a comprehensive NHTSA-facilitated assessment of all elements of the North Carolina occupant protection program. This assessment is scheduled for the week of July 8-12, 2013. We anticipate that the Assessment Team will thoroughly examine North Carolina specific legislation and use requirements, enforcement, communication, education, and incentive strategies that are all necessary to achieve significant, lasting increases in seat belt and child safety seat usage. NC GHSP will thoroughly review the Assessment Team's final report that will include a narrative review of the strengths and weaknesses of North Carolina's occupant protection program and that will include specific recommendations from the assessment team for improving our occupant protection program. The statewide campaigns, programs, and countermeasures that follow are likely to change in response to recommendations from the assessment.

#### *CHILD PASSENGER SAFETY PROGRAMS*

North Carolina is very active in the field of child passenger safety. As of June 2013, North Carolina had 2,440 certified child passenger safety technicians – including 47 Technician Proxies - and 54 certified instructors in 97 of North Carolina's 100 counties. (Northampton, Washington, and Tyrell counties do not currently have a technician or instructor.) More than half of these technicians are in the fire services (e.g., fire fighters).

North Carolina has numerous programs that support child passenger safety efforts in the state. *NC Buckle Up Kids* (BUK) is a GHSP funded program administered through the NC Department of Insurance, Office of State Fire Marshal. As of June, 2013 there are BUK programs in 90 of 100 counties as well as programs on the Ft. Bragg and Seymour Johnson military bases and a program serving tribe members of the Eastern Band of Cherokee Indians. BUK programs assist parents and other caregivers by providing low-cost child restraints and education on their use to qualifying families. Only trained, qualified personnel are allowed to provide educational and installation assistance to parents/caregivers, including those receiving BUK seats. During FY 2012 and through the first six months of FY 2013, over 4,450 child restraints were distributed through NC BUK programs. These included primarily convertible and booster

seats, and to a lesser extent rear-facing-only infant seats and combination restraints. In addition to distributing child restraints, local BUK programs and their partners conduct checkup events and other child passenger safety education programs. During FY 2012 and through the first six months of FY 2013, 980 child passenger safety events were held and 6,860 seats were checked in local communities through BUK programs.

Presently there are 120 permanent checking station programs, with over 170 locations in 62 counties (some programs have more than one permanent location). Permanent checking stations (PCS) are locations where parents/caregivers can receive information about child passenger safety, have their child restraints and seat belts checked to ensure they are installed and used correctly, and receive education and training from the Technicians on how to install and use their child restraints. During FY 2012 and through the first six months of FY 2013, NC PCS programs served over 5,195 families and checked more than 15,130 child restraints. Over half of these checks were for children less than age two.

### ENFORCEMENT ACTIVITIES

North Carolina's seat belt law (G.S. 20-135.2A) requires drivers and front and rear seat passengers ages 16 and older to wear seat belts in vehicles required to have them. The NC Child Passenger Safety law (G.S. 20-137.1) requires occupants age 15 and younger to be appropriately restrained in all vehicles required to have seat belts and requires an age and size appropriate child restraint or booster seat for children who are younger than age 8 and who weigh less than 80 pounds. Additionally, children who are younger than age 5 and who weigh less than 40 pounds must be in the rear seat in vehicles with active front passenger airbags.

During 2012, law enforcement agencies in North Carolina conducted three waves of enforcement concerning occupant protection:

- Spring *Click it or Ticket* (May 21-June 3)
- Child passenger safety week (September 17-23)
- Thanksgiving *Click it or Ticket* (November 19-25)

Across all three enforcement waves, 14,091 citations were issued for violations of the seat belt law and 1,905 for violations of the child passenger safety law, for a total of 15,996 occupant restraint citations. Thus far in 2013, 10,938 occupant restraint citations were issued during the Spring 2013 *Click it or Ticket* (May 20-June 2).



## SEAT BELT AND CHILD PASSENGER SAFETY LAW CITATIONS

	2013	2012	2011
<b>Spring Click it or Ticket campaign</b>			
Seat belt violations	9,738	10,288	11,043
Child passenger safety law violations	1,200	1,183	1,180
Total	10,938	11,471	12,223
<b>Child passenger safety week campaign</b>			
Seat belt violations	na	514	383
Child passenger safety law violations	na	230	185
Total	na	744	568
<b>Thanksgiving Click it or Ticket campaign</b>			
Seat belt violations	na	3,289	3,207
Child passenger safety law violations	na	492	492
Total	na	3,781	3,699
<b>Totals</b>			
Seat belt violations	9,738	14,091	14,633
Child passenger safety law violations	1,200	1,905	1,857
Total	10,938	15,996	16,490

Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies.

An additional 33,367 seat belt violations and 5,684 child passenger safety law violations were issued in 2012 during other enhanced enforcement periods (e.g., *Booze It & Lose It*).

In addition to the statewide mobilization efforts for “Click It or Ticket”, GHSP conducted a mini-mobilization during April 2013 that focused on 25 counties. All 15 survey counties (Survey Counties: Alamance, Cabarrus, Caldwell, Catawba, Columbus, Franklin, Guilford, Harnett, Johnston, Mecklenburg, Nash, Onslow, Robeson, Rowan, and Wake) and 10 of the highest unrestrained fatality counties (Brunswick, Cumberland, Davidson, Forsyth, Gaston, Iredell, Rockingham, Sampson, Union, and Wayne) were included in this group. These counties accounted for 53% of the unrestrained fatalities in North Carolina for 2012. GHSP paid particular attention to nighttime seat belt enforcement and conducted meetings with all law enforcement agencies in each of these counties to communicate the importance of improving seat belt compliance rates and their role in reaching the goals set for each county. During the two week “Click It or Ticket” 25-4-92 Campaign a total of 5,813 occupant restraint citations were written in the 25 counties. There was a 10% increase in the number of citations written in the 15 survey counties compared to the 2012 Spring “Click It or Ticket” Campaign.

## SUMMARY

Over the past decade, there has been a steady decrease in the number of unrestrained passenger vehicle occupant fatalities in North Carolina. During 2011, unrestrained passenger vehicle occupant fatalities decreased by 8.5%.

Observed restraint use for drivers and front seat occupants in North Carolina currently stands at 87.5%. This is higher than the national average, but somewhat below the observed belt use rate in 2011.

Both unrestrained fatalities and observed belt use paint a similar picture of the problem. Belt use is lower among males, those age 15 to 34, and occupants of pickup trucks. In addition, belt use is lower at nighttime, especially between the hours of 10 p.m. and 3 a.m. Five counties in North Carolina account for 20% of state's unrestrained fatalities (Robeson, Mecklenburg, Guilford, Wake, and Johnston). Several smaller counties in the southeast part of the state also disproportionately account for a larger share of unrestrained fatalities.

We believe further reductions in unrestrained passenger vehicle fatalities are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing unrestrained passenger vehicle occupant fatalities 25% by 2014. In addition, GHSP has set a goal to increase observed seat belt use among drivers and right front occupants to 92% by 2014.

### COUNTERMEASURES AND FUNDING PRIORITIES

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To address the problem areas described above and to meet North Carolina's goals for 2014, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities. To assist in this process, GHSP uses the 7<sup>th</sup> Edition of NHTSA's *Countermeasures that Work* (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

As noted above, it is the intent of NC GHSP to develop and implement a comprehensive occupant protection program through which we have conducted a NHTSA-facilitated occupant protection program assessment, developed a statewide strategic plan, designated an occupant protection coordinator, and established a statewide occupant protection task force. The statewide campaigns, programs, and countermeasures that follow are likely to change in response to recommendations from the assessment and a strategic plan is developed in conjunction with the occupant protection task force.

GHSP will focus law enforcement and media attention on the enforcement of seat belts at night and will require seat belt enforcement efforts by subgrantees to devote at least 50 percent of their enforcement efforts at night. It will be a goal of GHSP to collect and share data and county maps with agencies in the 25 occupant restraint focus counties from 2013 that are either survey counties or overrepresented in unrestrained fatalities according to the FY 2014 Highway Safety Plan. This information should include the locations of these crashes, day of the week and the time of day they are occurring. Enforcement (citation) data for each county will also be presented. These collaborative meetings with our partners will be intended to assist in targeting enforcement efforts during campaigns and throughout the year. GHSP will seek buy-in from the agencies to address the problem locations and GHSP will offer incentives or funding as needed to enhance the enforcement efforts. GHSP is also funding light towers for a number of communities to aid in conducting nighttime seatbelt enforcement activities.

GHSP will review the 2013 observational seat belt use data in conjunction with fatality data to target counties needing additional attention similar to the "mini-mobilization" conducted in April, 2013.

GHSP will work with the Traffic Safety Resource Prosecutor (TSRP) to identify and address any prosecution and adjudication issues concerning seat belt citations and the reduction or dismissal of charges. There does not seem to be a big problem with this occurring in North Carolina, but the issue does need to be looked at closer, especially in counties where the seat belt use is below 90 percent.

### MEDIA PLAN

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GHSP will support all FY 2014 seat belt mobilization efforts with earned and/or paid media to draw attention to each of the campaigns. North Carolina utilizes a variety of media modes to raise awareness for enforcement efforts in the state.

Campaign kickoff events are planned for all FY 2014 campaigns, seeking earned media attention that will be gained from partnerships with NC DOT Communications Office, SHP, local law enforcement, Safe Kids North Carolina, etc. Typically, the kickoff events feature the GHSP Director, state law enforcement, local law enforcement, and often victims, survivors, or offenders. At times GHSP will change the typical kickoff format to draw attention to a variety of occupant protection issues.

GHSP will continue partnerships with the Atlantic Coast Conference (ACC) basketball teams and select minor league baseball teams in North Carolina to address seat belt usage for all attendees to games. This effort will provide continued attention to the need for motorists to buckle up on each and every trip and will highlight the strong efforts of law enforcement to ticket motorists and passengers not wearing their seat belt. GHSP will promote the “Click It or Ticket” efforts at these arenas and partner with local law enforcement to address seat belt compliance. GHSP also plans to continue the partnership with the National Hockey League (NHL) Carolina Hurricanes to address seat belt use with their fan base. This will consist of venue signage that will be visible to all fans in attendance or watching on television.

Additional advertising will be done at select movie theaters, gas stations, and in both radio and television markets throughout the state during mobilization periods. GHSP will focus the paid media in these outlets during the Mini-Mobilization, Memorial Day, and Thanksgiving mobilization periods.

### FY 2014 OCCUPANT PROTECTION PROJECTS

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The following section outlines some of the key projects that are currently approved by the review team and officially part of the original submission of the FY 2014 North Carolina Highway Safety Plan to address occupant protection. A complete listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA’s *Countermeasures that Work*).

<b>Agency:</b>	Columbus County Sheriff’s Office
<b>Project Number:</b>	K2-14-04-13
<b>Project Title:</b>	Columbus County Traffic Safety Team – Seatbelt Enforcement
<b>Budget:</b>	\$60,989
<b>Local/State Match:</b>	\$26,138
<b>Project Description:</b>	This is a continuation project that will be entering its second year. This grant continues two full time deputies to dedicate to traffic enforcement in the efforts

to reduce fatalities and injuries in the County. Through this grant seat belt citations and will drastically increase within Columbus County in an effort to raise the seat belt usage rate from 77.9% to 92%.

**CMTW:** Chapter 2, Section 2.1, 2.2, 2.3

**Agency:** New Hanover County Sheriff's Office  
**Project Number:** K8-14-02-04/K2-14-07-01  
**Project Title:** Operation DWI/SB – Year 3  
**Budget:** \$187,653  
**Local/State Match:** \$80,422  
**Project Description:** This is the third year of a personnel continuation project. In order to effectively enforce impaired driving laws and conduct night-time seat belt initiatives, the New Hanover County Sheriff's Office will continue a DWI/SB Enforcement Unit that will consist of four deputies. This is in an effort to decrease the number of alcohol-related crashes by 20% and to increase the number of seat belt citations by 20% to 1,272 by the end of Fiscal Year 2014.  
**CMTW:** Chapter 2, Section 2.1, 2.2, 2.3; Chapter 1, Section 2.1, 2.2, 2.5

**Agency:** Brunswick County Sheriff's Office  
**Project Number:** K8-14-02-05/K2-14-07-02  
**Budget:** \$98,097  
**Local/State Match:** \$42,041  
**Project Description:** This is the third year of a continuation project for two DWI/SB Enforcement Deputies. The Brunswick County Sheriff's Office DWI Team will be deployed during the peak night time hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the deputies will also be targeting unrestrained occupants since the fatality rate of unrestrained occupants is higher during the night time hours. Along with their enforcement efforts, the Sheriff's Office will continue to educate the public by going out into the community and speaking with civic groups, students and other citizens around the county. The unit aims to increase the number of DWI arrests by 50% from the 2012 total and help to raise the State seat belt usage rate to 92%.  
**CMTW:** Chapter 2, Section 2.1, 2.2, 2.3; Chapter 1, Section 2.1, 2.2, 2.5

**Agency:** North Carolina Department of Insurance  
**Project Number:** K3-14-06-01  
**Project Title:** Buckle Up Kids/Safe Kids NC  
**Budget:** \$105,000  
**Local/State Match:** \$0  
**Project Description:** This is an ongoing continuation project that will allow NC DOI Safe Kids to continue to increase the usage of child restraints, booster seats, and seat belts in order to reduce the number of injuries and deaths to motor vehicle occupants by collaborating with local and state child passenger safety programs. They will offer National Child Passenger Safety (CPS) Technician classes and assist Western North Carolina Safe Kids with administering the special needs CPS courses. Class contracts will be coordinated by NCDOT-OSFM including travel for instructors for meals, mileage and lodging and scholarships. NC DOI Safe Kids

will distribute child restraints to local Buckle Up Kids counties and compile data through quarterly reports. In addition, NC Safe Kids will offer 15 scholarships to local agencies to receive child passenger safety certification by reimbursing travel costs including meals and lodging.

**CMTW:** Chapter 2, Section 7.3

**Agency:** North Carolina Department of Insurance  
**Project Number:** OP-14-05-02  
**Project Title:** Occupant Protection: Seat Belt & CPS Diversion  
**Budget:** \$292,000  
**Local/State Match:** \$0  
**Project Description:** This is an ongoing continuation project that will allow NC DOI Safe Kids to continue to increase the usage of child restraints, booster seats, and seat belts in order to reduce the number of injuries and deaths to motor vehicle occupants by collaborating with local and state child passenger safety programs. They will offer National Child Passenger Safety (CPS) Technician classes, providing 10 regional CPS courses to fire/rescue, law enforcement, hospital, health care, and other child safety advocates; fund instructors for CPS courses in communities that host technician courses in addition to those staffed by NCDOT-OSFM; offer 10 update/refresher and 5 renewal classes to assist technicians in maintaining certification by acquiring continuing education units and assist Western North Carolina Safe Kids in administering Special Needs classes. Class contracts will be coordinated by NCDOT-OSFM including travel for instructors for meals, mileage and lodging and scholarships. NC DOI Safe Kids will also host an OP/CPS Conference in conjunction with the CPS training committee (this will provide continuing education for technicians throughout NC). In addition, NC Safe Kids will offer be programmed with the task of expanding the CPS Diversion Program to additional counties and also beginning to implement an Occupant Protection Diversion Program for seat belt violations in various counties. Grants will be administered to counties to start up their Diversion Programs.  
**CMTW:** Chapter 2, Section 7.3

**Agency:** WNC Safe Kids  
**Project Number:** OP-14-05-06  
**Budget:** \$119,605  
**Local/State Match:** \$0  
**Project Description:** This is an ongoing continuation project. Western North Carolina Safe Kids will continue to provide leadership for the state to increase base of CPS Technicians trained in Special Needs transportation. During this grant cycle Western North Carolina Safe Kids will continue to revise the current Transportation Children with Special Needs curriculum and schedule Special Needs Classes for the state.  
**CMTW:** Chapter 2, Section 7.3



## OCCUPANT PROTECTION

<b>Agency:</b>	UNC-Chapel Hill Highway Safety Research Center
<b>Project Number:</b>	OP-14-05-03
<b>Project Title:</b>	Continued Development of the NC CPS Resource Center
<b>Budget:</b>	\$169,869
<b>Local/State Match:</b>	\$0
<b>Project Description:</b>	This is an ongoing continuation project. This grant will provide consumer information to the public through a toll free number, website, brochures and flyers. Provide program and technical assistance to CPS advocates and administrators by keeping curriculum current. Coordinate all CPS training activities and programs in NC. Support NC CPS Training Committee. Register and pay for participants in the national certification course. Maintain and keep current the website: <a href="http://www.buckleupnc.org">www.buckleupnc.org</a> . <b>CMTW:</b> Chapter 2, Section 6.1, 6.2, 7.3
<b>Agency:</b>	Research Triangle Institute
<b>Project Number:</b>	OP-14-05-05
<b>Project Title:</b>	2014 North Carolina Seat Belt Survey
<b>Budget:</b>	\$257,445
<b>Local/State Match:</b>	\$0
<b>Project Description:</b>	To conduct the annual seat belt survey as required by NHTSA.



# POLICE TRAFFIC SERVICES

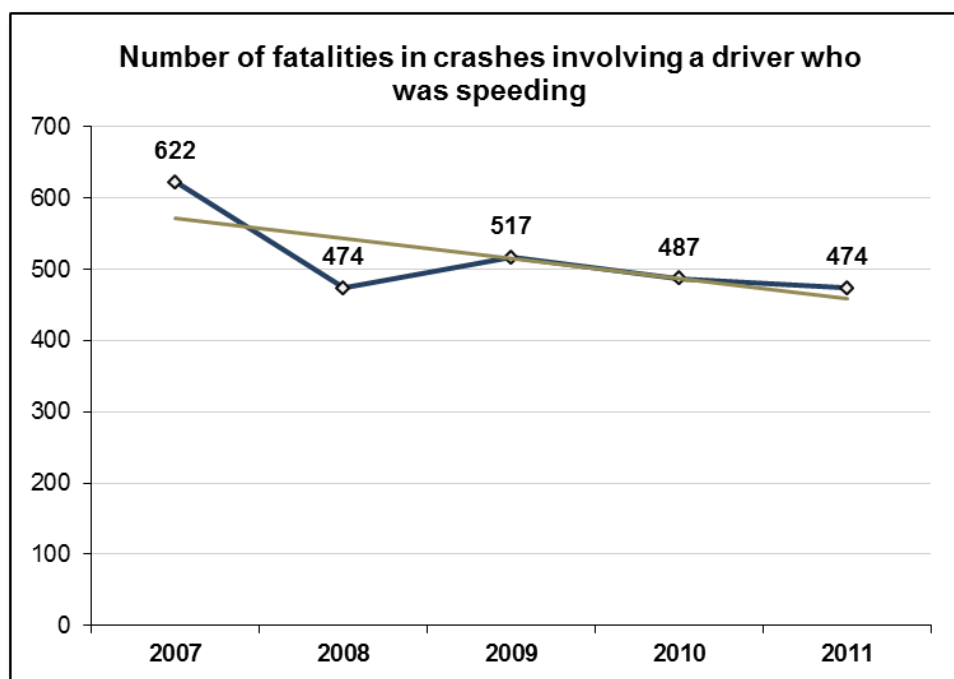
**GOAL:**

- GHSP’s goal is to reduce speed-related fatalities by 25 percent from the 2007-2011 average of 515 to 385 by 2014.

**EVIDENCE CONSIDERED**

*CRASHES, DEATHS, AND INJURIES*

In 2011, 474 persons were killed in crashes in North Carolina involving a driver who was speeding.<sup>2</sup> This is a 3% decrease from the 487 speed-related fatalities in 2010. As shown in the figure below, speed-related fatalities declined from 622 to 474 between 2007 and 2008, increased to 517 in 2009, and now have declined each year since 2009.



Source: FARS 2007 - 2011

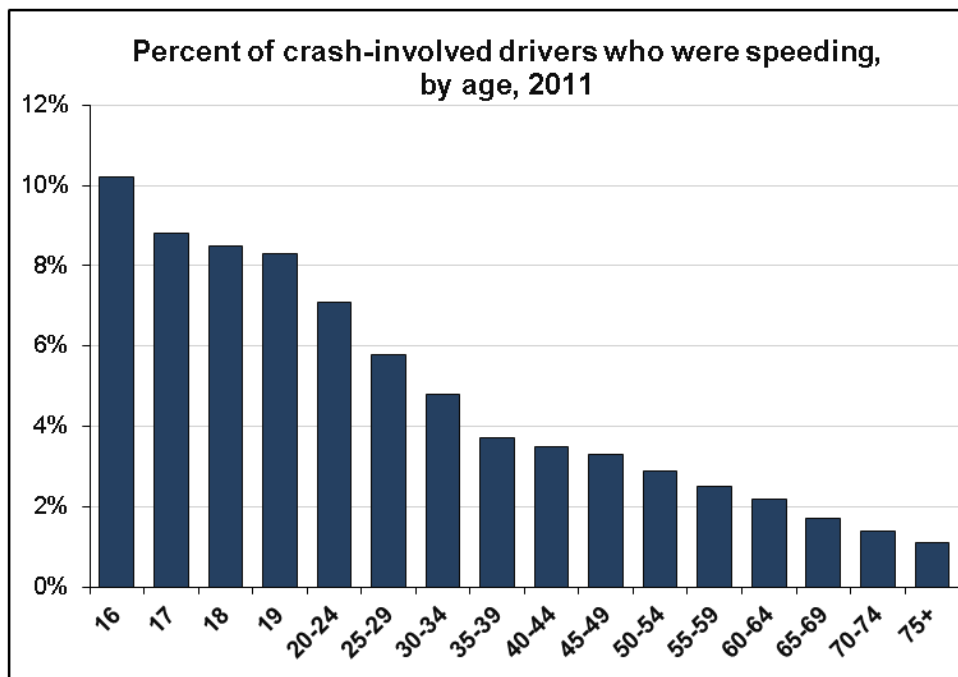
<sup>2</sup> For the FY13 NC Highway Safety Plan, “speeding” for the purposes of tracking fatalities and setting goals had been redefined to exclude “failure to reduce speed” charges used in definition of “speed related” and was based on NC crash data. For FY14, however, the FARS definition of “speed related” is being used to track fatalities and set goals for The State as a whole. As a consequence of the changes to the source and definitions of speed-related, the fatality numbers presented in the current Highway Safety Plan may not match numbers from previous years.

The *percent* of fatalities that involved a driver who was speeding remained fairly level during this time and averaged 37% for the five-year period of 2007-2011.

Speed is less often involved in non-fatal crashes, but the use of North Carolina crash data gives us more robust analyses of crash factors than just examining fatal crash data. The remainder of the crashes, deaths, and injuries analyses will be based on NC crash data for 2011. The definition of speed-related for these analyses excludes “failure to reduce speed” charges since previous data analysis revealed that “failure to reduce speed” was more strongly associated with following too closely rather than speeding

Among all drivers in crashes in North Carolina during 2011, 4.6% were speeding. Male drivers were approximately 50% more likely to be involved in a speed-related crash than female drivers. Among crash-involved drivers in 2011, 5.5% of males were speeding compared to 3.6% of females.

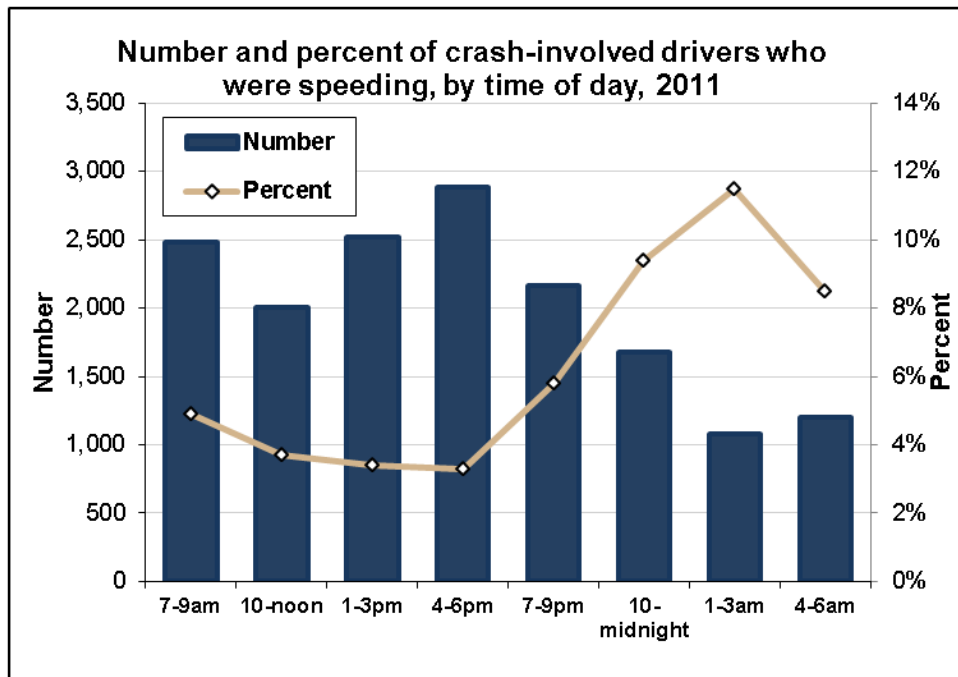
Speeding also varies by the age of the driver, as shown below. Generally, speed involvement in crashes is highest among the youngest drivers and gradually decreases with age.



Source: NC Motor Vehicle Crash Data 2011

Speeding is also quite common among motorcycle riders. During 2011, 14.9% of crash-involved motorcycle riders were speeding. This is substantially higher than the rate of speeding for drivers of pickup trucks (5.2%), passenger cars (4.7%), SUVs (4.6%), and minivans (2.4%).

The figure below shows the number and percent of drivers in crashes who were speeding by time of day. The percent of crash-involved drivers who were speeding is highest in the late night hours, peaking between 1 a.m. and 3:59 a.m. However, the *number* of crash-involved drivers who were speeding is generally highest during the daytime. In sum, the majority of speed-related crashes occur during the day, although crashes late at night are more likely to involve speeding.



Source: NC Motor Vehicle Crash Data 2011

Speeding is also substantially more common in rural crashes than urban crashes. During 2011, 8.2% of drivers in crashes on rural roads were speeding, compared to 2.5% of drivers who crashed on urban roads.

The table on the next page shows the 40 counties in North Carolina with the most fatalities in crashes involving a driver who was speeding for the years from 2007 through 2011. Mecklenburg County had the highest speed-involved fatalities during this period, followed by Wake, Guilford, Johnston and Robeson counties. These 40 counties are among the largest counties in North Carolina in terms of population and account for 73% of the total State population. In total, the 40 counties listed in the table also account for 73% of all speed-related fatalities in North Carolina from 2007 to 2011. The table also shows fatalities per 10,000 population. When reviewing speed-related fatalities per capita, the counties that stand out include Columbus (1.53), McDowell (1.48), and Johnston (1.25) counties. Each of these counties have relatively large numbers of speed related fatalities and per capita fatality rates well above the overall NC rate of 0.53.

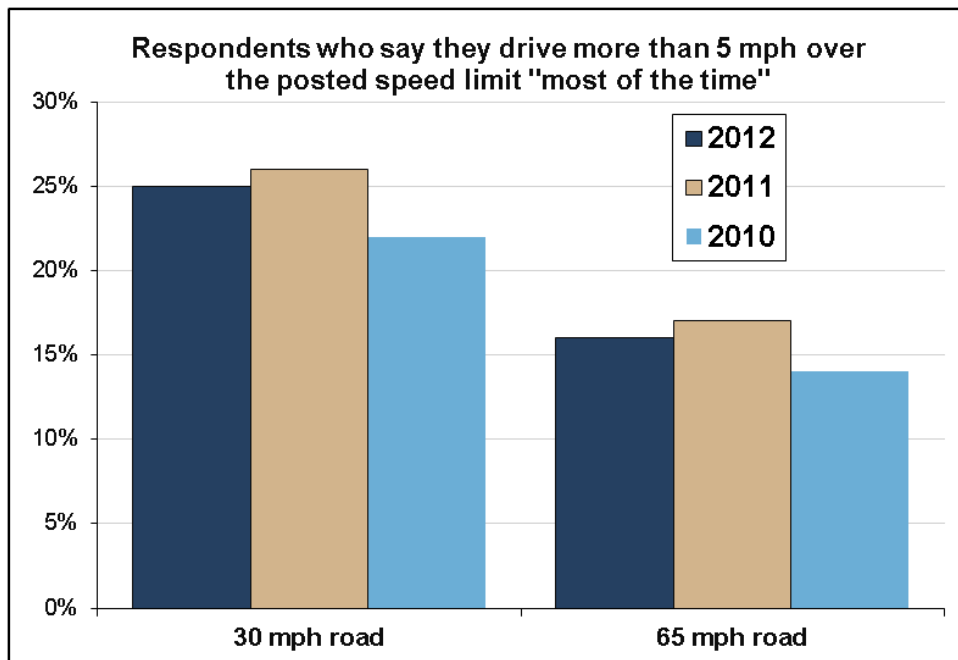
**FATALITIES IN CRASHES INVOLVING A DRIVER WHO WAS SPEEDING,  
2007-2011**

<b>County</b>	<b>Fatalities in speed-related crashes</b>	<b>Fatalities per 10,000 population</b>	<b>% of all speed-related fatalities</b>
Mecklenburg	116	0.33	5.44%
Wake	114	0.36	5.35%
Guilford	85	0.40	3.99%
Johnston	76	1.25	3.56%
Robeson	68	1.10	3.19%
Cumberland	66	0.44	3.10%
Randolph	48	0.74	2.25%
Forsyth	47	0.31	2.20%
Harnett	44	0.97	2.06%
Onslow	42	0.56	1.97%
Columbus	42	1.53	1.97%
Gaston	38	0.40	1.78%
Brunswick	37	1.01	1.74%
Buncombe	35	0.34	1.64%
Durham	34	0.30	1.59%
Cleveland	34	0.71	1.59%
Wilkes	34	1.04	1.59%
Wayne	33	0.58	1.55%
Catawba	32	0.45	1.50%
Iredell	32	0.52	1.50%
Union	32	0.52	1.50%
Pitt	31	0.46	1.45%
Rockingham	31	0.67	1.45%
Nash	30	0.69	1.41%
Davidson	29	0.39	1.36%
Granville	28	1.15	1.31%
Halifax	27	0.94	1.27%
Franklin	26	1.10	1.22%
Alamance	25	0.38	1.17%
Surry	25	0.70	1.17%
Rowan	24	0.37	1.13%
Craven	24	0.52	1.13%
Lee	22	0.89	1.03%
Caldwell	22	0.57	1.03%
Chatham	22	0.89	1.03%
McDowell	22	1.48	1.03%
Richmond	21	0.90	0.98%
Burke	20	0.45	0.94%
Sampson	19	0.63	0.89%
Wilson	19	0.51	0.89%

**ATTITUDES AND AWARENESS**

The Governor’s Highway Safety Program conducted a statewide telephone survey, including a standard series of questions recommended by NHTSA, to gauge public opinion and awareness of speed-related issues. A random sample of 601 North Carolina residents age 15½ or older who were licensed to drive a motor vehicle were interviewed between December 9 and 19, 2012.

Respondents were asked how often they drive at least 5 mph over the posted speed limit on roads with a speed limit of 30 mph, and roads with a speed limit of 65 mph. The findings are shown below.

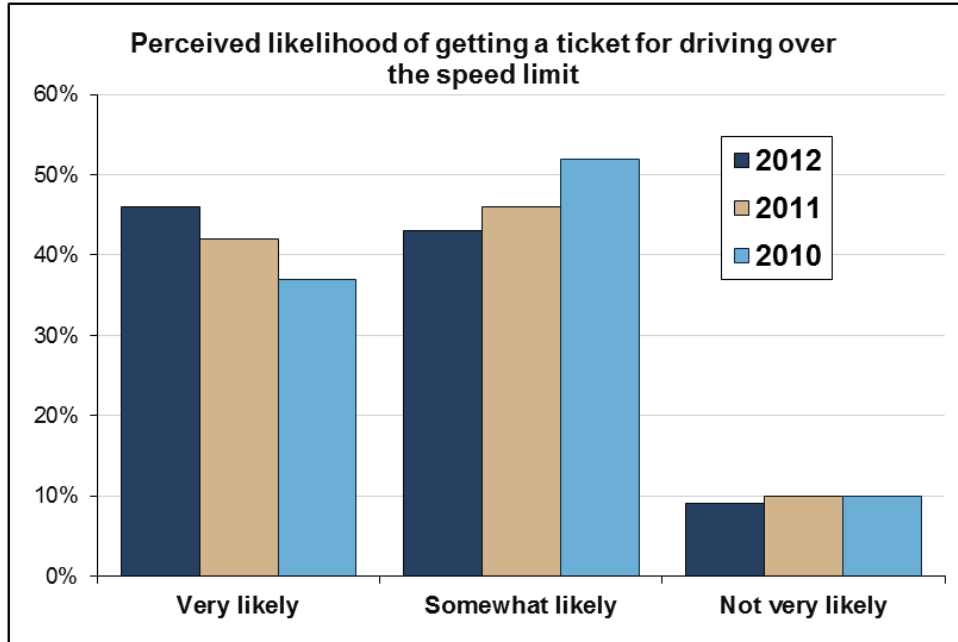


The percent of respondents who report frequently exceeding the speed limit increased between 2010 and 2011, but decreased slightly between 2011 and 2012. One in four (25%) said in 2012 that they drive more than 5 mph “most of the time” on roads with a speed limit of 30 mph, down 1 percentage point from 2011. Similarly, 16% reported often speeding on roads with a 65 mph posted speed limit, a 1 percentage point decrease from 17% who reported doing so in 2011. Although the increases across the 3 years is concerning, it should be noted that for both speed limits, the majority of respondents said they “occasionally” or “never” exceed the posted speed limit by 5 mph.

Fewer respondents in 2012 (35%) have read, seen, or heard speed related messages or information from police and law enforcement agencies concerning speed enforcement programs when compared to the numbers reported in 2011 (40%) and 2010 (44%).

Thirty five percent (35%) of respondents in 2012 reported having read, seen or heard something about speed enforcement by police during the previous 30 days. This is lower than the 40 % recorded in 2011 and the 44% recorded in the 2010 surveys. When asked about the chances of getting a ticket in North

Carolina for driving over the speed limit, however, 46% of the respondents in 2012 said it would be “very likely,” an increase from the 42% of respondents who said so in 2011 survey and 37% who said so in 2010. Most of the remaining respondents said it was “somewhat likely” a person would receive a ticket for speeding.



Finally, respondents were asked whether they support the use of automated traffic enforcement efforts, such as red light cameras and speed cameras that carry a fine for violators but no insurance penalties. Respondents were evenly split on this issue in 2012, with 48% favoring automated enforcement (25% “strongly favor,” 23% “somewhat favor”) and 46% opposed (15% “somewhat oppose,” 31% “strongly oppose”). The percent who “strongly favor” automated enforcement increased 6 percentage points from the 2011 survey and the percent of those who strongly oppose automated enforcement increased 4 percentage points.

**STATEWIDE CAMPAIGNS/PROGRAMS**

**ENFORCEMENT ACTIVITIES**

GHSP introduced the safety campaign, *No Need 2 Speed*, in June 2006 to encourage drivers to slow down and follow the speed limit. The initial pilot project was conducted in Robeson, Cumberland, Harnett, and Johnston counties.



Law enforcement agencies in North Carolina conducted the *No Need 2 Speed* campaign during the Spring of 2013 (March 25 – 31). Previous speed campaigns were conducted during the Spring of 2012 (April 2 – 8) and Spring 2011 (March 28 – April 3). Over the



course of the 2013 campaign, 4,343 checkpoints and saturation patrols were conducted resulting in 14,542 speeding citations. The number of checkpoints and patrols as well as citations issued in 2013 were substantially more than during the 2012 and 2011 *No Need 2 Speed* campaigns (see the table below).

SPECIAL PATROLS AND SPEEDING CHARGES DURING NO NEED 2 SPEED CAMPAIGNS			
<i>Enforcement Activity</i>	March 2013	April 2012	March 2011
Checkpoints	604	721	547
Saturation Patrols	3,739	2,484	2,227
Total Checkpoints & Patrols	4,343	3,205	2,774
Speeding Charges	14,542	13,435	12,476

*Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies.*

During 2012, a total of 131,547 additional speeding citations were issued during other enhanced enforcement periods (e.g., *Booze It & Lose It* and *Click It or Ticket*). This was slightly lower than the 134,569 speeding citations issued during other enhanced enforcement periods in 2011 and about the same as the 131,591 speeding citations issued during other enhanced enforcement periods in 2010.

### SUMMARY

The number of fatalities in crashes involving a driver who was speeding has decreased over the last decade in North Carolina. In 2011, there was a 3% decrease in speeding-related fatalities compared to 2010. Nonetheless, speeding is still a factor in more than one-third (37%) of all motor vehicle fatalities in the state. Speed involvement in crashes is highest among males, drivers under the age of 35, motorcycle riders, and drivers on rural roadways. Although the number of speed-involved crashes is highest during the daytime, the percent of crash-involved drivers who were speeding is highest at night. The counties that account for the most speed-involved fatalities are Mecklenburg, Wake, Guilford, Johnston and Robeson counties.

We believe further reductions in speed-related crashes and fatalities are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing speed-related fatalities 25% by 2014.

### COUNTERMEASURES AND FUNDING PRIORITIES

To address the problem areas described above and to meet North Carolina's goals for 2014, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities. To assist in this process, GHSP uses the 7<sup>th</sup> Edition of NHTSA's *Countermeasures that Work* (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

GHSP will continue to focus law enforcement and media attention on the enforcement of speeding. It will be a goal of GHSP to collect and share data and county maps with agencies in the top 20-25 counties that are overrepresented in speeding fatalities according to the FY 2014 Highway Safety Plan. This information should include the locations of these crashes, day of the week and the time of day that they are occurring. Enforcement (citation) data for each county will also be presented. These collaborative meetings with our partners will be intended to assist in targeting enforcement efforts during campaigns and throughout the year. GHSP will seek buy in from the agencies to address the problem locations and GHSP will offer incentives or funding as needed to enhance the enforcement efforts.

### MEDIA PLAN

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GHSP will support the FY 2014 speed enforcement crackdown effort with earned media to draw attention to the campaign. North Carolina utilizes a variety of media modes to raise awareness for enforcement efforts in the state.

Campaign kickoff events will be planned for all FY 2014 campaigns, seeking earned media attention that will be gained from partnerships with NC DOT Communications Office, State Highway Patrol, local law enforcement, Conference of District Attorneys, etc. Typically, the kickoff events will feature the GHSP Director, state law enforcement, local law enforcement, and often victims, survivors, or offenders. At times GHSP will change the typical kickoff format to draw attention to a variety of speed-related issues. During the March No Need 2 Speed campaign, an enforcement demonstration using Lidar technology was conducted to gain more attention.

GHSP will continue to explore the use of technologies, such as variable signs, message and social media sights, such as Facebook and Twitter, to spread the word on the enforcement crackdown. GHSP will rely on the NC DOT Communications Office to assist in this effort.

### FY 2014 POLICE TRAFFIC SERVICES PROJECTS

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The following section outlines some of the key projects that are currently approved by the review team and officially part of the original submission of the FY 2014 North Carolina Highway Safety Plan to address speeding, aggressive driving, and other traffic safety problems. A complete listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's *Countermeasures that Work*).

<b>Agency:</b>	NC State University – ITRE
<b>Project Number:</b>	K9-2014-11-02-00
<b>Project Title:</b>	Reducing Aggressive Driving Behavior, Using Real-Time Feedback
<b>Budget:</b>	\$102,327
<b>Local/State Match:</b>	\$0
<b>Project Description:</b>	This is an initial project which NC State (Institution for Transportation Research and Education) has submitted to focus on aggressive driving behaviors in the vicinity of tractor trailers (Ticketing Aggressive Cars and Trucks or TACT). The project will focus on aggressive driving behaviors and look at effect of the

enforcement regarding aggressive driving measured in real time. The real time information would supplement current enforcement efforts through portable message signs and other infrastructure already in place in North Carolina.

**CMTW:** Chapter 3, Section 2.3

**Agency:** Mint Hill Police Department  
**Project Number:** K4-14-04-01/PT-14-03-26  
**Project Title:** STEP  
**Budget:** \$203,060  
**Local/State Match:** \$30,459  
**Project Description:** This is a grant for traffic safety. This is the first year of funding and includes the salary and equipment for two officers. The goal of the Mint Hill Police Department is to reduce teen and speed related traffic crashes and injuries in the Town of Mint Hill. They will accomplish this by enforcement and education efforts. The Mint Hill Police Department will also target unrestrained drivers. They will target these drivers by conducting seat belt initiatives by holding checking stations during the day and nighttime. The Mint Hill grant officers will participate in all of the impaired driving campaigns with the newly formed CMPD DWI Task Force.  
**CMTW:** Chapter 3, Section 2.2; Chapter 6, Section 4.1; Chapter 1, Section 2.1

**Agency:** Morehead City Police Department  
**Project Number:** PT-14-03-16  
**Project Title:** Operation Slow Down  
**Budget:** \$14,900  
**Local/State Match:** \$3,725  
**Project Description:** This is a grant for one pole mounted radar and four radars for traffic safety and enforcement. The pole mounted radar will used as an education tool and at the same time will gather information for speed enforcement at a later time. The radars will used at different locations throughout Morehead City where there are speeding complaints and concerns.  
**CMTW:** Chapter 3, Section 2.1, 2.2

**Agency:** Albemarle Police Department  
**Project Number:** PT-14-03-17  
**Budget:** \$108,546  
**Local/State Match:** \$16,282  
**Project Description:** This is a grant for traffic safety. This is the first year of funding and includes the salary and equipment for one officer. The goal of the Albemarle Police Department is to reduce teen and speed related traffic crashes and injuries in the City of Albemarle. They will accomplish this by enforcement and education efforts. The Albemarle Police Department will also target unrestrained drivers. They will target these drivers by conducting seat belt initiatives by holding checking stations during the day and nighttime.  
**CMTW:** Chapter 2, Section 2.1, 2.2; Chapter 3, Section 2.2

## POLICE TRAFFIC SERVICES

**Agency:** Morganton Public Safety  
**Project Number:** PT-14-03-19  
**Project Title:** Public Safety Traffic Unit  
**Budget:** \$213,320  
**Local/State Match:** \$31,998  
**Project Description:** This grant will establish a two person traffic enforcement unit. Their goal will be to increase their seatbelt citations (day and night), DWI arrests, speeding citations and child restraint citations by 25% by September 30, 2014.  
**CMTW:** Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 5.1; Chapter 3, Section 2.2

**Agency:** NC Department of Justice / North Carolina Justice Academy  
**Project Number:** PT-14-03-55  
**Budget:** \$208,100  
**Local/State Match:** \$0  
**Project Description:** This grant provides training to law enforcement officers statewide for crash investigation and radar instructor certification. The Justice Academy has four crash investigation classes scheduled from IPTM (Institute of Police Technology & Management) that will be taught at their academy. The Justice Academy's goal is to seek out experts in the crash investigation /reconstruction and radar instruction fields to supplement the training programs offered to NC law enforcement officers.

**Agency:** Currituck County Sheriff's Office  
**Project Number:** PT-14-03-21  
**Budget:** \$33,400  
**Local/State Match:** \$8,350  
**Project Description:** This grant will enable the agency to increase their enforcement of the speed laws. One Lidar, 10 radars and 1 pole mounted radar will be purchased through this grant. The goal is to increase the number of speeding citations from 1,325 in 2012 by a minimum of 15% to a total over 1,523 by the end of the FY 2014.  
**CMTW:** Chapter 3, Section 2.2

**Agency:** Dare County Sheriff's Office  
**Project Number:** PT-14-03-24  
**Project Title:** 2013 Dare Traffic Safety Initiative  
**Budget:** \$60,150  
**Local/State Match:** \$15,037  
**Project Description:** This grant will enable the Sheriff's Office to conduct checking stations for DWI, daytime seatbelts and nighttime seatbelt enforcement. It will also enable the department to increase their enforcement efforts against speeding and to start using the eCitation program and electronic crash reporting.  
**CMTW:** Chapter 1, Section 2.1; Chapter 2, Section 2.1; Chapter 3, Section 2.2

## POLICE TRAFFIC SERVICES

**Agency:** Elizabeth City Police Department  
**Project Number:** Unknown  
**Project Title:** Traffic Enforcement Unit  
**Budget:** \$62,500  
**Local/State Match:** \$15,625  
**Project Description:** This grant will enable Elizabeth City to start regular enforcement of the traffic laws. Goals set include decreasing the number of DWI's by 5% by the end of the grant year, to reduce speeding throughout the city by purchasing and certifying officers on radar and purchasing MDT's and training more officers in the use of the computers. The equipment purchased will allow for daytime and nighttime seatbelt enforcement as well the start of using eCitations and electronic crash reporting.  
**CMTW:** Chapter 1, Section 2.1; Chapter 2, Section 2.1; Chapter 3, Section 2.2

**Agency:** North Carolina Division of Motor Vehicles  
**Project Number:** PT-14-02-37  
**Project Title:** Administrative Hearings Section Training  
**Budget:** \$50,000  
**Local/State Match:** \$0  
**Project Description:** This grant provides funding to train administrative hearing officers the skills required to conduct professional and thorough hearings that balance an individual's privilege to drive with highway safety concerns. The hearing officers are also educated on any and all law changes (case law and statues) to ensure that they conduct and hold hearings in accordance with all applicable laws.

**Agency:** Richlands Police Department  
**Project Number:** PT-14-03-13  
**Budget:** \$83,808  
**Local/State Match:** \$14,790  
**Project Description:** This is an initial year project. Richlands Police Department has requested funding to employ a full-time traffic enforcement officer and equipment to address seat belt non-compliance, an increase in DWI arrests, reducing traffic crashes and preventing further traffic fatalities within the Town of Richlands and surrounding areas in Onslow County. This project aims at increasing the seat belt usage rate in Onslow County from 89.7% in 2012 to 92% in 2014 by increasing the number of seat belt citations written and by conducting Night Time Seat Belt Enforcement Initiatives during Fiscal Year 2014. DWI arrests are also expected to increase from 8 in 2012 to over 36 during Fiscal Year 2014.  
**CMTW:** Chapter 1, Section 2.1; Chapter 2, Section 2.1; Chapter 3, Section 2.2

## POLICE TRAFFIC SERVICES

**Agency:** Holly Ridge Police Department  
**Project Number:** PT-14-03-15  
**Project Title:** Traffic Officer  
**Budget:** \$34,560  
**Local/State Match:** \$14,811  
**Project Description:** This is the second year of a continuation personnel project. The goal of this project is to be able to increase their enforcement efforts in Holly Ridge and the surrounding area. Increasing the number of impaired driving arrests, seat belt citations and speeding citations will be goals related to this project. Conducting Day Time & Night Time Seat Belt Initiatives and Checking Stations at least once a month will be included one of the countermeasures used to reach these goals.  
**CMTW:** Chapter 1, Section 2.1; Chapter 2, Section 2.1; Chapter 3, Section 2.2

# YOUNG DRIVERS

**GOAL:**

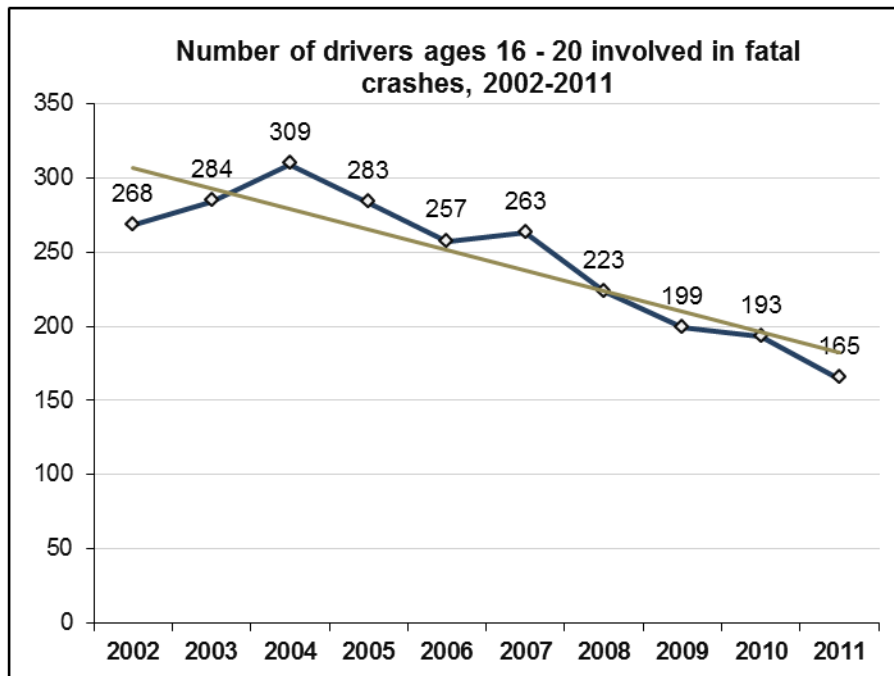
- GHSP’s goal is to reduce the number of young drivers involved in fatal crashes by 25 percent from the 2007-2011 average of 209 to 157 by 2014.

**EVIDENCE CONSIDERED**

*CRASHES, DEATHS, AND INJURIES*

Motor vehicle crashes are the leading cause of death among teenagers in North Carolina. During 2011, 165 drivers age 16 to 20 were involved in a fatal crash. This was a 15% drop from the 193 fatal crashes in 2010.

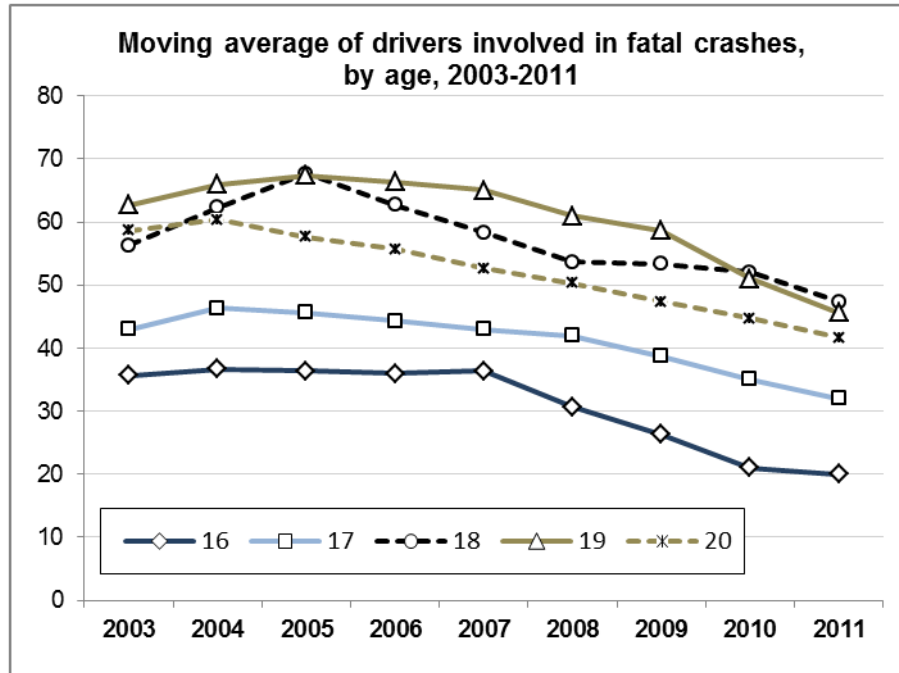
The figure below shows the number of young drivers involved in fatal crashes in North Carolina from 2002 to 2011. As illustrated, the number of young drivers in fatal crashes has declined substantially since 2004. Between 2004 and 2011, fatal crashes involving young drivers decreased by 47%.



Source: FARS 2002 – 2011

## YOUNG DRIVERS

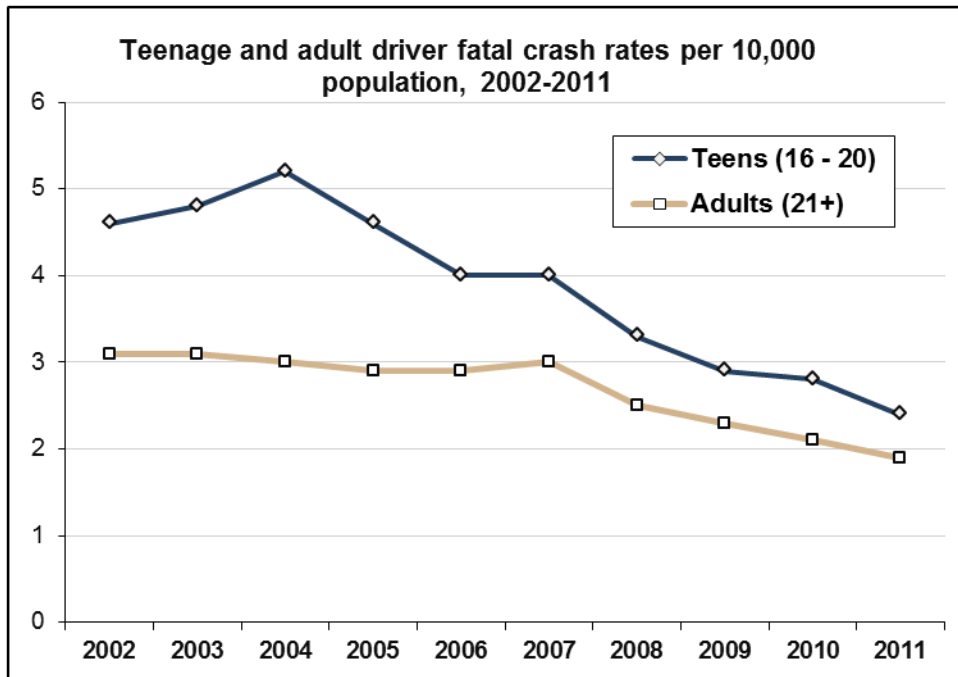
Fatal crashes have decreased for young drivers of all ages. The figure below shows the moving average of drivers in fatal crashes, separately for ages 16 through 20. Moving averages were used to smooth out the yearly fluctuations in fatalities for each individual age. Generally, 16-year-old drivers experience fewer fatal crashes each year than their older counterparts. Drivers age 17 have slightly higher involvements in fatal crashes, while involvement is higher still for ages 18 to 20. This is not surprising, since many 16 year-olds (and some 17 year-olds) do not have a license, and younger teens drive fewer miles, on average, than older teens. Perhaps the most important finding, however, is that involvement in fatal crashes has decreased since 2004 for young drivers of all ages.



Source: FARS 2003 – 2011

North Carolina's population has grown dramatically during the past decade. Consequently, it is important to examine crash involvements per capita in addition to simple counts. The figure below shows fatal crash rates per ten thousand population for young drivers and adult drivers. For young drivers, the fatal crash involvement rate per 10 thousand population declined 54% from 2004 to 2011. A similar downward trend is also evident among adult drivers, especially from 2007 onwards. Between 2007 and 2011, there was a 40% reduction in the fatal crash involvement rate for adult drivers.





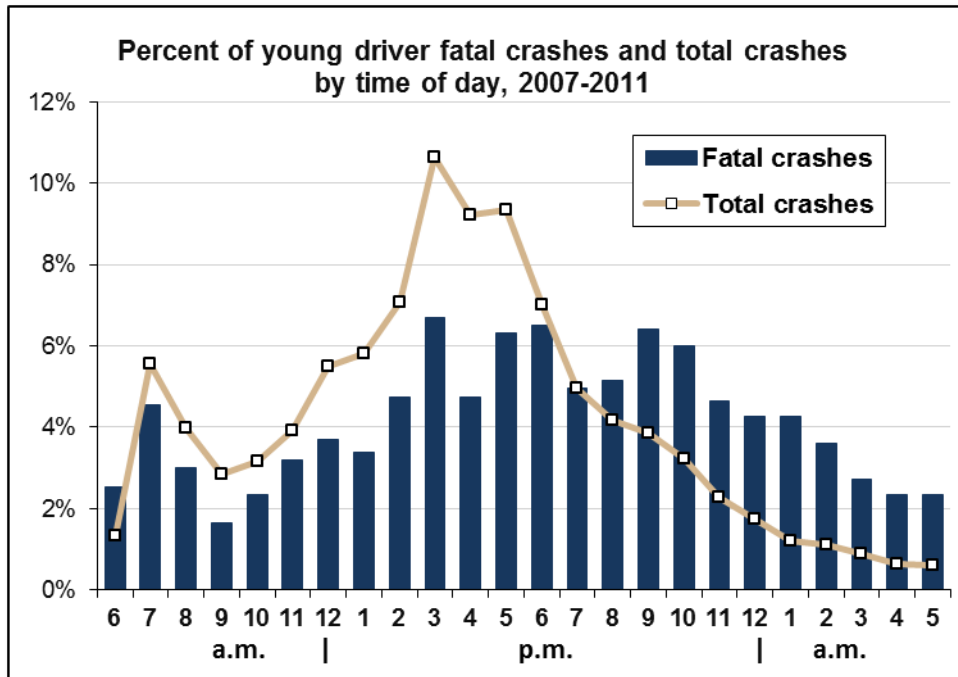
Source: FARS 2002 – 2011 and U.S. Census Bureau

Despite the reduction in young driver fatal crashes in recent years, young drivers in North Carolina continue to be over-represented in crashes and fatalities. In 2011, 16 to 20-year-olds comprised 7% of the population of North Carolina, yet they accounted for 13% of all crashes and 11% of fatal crashes.

During 2011, young drivers were involved in 45,664 crashes in North Carolina. This was a 5% decrease from the 47,908 crashes in 2010. Consistent with previous years, males (53%) accounted for a somewhat greater proportion of crashes than females (47%). Crash-involved young drivers were most likely to be driving passenger vehicles (69%), followed by SUVs (17%) and pickup trucks (11%). Somewhat more young driver crashes occurred on urban roads (58%) than rural roads (42%).

Young driver crashes also vary by time of day. The following graph shows the time of day of fatal crashes and total crashes from 2007 to 2011. When looking at all young driver crashes, there are distinct peaks near 7 a.m. and 3 p.m. This represents the time when teens are driving to and from school. Young driver crashes drop off in the evening, and are very low during the early a.m. hours. By comparison, fatal crashes occur at all times of the day, including evening and late at night.

## YOUNG DRIVERS



Source: NC Motor Vehicle Crash Data 2007 – 2011

The table on the next page lists the 40 counties with the highest numbers of young drivers involved in fatal crashes from 2007 to 2011. Wake County had the most fatal crashes (60), followed by Mecklenburg County (49), Guilford County (43), Cumberland County (41), and Johnston County (38). In total, the 40 counties listed in the table account for 78% of all young drivers involved in fatal crashes in North Carolina from 2007 to 2011. The counties near the top of the table are generally those with the largest populations. When looking at the *rate* of young driver fatal crashes per 10,000 population, the counties which stand out are Columbus (12.55), Bladen (8.77), Pender (7.78), Chatham (7.50), Lee (7.43), Johnston (7.05), Harnett (6.65), and Brunswick (6.55). Several of these counties are located in the coastal (eastern) part of the state.

## Young drivers involved in fatal crashes, 2007-2011

County	Young drivers involved in fatal crashes	Rate per 10,000 population	% of all 16-20 involved in fatal crashes
Wake	60	1.93	5.82%
Mecklenburg	49	1.61	4.75%
Guilford	43	2.17	4.17%
Cumberland	41	3.23	3.98%
Johnston	38	7.05	3.69%
Harnett	29	6.65	2.81%
Robeson	28	4.89	2.72%
Rowan	26	5.47	2.52%
Onslow	24	2.48	2.33%
Pitt	24	2.51	2.33%
Union	24	3.47	2.33%
Columbus	23	12.55	2.23%
Davidson	23	4.54	2.23%
Buncombe	18	2.51	1.75%
Forsyth	18	1.40	1.75%
Rockingham	18	6.18	1.75%
Brunswick	17	6.55	1.65%
Orange	17	2.23	1.65%
Randolph	17	3.66	1.65%
Cabarrus	16	2.77	1.55%
Catawba	16	3.19	1.55%
Wayne	16	3.73	1.55%
Gaston	14	2.03	1.36%
Lee	14	7.43	1.36%
Durham	13	1.32	1.26%
Iredell	13	2.40	1.26%
New Hanover	13	1.69	1.26%
Pender	13	7.78	1.26%
Wilkes	13	6.44	1.26%
Alamance	12	2.04	1.16%
Chatham	12	7.50	1.16%
Franklin	12	5.93	1.16%
Edgecombe	11	5.51	1.07%
Lincoln	11	4.46	1.07%
Nash	11	3.41	1.07%
Sampson	11	5.19	1.07%
Surry	11	4.62	1.07%
Bladen	10	8.77	0.97%
Cleveland	10	2.71	0.97%
Richmond	10	5.87	0.97%

### STATEWIDE CAMPAIGNS/PROGRAMS

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As mentioned in the Occupant Protection Chapter, over half of teens killed in a crash in North Carolina during 2011 were unrestrained. To address this problem, the Governor's Highway Safety Program developed Click It or Ticket, Securing Your Future to encourage safety belt use among teenage drivers.

Click It or Ticket, Securing Your Future began in 53 high schools in 16 counties in the fall of 2005. The program requires drivers and passengers at participating schools to buckle their seat belts before leaving school property or risk losing their on campus parking privileges. GHSP provides participating schools with exit signs, a citation booklet, brochures that have parent/student agreements, and promotional items to use as incentives for students who are buckled. Students from 315 high schools in over 96 counties participated in Click It or Ticket, Securing Your Future in 2012.



Two other North Carolina programs supported by GHSP include StreetSafe and VIP for a VIP. StreetSafe is a hands-on driving program for young drivers designed to change the driving behaviors that cause moving violations, crashes, DWI's, injuries and death. During the program, young drivers witness and experience the consequences of improper motor vehicle operation, particularly in dangerous situations, but in a controlled environment. As a result, they gain the experience and information needed to appreciate driving safely. VIP for a VIP (Vehicle Injury Prevention for a Very Important Person) educates teen drivers about the dangers of driving impaired or distracted. The program brings the sight, sounds, and smell of a fatal vehicle accident to high school students in a dramatic way in hopes of embedding the consequences of these often senseless events into the minds of teenage drivers. The vision is that, at the end of the day, students will have a realistic picture of what can happen as a result of one moment of inattention. The program is delivered by volunteers from local Fire, EMS, Police, and State Highway Patrol agencies.

It should be noted that several other initiatives, such as Booze It & Lose It, No Need 2 Speed, and Click It or Ticket encompass young drivers as part of the overall driving population. These are discussed in detail elsewhere in the Highway Safety Plan.

### SUMMARY

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North Carolina has seen substantial decreases in fatal crashes involving young drivers in recent years. Between 2004 and 2011, fatal crashes decreased by 47%, with a drop of 15% in 2011. These decreases have been evident for young drivers of all ages, and have also been observed when taking population changes into account.

Despite these improvements, motor vehicle crashes continue to be the leading cause of death among young people in North Carolina. Crashes are most common among males driving to and from school on urban roads. The counties that account for the highest number of young drivers involved in fatal crashes are Wake, Mecklenburg, Guilford, Cumberland and Johnston counties. Several counties in the eastern part of the study, such as Columbus, Bladen and Pender, are noteworthy in having both a high number of young drivers involved in fatal crashes and a high rate per capita.

We believe further reductions in the number of young drivers involved in fatal crashes are attainable. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing the number of young drivers involved in fatal crashes 25% by 2014.

### COUNTERMEASURES AND FUNDING PRIORITIES

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To address the problem areas described above and to meet North Carolina's goals for 2014, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities. To assist in this process, GHSP uses the 7<sup>th</sup> Edition of NHTSA's *Countermeasures that Work* (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

GHSP is committed to exploring and evaluating innovative approaches to educate and train young drivers. GHSP is currently supporting both educational presentation activities and hands-on driver training. Both approaches utilize law enforcement and rescue personnel in delivering the training. During FY 2014, GHSP will evaluate the impact of StreetSafe, one of the most promising programs in North Carolina for reducing young driver crashes.

### MEDIA PLAN

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GHSP will utilize earned media attention for youth and teen driving safety at this time. The media is accustomed to youth issues and is very responsive to all efforts to better educate and train the state's young drivers.

### FY 2014 YOUNG DRIVER PROJECTS

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The following section outlines some of the key projects that are currently approved by the review team and officially part of the original submission of the FY 2014 North Carolina Highway Safety Plan to address young driver safety. A complete listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's *Countermeasures that Work*).

<b>Agency:</b>	UNC Highway Safety Research Center
<b>Project Number:</b>	DE-14-14-03
<b>Project Title:</b>	Reducing Teenage Driver Crashes and Fatalities-What Do We Do Next 2014?
<b>Budget:</b>	\$144,727.00
<b>Local/State Match:</b>	\$0
<b>Project Description:</b>	This is the 2 <sup>nd</sup> year of GHSP funding for UNC-HSRC in identifying, developing and eventually promoting the North Carolina Teen Driver Resource Center (NCTDRC) which will distribute teen driving safety educational materials to the public. Year two of this project will focus on meeting with state agencies, non-governmental organizations, law enforcement personnel, driver education personnel and school systems to gather their feedback and identifying programs and policies

that will enhance and address teen driver safety. There are other goals/objectives which will also be part of the FY14 time table.

**CMTW:** Chapter 6, Section 1.1, 2.1, 2.2, 3.1, 4.1

**Agency:** Street Safe Solutions Inc.  
**Project Number:** DE-14-14-02  
**Project Title:** StreetSafe Teen Driving Program  
**Budget:** \$106,000  
**Local/State Match:** \$0  
**Project Description:** This is an initial project which will expand services to the Pitt County area in North Carolina with equipment and personnel to offer additional sessions, teaching at-risk young drivers and their parents the importance of wearing a seatbelt, the dangers of distracting driving, alcohol/drug use while driving and other important issues as it pertains to traffic safety. There are other goals/objectives in FY14 which this project wants to accomplish.  
**CMTW:** Chapter 6, Section 2.1, 2.2

**Agency:** UNC Highway Safety Research Center  
**Project Number:** DE-14-14-05  
**Project Title:** Evaluate Streetsafe Driver Training Program  
**Budget:** \$132,903  
**Local/State Match:** \$0  
**Project Description:** This is the second year of this evaluation of the effectiveness and validity of the “Streetsafe” program. This will enable GHSP to have a better understanding of the effectiveness of the variety of teen driving programs.  
**CMTW:** Chapter 6, Section 2.1, 2.2

**Agency:** Mobile Cinema Park  
**Project Number:** DE-14-14-04  
**Project Title:** Mobile Cinema Park – Cinema Drive (Teen Driving Multi-Media Program)  
**Budget:** \$150,000  
**Local/State Match:** \$0  
**Project Description:** This is an initial year project to bring the Cinema Drive Multi-Media Program to North Carolina High Schools. This program will include students in a multi-sensory, cinematic experience that will bring to life the dire consequences of human factors such as speeding, fatigue, driving without seat belts, driving while impaired and driving while texting. Counties with the highest number of teen fatalities will be targeted with this program in an effort to reduce the number of teen fatalities in North Carolina during Fiscal Year 2014.  
**CMTW:** Chapter 6, Section 2.1, 2.2

**Agency:** Carolinas Medical Center  
**Project Number:** AL-14-01-02  
**Project Title:** WIN BIG-Wrapping interventions around the next cohort of young drivers  
**Budget:** \$106,904  
**Local/State Match:** \$16,036

**Project Description:** This is an initial project which looks to effectively reduce the teen driving crash rate and/or injuries that have been occurring in Mecklenburg County as it relates to teen drivers. The NC Crash data base documents between 1,900 and 2,000 young drivers cited by law enforcement personnel in Mecklenburg County with 25% of those resulting in some type of injury. The Carolinas Center for Injury Prevention has used its research and evaluations to help and assist programs with evidenced based practices. This project will target seatbelt usage, DWI, distracted driving, speeding and acceptance of positive behaviors as well as other goals/objectives in FY14.  
**CMTW:** Chapter 6, Section 1.6, 2.1, 2.2

**Agency:** UNC Highway Safety Research Center  
**Project Number:** DE-14-14-01  
**Project Title:** UNC “Time to Drive” parent coaching session  
**Budget:** \$113,470  
**Local/State Match:** \$0  
**Project Description:** This grant will fund a two year study utilizing the “Time to Drive” model developed by HSRC to provide guidance to parents of teen drivers. Three groups will be set up of approximately 60 parents each and each will utilize a different system for assisting their teen driver. In the second year the results of these groups will be combined and a report will be issued as to the effectiveness of each model. This information will be invaluable in determining the best method of helping parents of teen drivers.  
**CMTW:** Chapter 6, Section 3.1

**Agency:** Pitt County Memorial Hospital  
**Project Number:** SA-14-16-03  
**Project Title:** Project Celebrate  
**Budget:** \$55,989  
**Local/State Match:** \$0  
**Project Description:** This grant is for teen safe driving in Pitt County. The goal of the grant is reduce teen fatalities in Pitt County. They will focus on impaired driving and to increase seat belt usage among the teen drivers. Project Celebrate will be a student led peer to peer teen driving program. The project will go to all the high schools in Pitt County and conduct educational programs throughout the year.  
**CMTW:** Chapter 6, Section 1.6





# MOTORCYCLE SAFETY

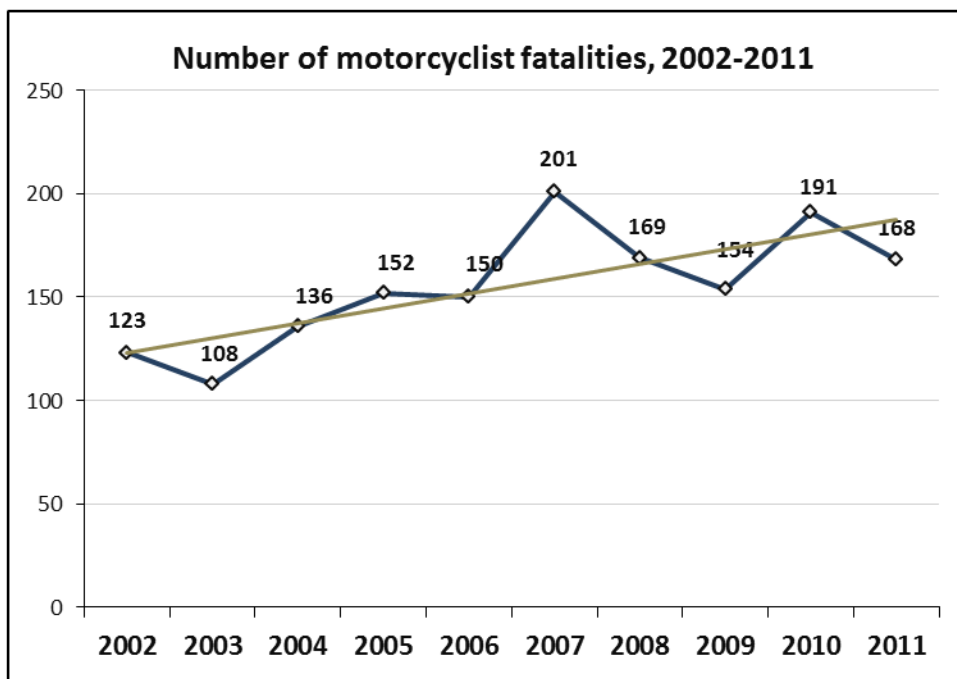
**GOALS:**

- GHSP’s goal is to reduce motorcycle fatalities by 20 percent from the 2007-2011 average of 177 to 141 by 2014.
- GHSP’s goal is to keep unhelmeted motorcyclist fatalities below the current low number of 15.

**EVIDENCE CONSIDERED**

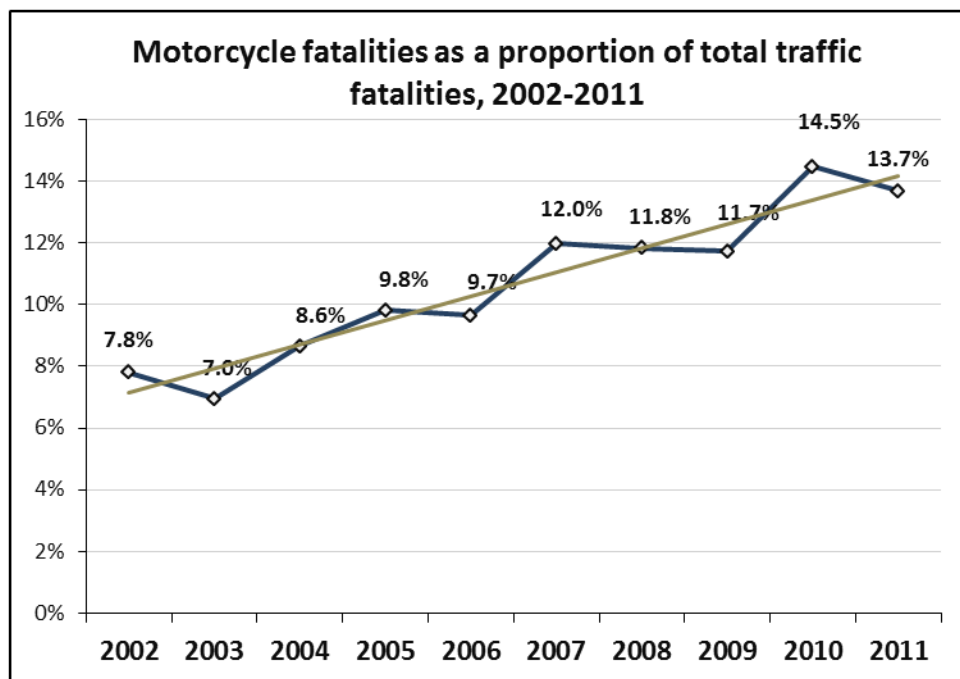
*CRASHES, DEATHS, AND INJURIES*

In 2011, there were 168 motorcycle rider fatalities in North Carolina. This includes 155 motorcycle operators and 13 passengers. Motorcycle fatalities were down by 12% in 2011 compared to 2010. However, as illustrated below, motorcycle rider fatalities have been gradually increasing in North Carolina over the past decade.



Source: FARS 2002 - 2011

An additional concern is that motorcyclists represent an increasing proportion of traffic fatalities in North Carolina (see figure on the next page). Motorcyclists currently account for 14% of traffic fatalities, up from 7% of traffic fatalities in 2001.

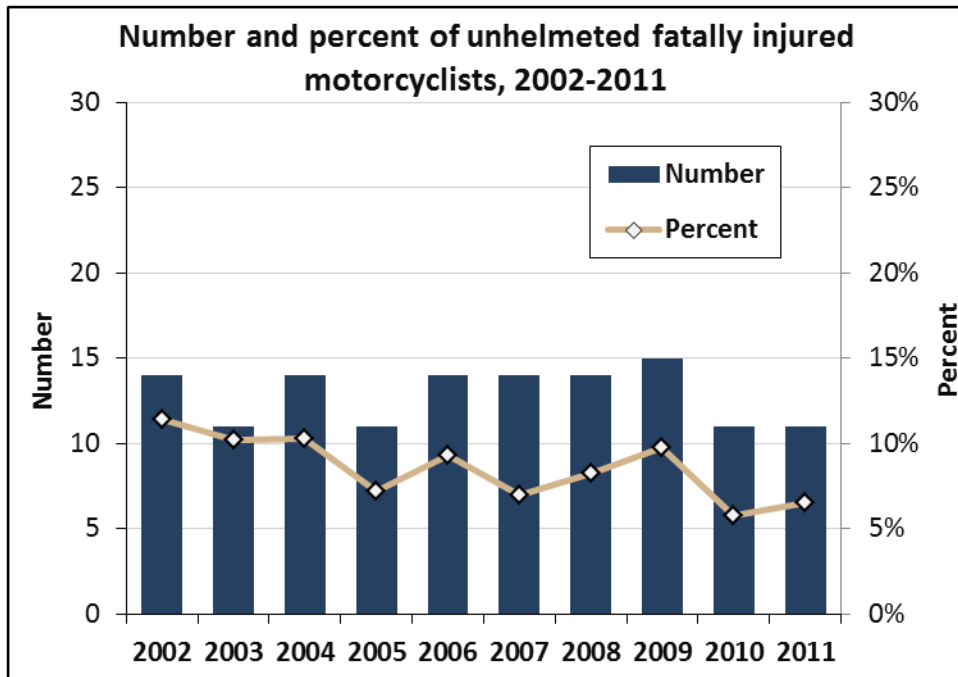


Source: FARS 2002 - 2011

The types of motorcycles involved in fatal crashes have changed over time also. Prior to 2008, less than 10 moped riders per year were killed in North Carolina. In 2011, however, there were 27 moped rider fatalities. This likely reflects the economic downturn beginning in 2008, with more people choosing mopeds as a less expensive means of transportation.

One positive finding is the vast majority of fatally injured motorcyclists in North Carolina were wearing a helmet when they crashed. In 2011, only 11 fatally injured motorcycle riders were not wearing a helmet. As shown in the figure on the next page, both the number and percent of unhelmeted motorcycle fatalities has been relatively consistent since 2001. Each year, there are roughly 10 to 15 fatalities involving unhelmeted motorcyclists, representing approximately 10% of all motorcyclist fatalities.

A recent Centers for Disease Control (CDC) publication named North Carolina as number 1 in the nation for both lives and economic costs saved by motorcycle helmet use. For a copy of the report, see: [www.cdc.gov/motorvehiclesafety/pdf/mc2012/MotorcycleSafetyBook.pdf](http://www.cdc.gov/motorvehiclesafety/pdf/mc2012/MotorcycleSafetyBook.pdf).



Source: FARS 2002 - 2011

Although the total number of motorcycle rider fatalities has increased over the last decade, both the fatality rate per registered motorcycle and the total crash rate per registered motorcycle have been relatively stable since at least 2000, as shown below. This indicates the increase in motorcycle fatalities in recent years is due primarily to more riders.

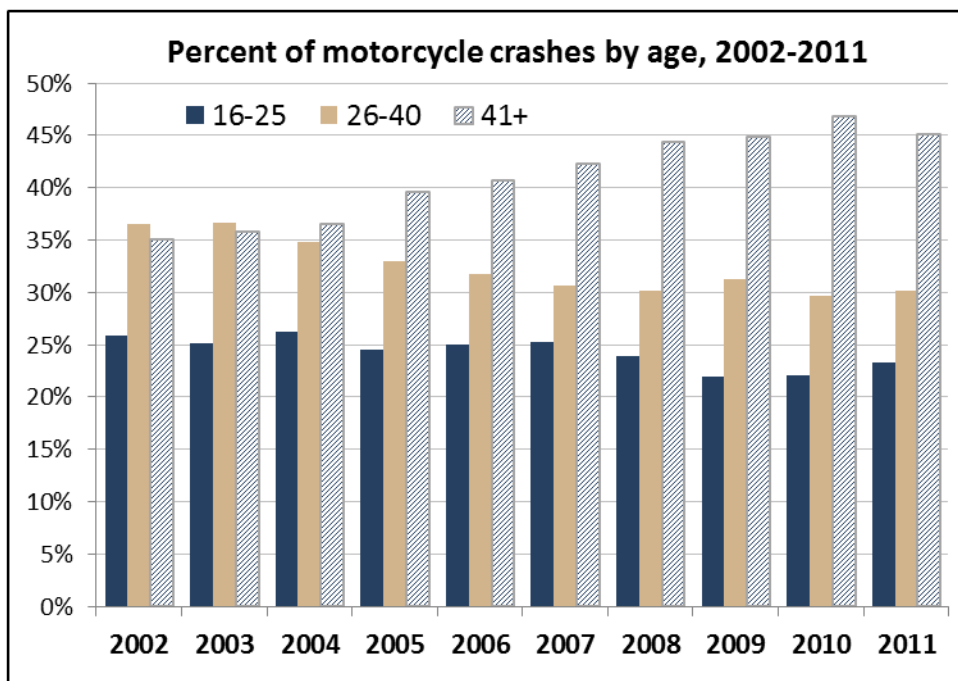
## MOTORCYCLE CRASH AND FATALITY RATES PER REGISTERED MOTORCYCLE, 2001-2011

Year	Total Crashes	Total Fatalities	Registered Motorcycles*	Crash Rate Per 1,000 Registered Motorcycles	Fatality Rate Per 10,000 Registered Motorcycles
2001	2541	109	111,051	22.9	10.00
2002	2606	123	121,047	21.0	10.24
2003	2904	108	131,991	20.8	8.18
2004	3350	136	145,450	21.3	9.69
2005	3664	152	160,420	21.0	9.48
2006	4099	150	176,909	21.1	8.76
2007	4390	201	193,486	20.5	10.60
2008	4877	169	210,719	20.9	8.16
2009	4162	154	200,718	18.3	7.87
2010	4330	191	182,836	23.7	10.67
2011	4750	168	191,732	24.8	8.76

\*Note: Registered motorcycle data are from NC DOT vehicle registration file. These differ substantially from what is reported in the FHWA database, which is simply an estimate of motorcycle registrations.

Most motorcycle riders in the U.S. and North Carolina are males. Not surprisingly, the vast majority (87%) of crash-involved motorcycle riders in 2011 were male. The majority (57%) of motorcycle crashes were single vehicle crashes, and more than half (57%) occurred on rural roads. Alcohol use continues to be an important contributing factor to motorcycle crashes. Alcohol use was suspected in 9% of all motorcyclist crashes in 2011 – more than twice the rate of alcohol involvement in crashes involving passenger vehicles, pickup trucks, or other types of vehicles.

Over the past decade, there has been a gradual shift in the age of motorcyclists involved in crashes, as shown below. The percent of crash-involved riders between the ages of 26 and 40 has slowly decreased. Meanwhile, riders age 41 and older are increasingly involved in crashes. This same pattern has held true for fatal crashes. For example, 46% of fatally-injured riders in 2001 were age 41 or older. By 2011, this figure had increased to 52%.



Source: NC Motor Vehicle Crash Data 2002-2011

Motorcycle crashes and fatalities tend to be most common during the afternoon and early evening, peaking from 3-6 p.m. Twenty-seven percent (27%) of all motorcycle crashes in 2011 occurred between 3-6 p.m., while 18% of fatal crashes occurred during this time period.

The table on the next page shows the 35 counties with the highest number of motorcyclist fatalities from 2007-2011. The counties with the most fatalities include Wake, Guilford, Mecklenburg, Cumberland, and Robeson. Many of the counties with the highest number of motorcyclist fatalities are also highly populated areas. The 35 counties listed in the table account for three-fourths (75%) of motorcyclist fatalities in the state.

## MOTORCYCLIST FATALITIES, BY COUNTY, 2007-2011

County	Motorcyclist Fatalities	Percent of Total Motorcyclist Fatalities
Wake	52	5.98%
Guilford	47	5.40%
Mecklenburg	41	4.71%
Cumberland	37	4.25%
Robeson	31	3.56%
Buncombe	23	2.64%
Johnston	23	2.64%
Onslow	23	2.64%
Randolph	23	2.64%
Catawba	22	2.53%
Forsyth	21	2.41%
Iredell	20	2.30%
Union	19	2.18%
Rowan	18	2.07%
Davidson	17	1.95%
Alamance	16	1.84%
Burke	15	1.72%
Cabarrus	15	1.72%
Wayne	15	1.72%
Gaston	14	1.61%
New Hanover	14	1.61%
Pitt	14	1.61%
Caldwell	13	1.49%
Durham	12	1.38%
Harnett	12	1.38%
Brunswick	11	1.26%
Graham	11	1.26%
Haywood	10	1.15%
Henderson	10	1.15%
Vance	10	1.15%
Wilkes	10	1.15%
Craven	9	1.03%
Swain	9	1.03%
Cleveland	8	0.92%
Granville	8	0.92%

A different picture emerges when looking at fatalities *per registered motorcycle*. Here, many of the counties with the highest crash rates are located in the less populated mountainous western part of the state. As shown below, Graham County has a dramatically higher crash rate than any other county in North Carolina. This is likely due to Graham County's reputation as a popular tourist destination for motorcyclists. In total, 7 of the top 10 counties with the highest rates of motorcycles involved in crashes per registered motorcycles are in the western part of the state.

## TOP 10 COUNTIES WITH HIGHEST RATE OF CRASH-INVOLVED MOTORCYCLISTS PER REGISTERED MOTORCYCLE, 2007-2011

County	Motorcyclist Fatalities 2007-2011	Motorcycles Involved in Crashes 2007-2011	Registered Motorcycles 2007-2011	Crash Involved Motorcycles Per 1000 Registered Motorcycles
Graham	9	396	1259	314.54
Swain	8	182	2594	70.16
Macon	4	188	5263	35.72
Alleghany	1	47	1441	32.62
Transylvania	2	134	4290	31.24
Jackson	4	133	4282	31.06
McDowell	2	176	6221	28.29
Gates	0	41	1457	28.14
Cumberland	28	1051	37676	27.90
Tyrrell	1	10	363	27.55

### STATEWIDE CAMPAIGNS/PROGRAMS

The *BikeSafe North Carolina* program is an initiative of GHSP in partnership with law enforcement agencies and the motorcycle community to be proactive in reducing crashes and fatalities in North Carolina. The program offers an assessment in riding techniques and discusses safety topics concerning motorcyclists. The classes are conducted by highly trained motor officers in a non-threatening, and non-enforcement environment. Students are typically experienced riders that are interested in improving their riding skills. The program takes place in the classroom and on the streets. Once on the road, students are paired with a motor officer that observes their riding techniques. The motor officer provides feedback on the riding techniques and offers instruction on how the rider can improve his/her techniques to become a safer rider. The on-street assessment is repeated and feedback and instruction are provided a second time.



The program has become extremely popular. In 2011, GHSP established three Regional BikeSafe Coordinators in addition to the Statewide Coordinator. The long-range goal is to have the program available to all riders in North Carolina.

The 2012 state-wide telephone survey included for the first time a series of questions relating to motorcycle usage. Among respondents who have operated a motorcycle during the past year, 39% are “very familiar” with North Carolina’s BikeSafe program. Twenty-one percent are “somewhat familiar”

with the program, while 41% have limited or no familiarity with this program (11% - not very familiar; 30% - not at all familiar).

Additionally, a question about North Carolina's requirement that all persons riding a motorcycle wear a safety helmet. A strong majority of the survey panel (92%) favored this requirement.

### SUMMARY

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Motorcycles are an increasingly popular form of transportation in North Carolina. From 2000 to 2009, motorcycle registrations per capita increased by 73%. Not surprisingly, the number of motorcyclist fatalities increased during that period as well. Motorcyclists now account for 14% of all traffic fatalities in North Carolina, up from 7% of traffic fatalities in 2001. In particular, there has been a notable increase in fatalities among moped riders.

The vast majority of crash-involved and fatally injured motorcycle riders are male. In addition, riders age 41 and older are increasingly involved in crashes. Five counties in North Carolina – Wake, Guilford, Mecklenburg, Cumberland, and Robeson – account for almost 25% of the state's motorcyclist fatalities. However, many of the counties with the highest crash rates per registered motorcycle are located in the less populated western part of the state. Graham County has a dramatically higher crash rate than any other county in North Carolina. This is likely due in part to Graham County's reputation as a popular tourist destination for motorcyclists.

The majority of fatally or seriously injured motorcyclists were wearing a helmet when they crashed. In fact, the Centers for Disease Control publication named North Carolina as number 1 in the nation for lives and money saved due to motorcycle helmet use.

Although North Carolina has been highly successful at minimizing the number of unhelmeted motorcyclist fatalities, we believe further reductions in overall motorcyclist fatalities are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing motorcyclist fatalities 20% by 2014. In addition, GHSP has set a goal to keep unhelmeted motorcyclist fatalities at, or below, the currently low number.

### COUNTERMEASURES AND FUNDING PRIORITIES

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To address the problem areas described above and to meet North Carolina's goals for 2014, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities. To assist in this process, GHSP uses the 7<sup>th</sup> Edition of NHTSA's *Countermeasures that Work* (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

GHSP is strongly supportive of efforts to provide training to help motorcyclists become safe riders. During FY 2014, GHSP will be expanding the *BikeSafe North Carolina* program to reach a larger number of motorcyclists. GHSP is interested in determining the impact of the educational efforts on crashes among motorcyclists.

GHSP conducted two Motorcycle Safety Summits for law enforcement officers statewide during FY 2011. These summits focused on motorcycle specific laws, issues, and enforcement efforts. The summits were attended by over 200 law enforcement officers. GHSP plans to continue these summits every other year.

### MEDIA PLAN

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GHSP will utilize a variety of media modes to draw attention to motorcycle safety efforts in the state.

GHSP will conduct a kickoff event for Motorcycle Safety Awareness month in May 2014. GHSP will seek earned media attention that will be gained from partnerships with NC DOT Communications Office, SHP, local law enforcement, rider groups, Camp Lejune Military Base, etc. Typically, the kickoff event will feature the GHSP Director, state law enforcement, local law enforcement, and Camp Lejune's Marine General. The BikeSafe NC program has been conducted in conjunction with the event in previous years. Additionally, GHSP sponsored a motor officer training/competition in partnership with the Raleigh Police Department in the spring of 2013. GHSP hopes to make this an annual event in 2014.

GHSP will continue a partnership with Bike Fest held in Raleigh. The event draws approximately 75,000 attendees. A majority of the attendees are riders or are interested in becoming riders. GHSP will promote rider safety and the various rider education and training opportunities available to riders in North Carolina.

Additional advertising will be done at select movie theaters, gas stations, and in both radio and television markets throughout the state during Motorcycle Safety Awareness month.

### FY 2014 MOTORCYCLE SAFETY PROJECTS

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The following section outlines some of the key projects that are currently approved by the review team and officially part of the original submission of the FY 2014 North Carolina Highway Safety Plan to address motorcycle safety. A complete listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's *Countermeasures that Work*).

<b>Agency:</b>	Hendersonville Police Department
<b>Project Number:</b>	MC-14-08-02/K6-14-09-02
<b>Project Title:</b>	BikeSafe NC Hendersonville
<b>Budget:</b>	\$38,000
<b>Local/State Match:</b>	\$0
<b>Project Description:</b>	This is an initial year project aimed at increasing motorcycle safety education in the Western region through conducting BikeSafe North Carolina classes for civilians. With the extra emphasis on motorcycle safety the desired end result is a decrease in the number of fatal and severe injury motorcycle crashes in Western Region of North Carolina. This is a one year project. With one motorcycle and equipment trailer, and In state travel funds, Hendersonville



Police Department will be able to increase its efforts to educate motorcycle riders through BikeSafe North Carolina in the Western region of the State.

**CMTW:** Chapter 1, Section 3.2

**Agency:** New Bern Police Department  
**Project Number:** MC-14-08-03/K6-14-09-03  
**Project Title:** BikeSafe NC New Bern  
**Budget:** \$82,500  
**Local/State Match:** \$0  
**Project Description:** This is an initial year project aimed at increasing motorcycle safety education in the Eastern region through conducting BikeSafe North Carolina classes for civilians. With the extra emphasis on motorcycle safety the desired end result is a decrease in the number of fatal and severe injury motorcycle crashes in Eastern Region of North Carolina. This is a one year project. With two motorcycle and equipment, and In state travel funds, New Bern Police Department will be able to increase its efforts to educate motorcycle riders through BikeSafe North Carolina in the Eastern region of the State.  
**CMTW:** Chapter 1, Section 3.2

**Agency:** Holly Springs Police Department  
**Project Number:** MC-14-08-04/K6-14-09-04  
**Project Title:** BikeSafe NC Holly Springs  
**Budget:** \$87,500  
**Local/State Match:** \$0  
**Project Description:** This is an initial year project aimed at increasing motorcycle safety education in the Central region through conducting BikeSafe North Carolina classes for civilians. With the extra emphasis on motorcycle safety the desired end result is a decrease in the number of fatal and severe injury motorcycle crashes in Central Region of North Carolina. This is a one year project. With two motorcycle and equipment, and In state travel funds, Holly Springs Police Department will be able to increase its efforts to educate motorcycle riders through BikeSafe North Carolina in the Central region of the State.  
**CMTW:** Chapter 1, Section 3.2

**Agency:** Bridgeton Police Department  
**Project Number:** MC-14-08-05/K6-14-09-05  
**Project Title:** BikeSafe NC  
**Budget:** \$48,000  
**Local/State Match:** \$0  
**Project Description:** This is an initial year project for equipment. With the motorcycle and other funds being provided, the Bridgeton Police Department will be able to increase its efforts to educate motorcycle riders through BikeSafe North Carolina in the Eastern region of the State. The Bridgeton Police will conduct and assist other agencies in a minimum of 8 BikeSafe NC classes throughout Fiscal Year 2014. There will also be an emphasis placed on speed enforcement since that is one of the leading contributors to motorcycle crashed and fatalities.  
**CMTW:** Chapter 1, Section 3.2

**Agency:** Columbus Police Department  
**Project Number:** MC-14-08-06/K6-14-09-06  
**Project Title:** BikeSafe NC  
**Budget:** \$43,756  
**Local/State Match:** \$0  
**Project Description:** This is an initial year project for equipment. With the motorcycle and other funds being provided, the Columbus Police Department will be able to increase its efforts to educate motorcycle riders through BikeSafe North Carolina in the Western region of the State. The Columbus Police Department is already an active member of the program and has trained additional motor officers in order to expand their ability to conduct and assist other agencies in BikeSafe NC classes.  
**CMTW:** Chapter 1, Section 3.2

# TRAFFIC RECORDS

**GOAL:**

- **Provide direction and facilitate coordination among the safety data stewards and stakeholders to improve the transportation safety information systems in North Carolina. This includes these on-going Traffic Records Coordinating Committee activities:**
  - 1) **Consider expanding the membership of the North Carolina TRCC to include additional stakeholders. Examples include local law enforcement, public health professionals, and transportation planners.**
  - 2) **In collaboration with the North Carolina GHSP, review and improve upon the protocol used in the identification, prioritization and selection of projects that are funded by the Section 405C State Traffic Safety Information System Improvement Grant program system authorized under the new MAP-21 being administered by NHTSA.**
  - 3) **Annually review and update the Traffic Safety Information Systems Strategic Plan to measure progress on existing goals and objectives and to establish new goals and objectives. All TRCC members and additional stakeholders should provide input to the review/update process via facilitated workshops.**

## NC TRAFFIC RECORDS COORDINATING COMMITTEE (NC TRCC)

On December 3, 2002, the NC Traffic Records Coordinating Committee (NC TRCC) was introduced with the goal of getting all key North Carolina data users together to share information and to provide an opportunity to work together across agencies. The NC TRCC is represented by key contacts from the following organizations:

### NC TRAFFIC RECORDS COORDINATING COMMITTEE MEMBER ORGANIZATIONS

**State agencies**

NC Administrative Office of the Courts  
NC Emergency Medical Services  
NC Department of Transportation  
NC Department of Transportation: Division of Motor Vehicles  
NC Department of Transportation: Geographic Information Systems  
NC Department of Transportation: Information Technology  
NC Department of Transportation: Traffic Engineering Branch

### NC TRAFFIC RECORDS COORDINATING COMMITTEE MEMBER ORGANIZATIONS

#### State agencies

NC Governor's Highway Safety Program  
NC Office of the Chief Medical Examiner  
NC Public Health  
NC State Highway Patrol  
NC State University Institute for Transportation Research and Education  
NC Trauma Registry  
UNC Highway Safety Research Center

#### Federal agencies

US Department of Transportation Federal Highway Administration  
US Department of Transportation National Highway Traffic Safety Administration

This group of representatives is made up of the agency data and data system specialists who know how their data records and database systems work. There is an additional NC Executive Committee for Highway Safety Committee (ECHS) which includes the agency leaders and/or senior managers for almost all of the same agencies. The NC TRCC makes recommendations to the NC Executive Committee for Highway Safety Committee, which then makes final policy and financial decisions on any recommendations.

#### NC TRAFFIC RECORDS ASSESSMENT

The NC TRCC conducted a complete NC Traffic Records Assessment in January 2012. An independent assessment panel carefully interviewed all TR agencies, reviewed their traffic records systems, assessed the current state of each agency' traffic records data systems, and made recommendations on improvements to the data or the data systems. The 2012 Traffic Records Assessment report has been the blue print for guiding the NC TRCC in looking at improvements and changes to the current data bases and systems and was the foundation for the new 2012 NC TR Strategic Plan submitted June 15, 2012.

Each year, the NC Governor's Highway Safety Program provides an updated Highway Safety Plan (HSP) which analyzes the most recent data available to help with setting the priorities for the coming year (with an eye on the coming five years). North Carolina has spent all the 408 monies allocated over the previous 5 years. The money paid for the NC Traffic Records Assessment in 2012, helped the NC Administrative Office of the Courts with eCitation, helped the NC State Highway Patrol with equipping the entire NC State Highway Patrol with AirCard technology to drastically improve their computer connection capability from their patrol vehicles, provided more new printers for the LE officers issuing traffic citations, helped NC Department of Transportation Geographic Information Systems with updates to their systems, and allowed NC Emergency Medical Services an opportunity to develop a matching procedure for linking EMS, ED, and NC patient data to the NC crash data.

### NC TRAFFIC RECORDS STRATEGIC PLANNING

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In 2012, HSRC oversaw the creation of the NC Traffic Records Strategic Plan document which served as the application to NHTSA for an allocation of NHTSA 405C (old 408) Data Improvement monies set aside by Congress for all the states. These application/reports have been compiled through the NC Data Coordinator, along with input from the entire NC TRCC membership. As a result, NC has been awarded monies for the NC Data Coordinator to allocate to needed Traffic Record Data Improvements projects for each of the last five years.

Along with this application document, NC updates the annual NC Highway Safety Plan report provided through the NC Governor's Highway Safety Program detailing the current state of traffic safety in NC based on the most recent traffic records data available. The Highway Safety Plan identifies the areas of traffic safety that require the most attention by NC traffic safety agencies, advocates, and LE.

### NC TRCC CURRENT ACTIVITIES

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The NC TRCC has been meeting regularly since 2002, has created a TRCC website to detail the minutes of the quarterly meetings, has provided access to the Traffic Records Assessment and NC Traffic Records Strategic Plan reports, and has provided the public the names of the key agency contacts within NC. The NC TRCC is currently co-chaired by representatives from the NC Department of Transportation Traffic Safety Unit and UNC Highway Safety Research Center.

The website has a collection of the key contacts, minutes from all the TRCC meetings, copies of the annual Strategic Plan documents, and all the traffic records assessment documents. The web site address is: <http://www.hsrc.unc.edu/nctrcc/nctrcc.cfm>.

The current NC TRCC has a steering committee who worked on assisting the DOT DMV Traffic Records Section with revising the NC DMV 349 Crash Report for the first time in 10 years. The first phase of this process was completed and the recommendations will be implemented when several other critical NC DOT system changes have been completed.

NC GHSP designated a Highway Safety Specialist (HSS) as the NC Traffic Records Coordinator in the fall of 2011. In this role, the HSS is responsible for coordinating and planning the TRCC meetings. In addition, the NC Traffic Records Coordinator facilitated the 2012 Traffic Records Assessment (January 2012).

### NEWLY DEFINED GOALS OF THE NC TRCC

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Recently, the NC TRCC decided to better identify the goals of the committee and bring them up-to-date. In May 9, 2013, the TRCC met and updated each goal and the objectives in the 2013 NC TR Strategic Plan. Based on these updates, the new NC TR Strategic Plan includes the following description of the TRCC objectives (taken from pages 24 and 25 of the updated 2013 NC TR Strategic Plan to be submitted on July 1, 2013) and the performance measures to be used:

- Ensure that the membership of the TRCC consists of all key stakeholders, including the owners, stewards and users of the data in NC.

Measures: An annual review of stakeholders and expansion of the TRCC membership as necessary.

- In collaboration with the North Carolina GHSP, review and improve upon the protocol used in the identification and prioritization of projects that are funded under the Section 405C State Traffic Safety Information System Improvement Grant program that was authorized under MAP-21 and is administered by NHTSA.

Measures: Annual review and improvement upon the project identification and prioritization process. (Note: Recommendation is to do this during the fall meeting, following funding decisions from NHTSA but prior to when proposals are due to NCGHSP, for timing and planning purposes.) A prioritized list of recommended projects provided to NCGHSP that align with the specific objectives of the Strategic Plan.

- Monitor and measure progress on existing goals and objectives.

Measures: Annual update of strategic plan. Periodic review of ongoing projects, focusing on progress toward meeting performance measures outlined in the strategic plan. Feedback to the ECHS to report on progress made and new strategies proposed by the TRCC.

- Identify gaps in the current traffic records systems and explore new solutions.

Measures: Establishment of new goals and objectives as part of development of the next strategic plan. (Note: Explore external funding opportunities. Examples include: 405C, ECHS, FHWA, NHTSA, CDC).

- Share NC achievements and best practices in traffic safety information systems with other states.

Measures: Participation in regional and national conferences. Participation in peer-to-peer exchanges.

- Monitor and evaluate the achievements and best practices in traffic safety information systems in other states for potential implementation in NC.

Measures: Participation in regional and national conferences. Participation in peer-to-peer exchanges.

- Ensure that the new state highway safety plan includes traffic safety information systems as a major component.

Measure: Review of state highway safety plan.

## FY2014 TRAFFIC RECORDS PROJECTS

The following section outlines some of the key projects that are currently approved by the review team and officially part of the original submission of the FY 2014 North Carolina Highway Safety Plan to address alcohol-impaired driving. A complete listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document.

<b>Agency:</b>	UNC Highway Safety Research Center
<b>Project Number:</b>	TR-14-10-04
<b>Project Title:</b>	2014 N. C. Traffic Safety Information Systems Strategic Plan Update
<b>Budget:</b>	\$23,199
<b>Local/State Match:</b>	\$0
<b>Project Description:</b>	To work with the N. C. Traffic Records Coordinating Committee and GHSP to update the State Traffic Records Strategic Plan and to assist in preparing the application to NHTSA for Section 405-C monies.
<b>Agency:</b>	N. C. State University - ITRE
<b>Project Number:</b>	K9-14-11-02
<b>Project Title:</b>	A performance-based web analytic for NCSHP Operational Planning Decision Support
<b>Budget:</b>	\$109,795
<b>Local/State Match:</b>	\$0
<b>Project Description:</b>	This is a continuation of work that has been originally funded by Federal Highway for the SHP. The goals include aligning NCSHP performance to the GHSP Highway Safety Plan, expand the data coverage to all areas of the patrol and eventually the expansion of the coverage to all law enforcement agencies in the state. This will be a multi-year project incorporation cooperation between multi state agencies as well as local agencies.
<b>Agency:</b>	NC DMV Fiscal Section – Traffic Records Support Position
<b>Project Number:</b>	K9-14-11-04
<b>Project Title:</b>	Traffic Records Systems support position
<b>Budget:</b>	\$176,800
<b>Local/State Match:</b>	\$0
<b>Project Description:</b>	This grant will fund a full-time IT consultant for one year to address multiple problems that have developed as the state gets further along with statewide electronic crash reporting.
<b>Agency:</b>	NC DMV Fiscal Section - TRACS
<b>Project Number:</b>	K9-14-11-03
<b>Project Title:</b>	TRACS Upgrade
<b>Budget:</b>	\$43,300
<b>Local/State Match:</b>	\$0
<b>Project Description:</b>	This grant will fund a technical writer to assist in producing the training materials to be used to train law enforcement in the use of the TRACS 10 software for electronic crash reporting.

## TRAFFIC RECORDS

**Agency:** N. C. Judicial Department  
**Project Number:** K9-14-11-09  
**Project Title:** eCitation Printers  
**Budget:** \$267,500  
**Local/State Match:** \$0  
**Project Description:** This grant is to provide printers for those law enforcement agencies unable to purchase them and therefore increase the number of officers on eCitation and would increase the percentage of eCitations vs. paper citations.

**Agency:** Appalachian State University  
**Project Number:** K9-14-11-06  
**Project Title:** In-car computer grant  
**Budget:** \$60,000  
**Local/State Match:** \$30,000  
**Project Description:** This grant will enable the university to increase the number of speeding citations and the number of DWI arrests. The school currently has no computers in their cars so this will be a giant step toward their participation in the eCitation program as well as electronic crash reporting.

**Agency:** UNC Highway Safety Research Center  
**Project Number:** TR-14-10-02  
**Project Title:** Web Site using NC Crash Data  
**Budget:** \$61,700  
**Local/State Match:** \$0  
**Project Description:** To continue an interactive web site of 2001 – 2013 crash data. Each year this web site is updated with the previous years data and maintained by HSRC for the availability to anyone wishing to use the web for information.

**Agency:** UNC Highway Safety Research Center  
**Project Number:** TR-14-10-03  
**Project Title:** North Carolina Alcohol Facts web site  
**Budget:** \$40,066  
**Local/State Match:** \$0  
**Project Description:** To upgrade the web site by adding 2012 and 2013 Data. Maintain the web site and correct identified problems. Conduct beta test by users and revise system.

**Agency:** UNC Highway Safety Research Center  
**Project Number:** TR-14-10-05  
**Project Title:** Quick Response System  
**Budget:** \$43,874  
**Local/State Match:** \$0  
**Project Description:** To assist law enforcement officers, state employees, the media and any citizens with prompt and accurate data regarding traffic and traffic related topics. This project has been operational for over fifteen years and has fielded thousands of queries by as many different parties and has helped keep the public informed and educated on traffic problems through the years.



## OTHER HIGHWAY SAFETY PRIORITIES

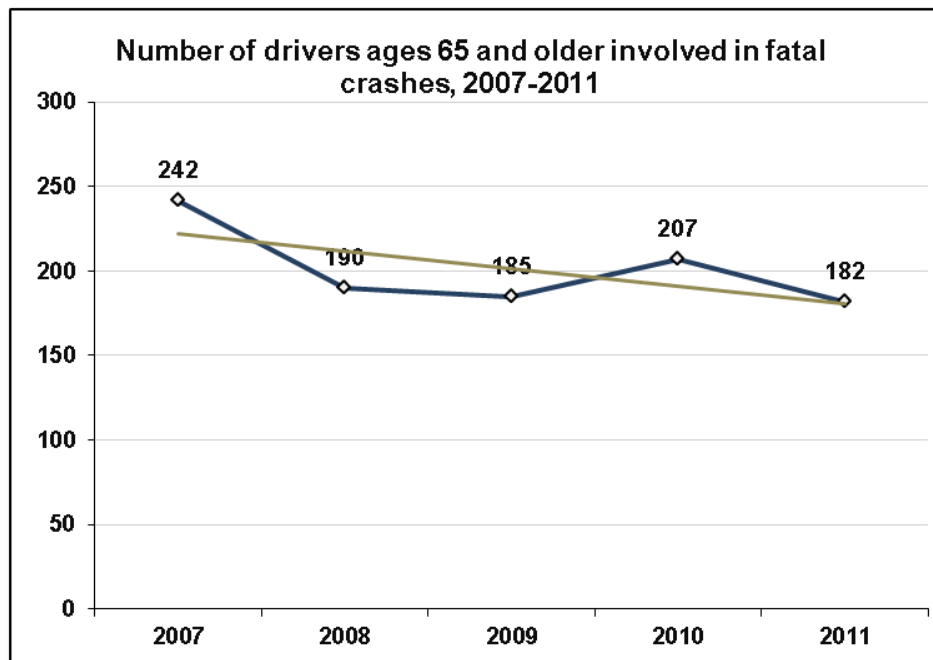
### GOALS:

- GHSP's goal is to reduce the number of older drivers involved in fatal crashes by 20 percent from the 2007-2011 average of 203 to 162 by 2014.
- GHSP's goal is to reduce pedestrian fatalities by 15 percent from the 2007-2011 average of 161 to 137 by 2014.
- GHSP's goal is to reduce pedalcyclist fatalities by 15 percent from the 2007-2011 average of 23 to 20 by 2014.

### OLDER DRIVERS

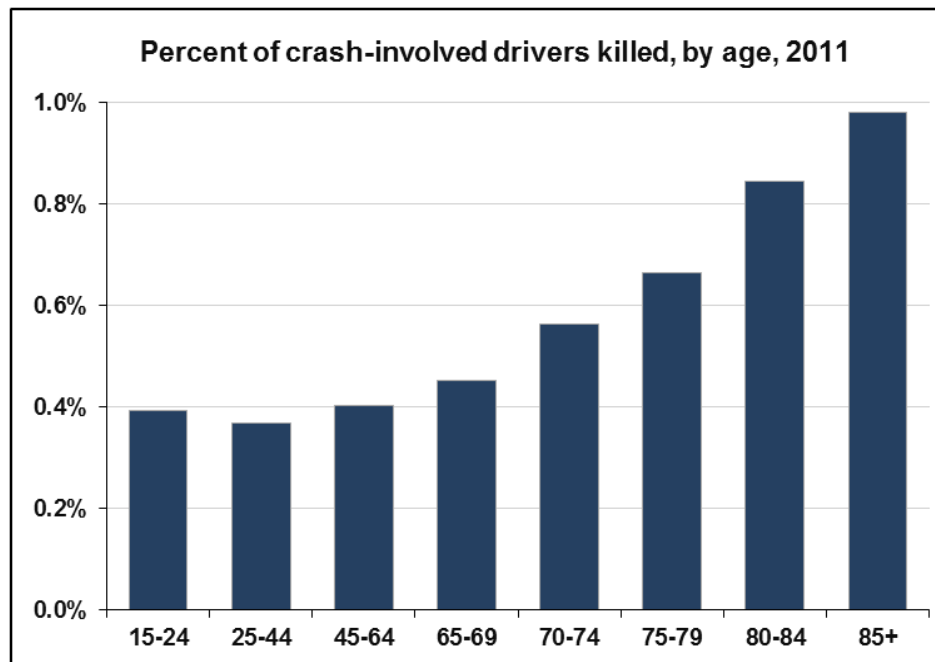
#### EVIDENCE CONSIDERED

In 2011, there were 182 drivers age 65 and older involved in fatal crashes in North Carolina. This was a 12% decrease from the 207 older drivers involved in fatal crashes in 2010 and a 25% decrease from the 242 drivers involved in 2007. The figure below shows fatal crashes involving older drivers for the last five years, from 2007 to 2011. Although fatal crash involvement has fluctuated over recent years, the general trend has been a slow decline in older driver involvement in fatal crashes.



Source: FARS 2007 - 2011

When older drivers are involved in a crash, they are more likely than their younger counterparts to be killed. The figure below shows the percent of crash-involved drivers in North Carolina who were killed, based on the age of the driver. Drivers age 65 to 69 are no more likely to be killed in a crash than drivers age 15 to 64. However, beginning with age 70, the risk of being killed in a crash increases greatly. To a large degree, this reflects the increasing fragility of older persons.



Source: NC Motor Vehicle Crash Data 2011

In 2011, there were 29,556 drivers age 65 and older involved in a crash in North Carolina. Although drivers age 65 and older represent 14.7% of the driving age population, they accounted for only 9% of drivers in crashes during 2011.

Older driver crashes in North Carolina differ from their younger counterparts in the time of day of their crashes. For drivers age 15 to 64, there are peaks in crashes at 7 a.m. and 5 p.m., corresponding to the “rush hour.” For drivers age 65 and older, crashes are highest between noon and 4 p.m. It is also noteworthy that older drivers have few crashes during the evening and nighttime hours.

The table below lists the 40 counties with the highest number of older driver fatal crashes from 2007 to 2011. The counties with the most fatal crashes include Wake County (42), Mecklenburg County (37), Guilford County (35), and Buncombe County (32). Many of the counties near the top of the table also have large populations. The table also shows the crash rate per 10,000 population for drivers 65 and older. Counties that stand out with high crash rates per capita include Bladen (4.68), Duplin (3.57), Davie (3.48), Robeson (3.40), Columbus (3.38), and Sampson (3.29) counties, many of which are located in the coastal (eastern) part of the state. In total, the 40 counties listed in the table account for 73% of all older driver fatal crashes.

**OLDER DRIVERS (65+) INVOLVED IN FATAL CRASHES,  
2007-2011**

County	Older drivers involved in fatal crashes	Rate per 10,000 population	% of all 65+ involved in fatal crashes
Wake	42	1.08	4.15%
Mecklenburg	37	0.90	3.65%
Guilford	35	1.15	3.46%
Buncombe	32	1.67	3.16%
Davidson	27	2.30	2.67%
Cumberland	26	1.66	2.57%
Robeson	26	3.40	2.57%
Rowan	26	2.59	2.57%
Brunswick	22	1.88	2.17%
Henderson	21	1.75	2.07%
Johnston	21	2.40	2.07%
Iredell	20	1.94	1.97%
New Hanover	20	1.41	1.97%
Cabarrus	18	1.78	1.78%
Union	18	1.83	1.78%
Forsyth	17	0.74	1.68%
Pitt	17	2.02	1.68%
Burke	16	2.18	1.58%
Chatham	16	2.71	1.58%
Caldwell	15	2.33	1.48%
Catawba	15	1.37	1.48%
Columbus	15	3.38	1.48%
Duplin	15	3.57	1.48%
Sampson	15	3.29	1.48%
Alamance	14	1.26	1.38%
Durham	14	1.06	1.38%
Nash	14	2.07	1.38%
Onslow	14	1.99	1.38%
Randolph	14	1.39	1.38%
Wayne	14	1.73	1.38%
Bladen	13	4.68	1.28%
Carteret	13	2.03	1.28%
Cleveland	13	1.76	1.28%
Halifax	13	2.92	1.28%
Moore	13	1.29	1.28%
Davie	12	3.48	1.18%
Orange	12	1.84	1.18%
Surry	12	1.95	1.18%
Wilkes	12	2.03	1.18%
Lenoir	11	2.30	1.09%

### *OLDER DRIVER SUMMARY AND COUNTERMEASURES*

The number of fatalities involving a driver age 65 and older has gradually decreased during the last decade in North Carolina. However, the fatality rate for older drivers involved in crashes is two to three times higher than the rate for drivers less than 65 years of age. This suggests that when older drivers are involved in a crash, they are much more likely than their younger counterparts to be killed. The counties in North Carolina that account for the most older driver fatal crashes are Wake, Mecklenburg, Guilford, and Buncombe.

Drivers age 65 and older do not yet represent a large proportion of crashes in North Carolina, but this proportion will change over the next decade as a large number of baby boomers reach age 65. Because of this population shift alone, older driver crashes could potentially double during the next 25 years. For this reason, it is important that North Carolina adopt a comprehensive approach to reduce crashes involving older drivers.

We believe further reductions in the number of older drivers involved in fatal crashes are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing the number of older drivers involved in fatal crashes 20% by 2014.

GHSP will work with the Older Driver Work Group that functions as part of the Executive Committee for Highway Safety to explore programs and countermeasures that will help improve older driver safety. GHSP is committed to exploring programs and techniques to improve older driver safety.

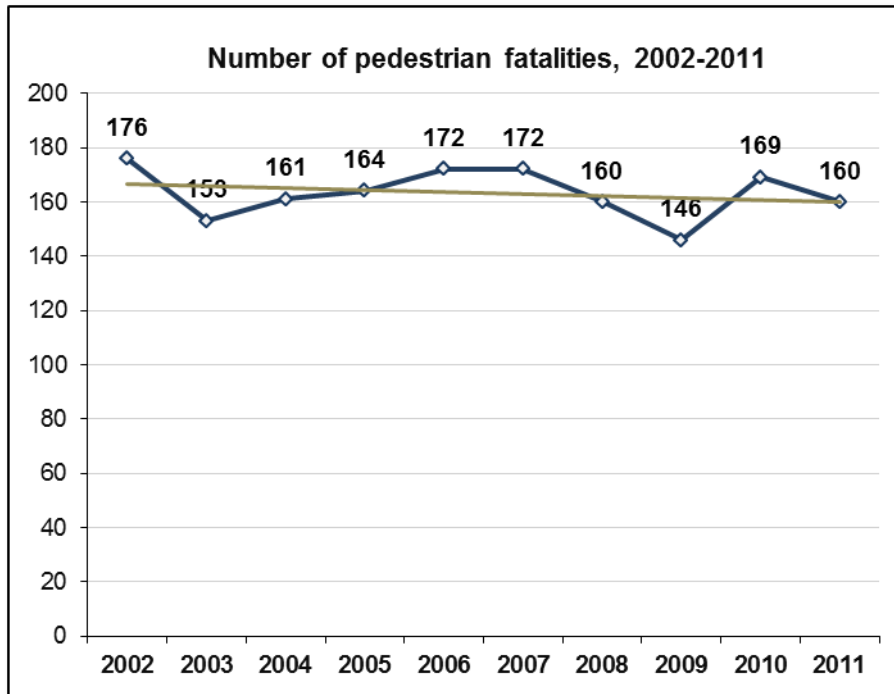
GHSP will also seek partners within and outside of the Older Driver Work Group to expand the reach and knowledge on the issue of older driver safety. In addition, GHSP will seek opportunities with older driver partners to draw media attention to the increasing issue of older driver safety, particularly in counties where older driver involved crashes are most prevalent. GHSP does not have any planned media events or advertising scheduled for FY 2014, but will evaluate opportunities in the coming months. GHSP will also explore non-traditional media opportunities to bring attention and awareness to older driver safety.

## PEDESTRIANS

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### *EVIDENCE CONSIDERED*

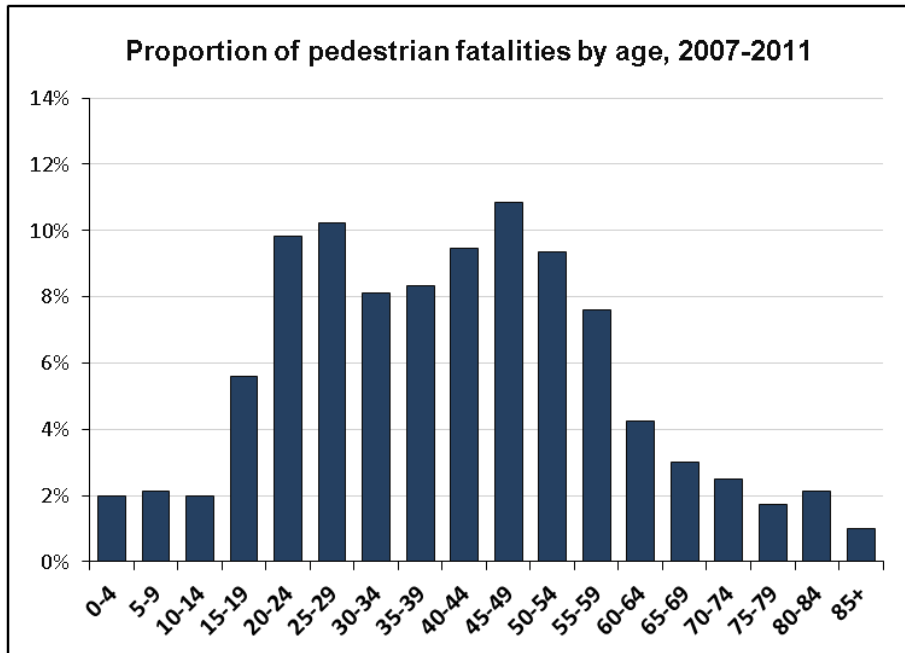
In 2011, 160 pedestrians were killed in pedestrian-motor vehicle crashes in North Carolina. This represents a slight decrease from the 169 fatalities in 2010. Overall, however, the number of pedestrian fatalities in North Carolina is essentially unchanged over the past decade, as shown in the figure below.



Source: FARS 2002 - 2011

Although crashes involving pedestrians represent only about 1% of the total reported crashes in North Carolina, pedestrians are highly over-represented in fatal crashes. Pedestrian fatalities consistently account for just over 10% of all traffic fatalities each year. The reason why pedestrian fatalities are over-represented is obvious – pedestrians seldom “win” during a vehicle-pedestrian crash. Research shows the risk of pedestrian death is 25% when a vehicle is traveling at 32 mph, 50% at 42 mph, and 90% at 58 mph.

In 2011, males accounted for more than twice as many pedestrian fatalities as females (114 versus 46). This is consistent with previous years. The figure below shows the age of pedestrians killed in crashes. Children (< age 15) and older adults (> 60) account for a relatively small percentage of pedestrian fatalities. The highest proportion of pedestrian fatalities is among persons age 20 to 59.



Source: FARS 2007 - 2011

It is not uncommon for alcohol to be involved in pedestrian fatalities. Between 2007 and 2011, 35% of pedestrians who were killed in crashes in North Carolina had a BAC of .08 or above. Other factors involved in pedestrian crashes in North Carolina, based on 2011 FARS data, include pedestrians who were not visible (e.g., dark clothing; 28% of fatalities), pedestrians who were in the roadway improperly (e.g., standing, lying or playing; 38%), pedestrians who darted into the road (21%), and failure to yield right of way (18%).

Pedestrian fatalities also vary by time of day. Pedestrian fatalities are much more common during the nighttime hours. In all, 73% of pedestrian fatalities occurred between 6 p.m. and 6 a.m. This is not surprising, since pedestrians can be much more difficult to see at nighttime, and alcohol-involvement is higher in nighttime crashes.

Pedestrian-motor vehicle crashes are most common in urbanized areas. In North Carolina, approximately 70% of pedestrian collisions occur on urban streets. However, pedestrian fatalities are equally split between urban and rural roads. Between 2007 and 2011, 51% of pedestrian fatalities occurred on rural roads. Vehicles on rural roads are more likely to be traveling at high speeds. Consequently, pedestrian-motor vehicle crashes on rural roads are substantially more likely to result in fatalities.

The table on the next page shows the top 40 counties with the most pedestrian fatalities from 2007 to 2011. Mecklenburg County had the highest number of pedestrian fatalities during this period (84 fatalities), followed by Wake County (62), Robeson County (49), and Cumberland County (36). In total, the 40 counties listed in the table account for 87% of all pedestrian fatalities in North Carolina from 2007 to 2011. The counties with the highest numbers of pedestrian fatalities are generally those with the largest populations; however, there are exceptions to this pattern. Robeson County is particularly noteworthy in having both a high pedestrian fatality count and a high rate per capita. Other counties with high per capita rates of pedestrian fatalities include Bladen, Dare, Columbus, Halifax, Richmond,

## OTHER PRIORITIES

Cleveland, Sampson, Lee, Duplin and Franklin counties. Note that a number of these counties are in the eastern (Coastal) part of the state.

Pedestrian fatalities, 2007-2011			
County	Pedestrian fatalities	Fatalities per 100,000 population	% of all pedestrian fatalities
Mecklenburg	84	1.85	10.41%
Wake	62	1.40	7.68%
Robeson	49	7.48	6.07%
Cumberland	36	2.28	4.46%
Guilford	24	1.00	2.97%
New Hanover	24	2.43	2.97%
Forsyth	22	1.24	2.73%
Onslow	21	2.43	2.60%
Buncombe	17	1.46	2.11%
Catawba	17	2.18	2.11%
Davidson	16	2.00	1.98%
Alamance	15	2.01	1.86%
Cleveland	15	3.05	1.86%
Wayne	15	2.55	1.86%
Durham	14	1.05	1.73%
Gaston	14	1.36	1.73%
Johnston	13	1.56	1.61%
Pitt	12	1.49	1.49%
Brunswick	11	2.08	1.36%
Columbus	11	3.95	1.36%
Nash	11	2.32	1.36%
Union	11	1.12	1.36%
Bladen	10	5.98	1.24%
Halifax	10	3.65	1.24%
Orange	10	1.54	1.24%
Sampson	10	3.15	1.24%
Craven	9	1.80	1.12%
Duplin	9	3.25	1.12%
Franklin	9	3.02	1.12%
Lee	9	3.06	1.12%
Harnett	8	1.40	0.99%
Henderson	8	1.53	0.99%
Iredell	8	1.02	0.99%
Richmond	8	3.46	0.99%
Rockingham	8	1.73	0.99%
Cabarrus	7	0.81	0.87%
Dare	7	4.10	0.87%
Edgecombe	7	2.60	0.87%
Randolph	7	0.99	0.87%
Rowan	7	1.01	0.87%

### *PEDESTRIAN SAFETY SUMMARY AND COUNTERMEASURES*

The number of pedestrian fatalities in North Carolina has changed little over the past decade. Pedestrian fatalities are most common among males, persons age 20 to 59, and during nighttime hours. Pedestrian fatalities are equally common on urban and rural roadways. The counties that account for the most pedestrian fatalities are Mecklenburg, Wake, Robeson and Cumberland counties, although several counties in the eastern part of the state have high rates of pedestrian fatalities per capita. Robeson County is particularly noteworthy in having both a high pedestrian fatality count and a high rate per capita.

We believe further reductions in pedestrian fatalities are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing the number of pedestrian fatalities 15% by 2014.

This past year, GHSP funded a study that used geo-coding to identify areas where a significant proportion of pedestrian motor vehicle crashes occur. Once identified, communities can use this information to target problematic pedestrian crash locations and implement effective pedestrian safety zone programs. Lessons learned from pilot efforts in Durham, Mecklenburg, and Wilson counties will serve as the starting point for enforcement and education efforts. GHSP will work with HSRC, NC DOT, AARP, and other partners to effectively impact pedestrian safety issues.

## **PEDALCYCLISTS**

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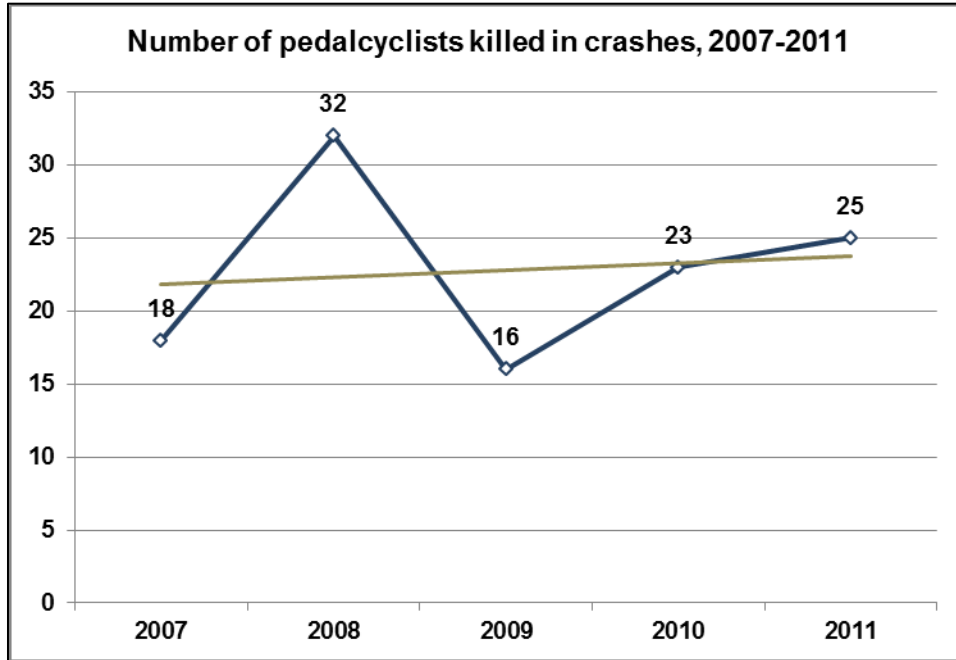
### *EVIDENCE CONSIDERED*

In 2011, there were 25 pedalcyclists killed in fatal crashes in North Carolina. This was a slight increase from the 23 pedalcyclists killed in crashes in 2010. As illustrated in the figure below, pedalcyclist fatalities in North Carolina have fluctuated from year to year, although the general trend has been a gradual increase in fatalities.

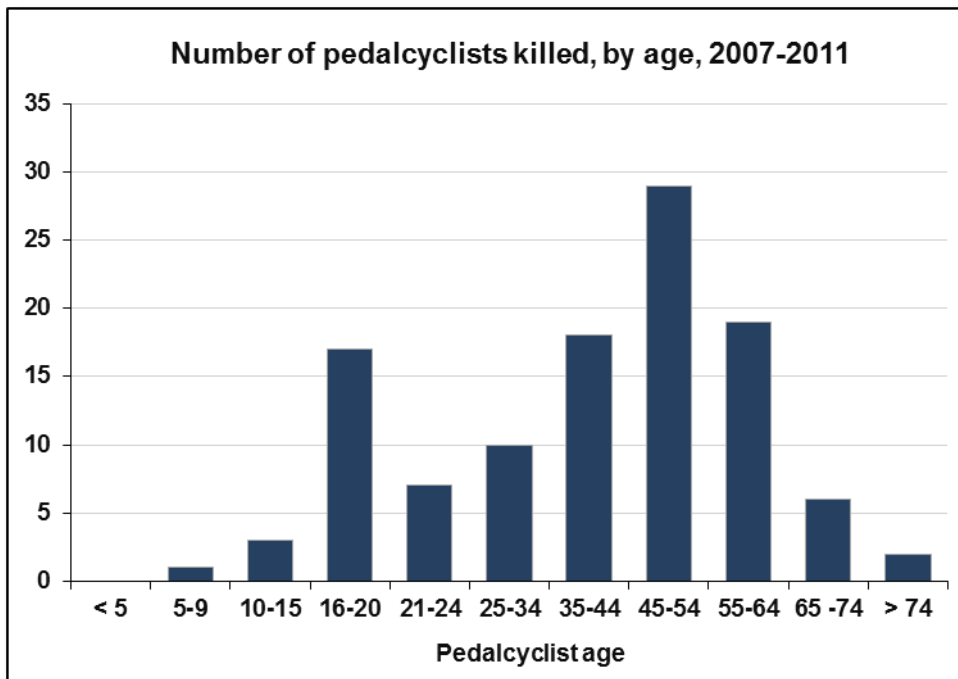
Most pedalcyclist fatalities occur at places other than intersections. Between 2007 and 2011, only 11% of pedalcyclist fatalities occurred at intersections, whereas 86% occurred at non-intersections. Pedalcyclist fatalities are somewhat more common on weekdays (58%) than weekends (42%). The most common factors involved in pedalcyclist fatalities include: failure to yield the right of way; not visible (dark clothing, no lighting, etc.); under the influence of alcohol, drugs, or medication; and failure to obey traffic signs, signals, or officer.

As shown in the figure on the next page, pedalcyclist fatalities involving young children are relatively rare in North Carolina. Instead, pedalcyclist fatalities are most common among teenagers (16-20) and riders ages 35 to 64. Many of these individuals probably use pedalcycles as their primary means of transportation for getting to work, school, etc.





Source: FARS 2007 - 2011



Source: FARS 2007 - 2011

The table below lists the 12 counties with the highest number of pedalcyclist fatalities from 2007 to 2011. The counties with the most pedalcyclist fatalities include Mecklenburg, Wake, New Hanover, Pitt and Robeson counties. No other county had more than 5 pedalcyclist fatalities during the five year

period. Several of the counties near the top of the table also have large populations. In total, the 12 counties listed in the table account for more than half (52%) of the pedalcyclist fatalities in the state.

PEDALCYCLIST FATALITIES, 2007-2011			
County	Pedalcyclist fatalities	Fatalities per 100,000	% of all pedalcyclist fatalities
Mecklenburg	9	0.03	7.89%
Wake	8	0.03	7.02%
New Hanover	6	0.07	5.26%
Pitt	6	0.09	5.26%
Robeson	6	0.10	5.26%
Onslow	5	0.07	4.39%
Nash	4	0.09	3.51%
Buncombe	3	0.09	2.63%
Cleveland	3	0.06	2.63%
Dare	3	0.20	2.63%
Orange	3	0.05	2.63%
Union	3	0.05	2.63%

### PEDALCYCLIST SAFETY SUMMARY AND COUNTERMEASURES

The number of pedalcyclist fatalities in North Carolina is less than the number of fatalities involving pedestrians, motorcyclists and other types of road users. However, pedalcyclist fatalities still present a serious problem. Moreover, the trend suggests a gradual increase in pedalcyclist fatalities in recent years. Pedalcyclist fatalities most commonly occur at non-intersections on weekdays. The victims are typically teenagers or adults between the ages of 35 and 64. The factors which contribute most to pedalcyclist fatalities include failure to yield the right of way, pedalcyclists who are not visible, and drivers or riders who are under the influence of alcohol or other substances.

We believe reductions in pedalcyclist fatalities are possible. To adjust for the confounding effect of economic conditions, five year averages were used as the baseline for setting goals. GHSP is working toward reducing the number of pedalcyclist fatalities 15% by 2014.

### FY 2014 OTHER HIGHWAY SAFETY PRIORITIES PROJECTS

To address the problem areas described above and to meet North Carolina's goals for 2014, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities. To assist in this process, GHSP uses the 7<sup>th</sup> Edition of NHTSA's *Countermeasures that Work* (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

The following section outlines some of the key projects that are currently approved by the review team and officially part of the original submission of the FY 2014 North Carolina Highway Safety Plan to

## OTHER PRIORITIES

address older drivers, pedestrians, pedalcyclists, and other highway safety priorities. A complete listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's *Countermeasures that Work*).

**Agency:** UNC Highway Safety Research Center  
**Project Number:** SA-2014-16-05-00  
**Project Title:** Senior Driver Information and Materials Development and Delivery  
**Budget:** \$73,094  
**Local/State Match:** \$0  
**Project Description:** This grant will provide senior driver crash data to support groups and coalitions working with the senior populations. They will also create a website for “one stop shopping” for information about older driver safety and resources in North Carolina. The website will serve as a resource to the state’s older drivers, as well as to family members concerned about an older driver, physicians, law enforcement and others.  
**CMTW:** Chapter 7, Section 1.2

**Agency:** NC State University  
**Project Number:** SA-14-16-02  
**Project Title:** Vision Zero  
**Budget:** \$44,335.00  
**Local/State Match:** \$0  
**Project Description:** This is an initial project which NC State (Institution for Transportation Research and Education) has submitted to complement existing national initiatives and increase public awareness of the issue of highway fatalities in North Carolina. This initiative would set a long-term goal of zero fatalities as it relates to traffic fatalities within North Carolina. Although the long-term goal is to experience zero fatalities on the roadways, there is an intermediate goal which may be established; such as less than 100 fatalities per month. The project will entail collaboration efforts with many stakeholders and coordination with government and/or law enforcement agencies in successfully working together.

**Agency:** North Carolina Department of Public Instruction – Transportation Services  
**Project Number:** SB-14-16-06  
**Project Title:** School Bus Safety  
**Budget:** \$43,300  
**Local/State Match:** \$0  
**Project Description:** This is an ongoing continuation project. This grant will continue in the development of the school bus safety website ([www.ncbussafety.org](http://www.ncbussafety.org)) and the analysis/technology transferring for the Stop Arm Camera project. This program will promote school bus safety to citizens across the State of North Carolina through on-site and web-based training/information sharing.

## OTHER PRIORITIES

**Agency:** El Pueblo Inc.  
**Project Number:** OP-14-05-04  
**Project Title:** Nuestra Seguridad Campaign  
**Budget:** \$71,400  
**Local/State Match:** \$0  
**Project Description:** Nuestra Seguridad has been receiving Governor's Highway Safety Program funding for a number of years regarding the marketing, promoting and information sharing within the Latino community of North Carolina with respect to motor vehicle crashes, traffic fatalities, DWI and other traffic related issues and concerns with the Latino community of NC. Nuestra Seguridad has numerous FY14 goals and objectives to accomplish in the upcoming year.

**Agency:** UNC Highway Safety Research Center  
**Project Number:** SA-14-16-04  
**Project Title:** Impact of the Hispanic Population on Highway Safety  
**Budget:** \$105,860  
**Local/State Match:** \$0  
**Project Description:** This is the 3<sup>rd</sup> year of GHSP funding for UNC-HSRC in identifying and describing highway safety issues data and research within the Hispanic community of North Carolina. There are some specific goals and objectives which HSRC would like to accomplish in FY14, such as having focus groups, developing new marketing materials, continue conducting market research which will determine additional key issues from FY12/13.

**Agency:** NC Operation Lifesaver Inc.  
**Project Number:** RH-14-21-01  
**Project Title:** Investigations Training for Law Enforcement & Emergency Personnel  
**Budget:** \$15,000  
**Local/State Match:** \$0  
**Project Description:** Train Law Enforcement personnel and Emergency personnel in efficient methods of investigation and crash reconstruction regarding Rail-Road/Guard Crossing collisions. Educate, train and promote awareness to citizens the message of safety around trains and traffic safety around trains.

# **NC HIGHWAY SAFETY MEDIA PLAN**

## **NC HIGHWAY SAFETY MEDIA PLAN**

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The GHSP media plan will target two areas of primary concern: occupant protection and alcohol-impaired driving. All media in these areas will include paid and earned media.

In the area of occupant protection, North Carolina will participate in the national *Click It or Ticket* mobilization in FY 2014. A primary focus of media efforts will be counties and demographic groups which demonstrate low seat belt usage as indicated in the Occupant Protection section of the Highway Safety Plan. Paid media spots will convey an enforcement message to compliment the national media placement. In addition to paid public service announcements on television and radio, the spot will be strategically placed in movie theaters across the state airing prior to the feature presentation. The GHSP will also use gas station advertising in low seat belt usage counties to promote the *Click It or Ticket* message. Finally, earned media will be conducted statewide with planned campaign kickoffs and approximately 1,500 checkpoints planned for the mobilization.

North Carolina will also participate in all national impaired driving mobilizations. A state specific public service announcement will be placed across the state during the holiday campaign (Dec 2012 – Jan 2013). In addition, the spot will be strategically placed in movie theaters across the state airing prior to the feature presentation. The GHSP will also use gas station advertising in high alcohol-related crash areas to promote the *Booze It & Lose It* message during each impaired driving mobilization. Earned media will be gained from kickoff events as well as high visibility checkpoints throughout the campaigns.

North Carolina will continue to implement the *Click It or Ticket, Securing your Future* initiative, which targets high school age drivers. This program was launched in the fall of 2005 in 53 high schools across the state and is now in 312 high schools, reaching more than 93,000 students. North Carolina's goal is to eventually have this initiative in every high school in North Carolina.

GHSP will also use sports marketing to reach our target demographics. Currently, GHSP has commitments from the National Hockey League team, the Carolina Hurricanes, the Carolina Panthers, minor league baseball teams, all four Atlantic Coast Conference teams in North Carolina as well as East Carolina and Appalachian Universities to provide advertising to reach their fan base. Advertising will target all three areas of traffic safety mentioned.

Additional information about GHSP's media plan can be found in the sections of the Highway Safety Plan that address specific program areas.



## EQUIPMENT REQUESTS OF \$5,000 OR MORE

Project #	Agency	Quantity	Description	Unit Amount	Total Amount
AL-14-01-02	Carolinas Medical Center	1	Golf Cart and Trailer	\$7,000	\$7,000
154-AL-14-18-01	Brunswick County Sheriff's Office	4	Patrol Vehicle	\$35,000	\$140,000
154-AL-14-18-01	Brunswick County Sheriff's Office	4	MDT (Mobile, Data, Terminal)	\$6,000	\$24,000
154-AL-14-18-01	Brunswick County Sheriff's Office	4	In-Car Video System	\$6,000	\$24,000
154-AL-14-18-03	Charlotte-Mecklenburg Police Department	7	Patrol Vehicle	\$35,000	\$245,000
154-AL-14-18-03	Charlotte-Mecklenburg Police Department	7	In-Car Video System	\$6,000	\$42,000
154-AL-14-18-03	Charlotte-Mecklenburg Police Department	7	MDT (Mobile, Data, Terminal)	\$6,000	\$42,000
154-AL-14-18-05	Raleigh Police Department	5	Police Car	\$35,000	\$175,000
154-AL-14-18-05	Raleigh Police Department	5	MDT (Mobile, Data, Terminal)	\$6,000	\$30,000
154-AL-14-18-05	Raleigh Police Department	5	In-Car Videos	\$6,000	\$30,000
154-AL-14-18-05	Raleigh Police Department	5	Uniforms	\$6,000	\$30,000
PT-14-03-05	Jackson County Sheriff's Office	1	In-Car Video System	\$6,000	\$6,000
PT-14-03-13	Richlands Police Department	1	Patrol Vehicle	\$35,000	\$35,000
PT-14-03-13	Richlands Police Department	1	MDT (Mobile, Data, Terminal)	\$6,000	\$6,000
PT-14-03-13	Richlands Police Department	1	In-Car Video System	\$6,000	\$6,000
PT-14-03-17	Albemarle Police Department	1	Patrol Vehicle	\$35,000	\$35,000
PT-14-03-17	Albemarle Police Department	1	In-Car Video System	\$6,000	\$6,000
PT-14-03-17	Albemarle Police Department	1	MDT (Mobile, Data, Terminal)	\$6,000	\$6,000
PT-14-03-18	City of Durham Police Department	1	Solar Digital Message Board including Trailer	\$12,000	\$12,000
PT-14-03-19	Morganton Public Safety	2	Patrol Vehicle	\$35,000	\$70,000
PT-14-03-19	Morganton Public Safety	2	MDT (Mobile, Data, Terminal)	\$6,000	\$12,000
PT-14-03-19	Morganton Public Safety	2	In-Car Video System	\$6,000	\$12,000

## EQUIPMENT REQUESTS

Project #	Agency	Quantity	Description	Unit Amount	Total Amount
PT-14-03-22	Person County Sheriff	5	In-Car Videos	\$6,000	\$30,000
PT-14-03-22	Person County Sheriff	10	MDT (Mobile, Data, Terminal)	\$6,000	\$60,000
PT-14-03-23	Garysburg Police Department	1	Equipment Trailer	\$5,000	\$5,000
PT-14-03-24	Dare County Sheriff's Office	2	Light Tower	\$7,000	\$14,000
PT-14-03-24	Dare County Sheriff's Office	5	In-Car Video System	\$6,000	\$30,000
PT-14-03-28	Town of Biscoe Police Department	1	Police Car	\$35,000	\$35,000
PT-14-03-28	Town of Biscoe Police Department	1	MDT (Mobile, Data, Terminal)	\$6,000	\$6,000
PT-14-03-28	Town of Biscoe Police Department	1	In-Car Videos	\$6,000	\$6,000
PT-14-03-28	Town of Biscoe Police Department	1	Uniforms	\$6,000	\$6,000
PT-14-03-32	City of Monroe Police Department	2	Police Car	\$35,000	\$70,000
PT-14-03-32	City of Monroe Police Department	2	MDT (Mobile, Data, Terminal)	\$6,000	\$12,000
PT-14-03-32	City of Monroe Police Department	2	In-Car Videos	\$6,000	\$12,000
PT-14-03-32	City of Monroe Police Department	2	Uniforms	\$6,000	\$12,000
PT-14-03-33	Chapel Hill Police Department	1	Solar Digital Message Board including Trailer	\$12,000	\$12,000
PT-14-03-51	Wilmington Police Department	1	Light Tower & Generator	\$8,000	\$8,000
PT-14-03-51	Wilmington Police Department	1	Generator	\$5,000	\$5,000
PT-14-03-51	Wilmington Police Department	1	Equipment Trailer	\$5,000	\$5,000
PT-14-03-52	Henderson Police Department	1	Light Tower	\$7,000	\$7,000
PT-14-03-52	Henderson Police Department	1	Equipment Trailer	\$5,000	\$5,000
PT-14-03-60	Warrenton Police Department	1	Light Tower	\$7,000	\$7,000
PT-14-03-61	Yadkinville Police Department	4	In-Car Video System	\$6,000	\$24,000
PT-14-03-65	Leland Police Department	2	Patrol Vehicle	\$35,000	\$70,000
PT-14-03-65	Leland Police Department	2	MDT (Mobile, Data, Terminal)	\$6,000	\$12,000
PT-14-03-65	Leland Police Department	2	In-Car Video System	\$6,000	\$12,000
DE-14-14-02	Street Safe Solutions Inc	1	Equipment Trailer	\$5,000	\$5,000
DE-14-14-02	Street Safe Solutions Inc	1	Generator	\$5,000	\$5,000
DE-14-14-02	Street Safe Solutions Inc	3	Program Cars	12,500	\$37,500
SB-14-13-01	NCDPI	1	Buster the Bus	\$9,900	\$9,900
K4-14-04-01/PT-14-03-26	Mint Hill Police Department	1	Patrol Vehicle	\$35,000	\$35,000
K4-14-04-01/PT-14-03-26	Mint Hill Police Department	1	In-Car Video System	\$6,000	\$6,000



## EQUIPMENT REQUESTS

Project #	Agency	Quantity	Description	Unit Amount	Total Amount
K4-14-04-01/PT-14-03-26	Mint Hill Police Department	1	MDT (Mobile, Data, Terminal)	\$6,000	\$6,000
K9-14-11-06	Appalachian State University	10	MDT (Mobile, Data, Terminal)	\$6,000	\$60,000
K8-14-02-01	Hickory Police Department	20	In-Car Video System	\$6,000	\$120,000
K8-14-02-02	Franklin Police Department	1	Equipment Trailer	\$5,000	\$5,000
K8-14-02-02	Franklin Police Department	1	Light Tower	\$8,000	\$8,000
K8-14-02-03	New Bern Police Department	1	Equipment Trailer	\$5,000	\$5,000
K8-14-02-03	New Bern Police Department	1	Light Tower	\$8,000	\$8,000
K8-14-02-22/K4-14-07-07	Chapel Hill Police Department	1	Equipment Trailer	\$5,000	\$5,000
K8-14-02-22/K4-14-07-07	Chapel Hill Police Department	1	Light Tower & Generator	\$8,000	\$8,000
K8-14-02-13/K2-14-07-03	City of Durham Police Department	2	Light Tower & Generator	\$8,000	\$16,000
K8-14-02-13/K2-14-07-03	City of Durham Police Department	1	Equipment Trailer	\$5,000	\$5,000
K8-14-02-16	NC State Police Department	1	In-Car Videos	\$6,000	\$6,000
K8-14-02-19	Town of Cary Police Department	1	Light Tower & Generator	\$8,000	\$8,000
K8-14-02-21/K2-14-07-06	Town of Apex Police Department	1	Light Tower & Generator	\$8,000	\$8,000
K8-14-02-21/K2-14-07-06	Town of Apex Police Department	1	Equipment Trailer	\$5,000	\$5,000
K8-14-02-24	River Bend Police Department	1	Equipment Trailer	\$5,000	\$5,000
K8-14-02-24	River Bend Police Department	1	Light Tower	\$8,000	\$8,000
K8-14-02-26/K2-14-07-08	Town of Rolesville Police Department	1	Light Tower & Generator	\$8,000	\$8,000
K8-14-02-26/K2-14-07-08	Town of Rolesville Police Department	1	Equipment Trailer	\$5,000	\$5,000
K8-14-02-33	Town of Garner Police Department	1	Police Car	\$35,000	\$35,000
K8-14-02-33	Town of Garner Police Department	1	MDT (Mobile, Data, Terminal)	\$6,000	\$6,000
K8-14-02-33	Town of Garner Police Department	1	In-Car Videos	\$6,000	\$6,000
K8-14-02-33	Town of Garner Police Department	1	Uniforms	\$6,000	\$6,000
154AL-14-18-04	AOC-Durham	1	Head Space Gas Chromatograph	\$75,000	\$75,000
154AL-14-18-04	AOC-Durham	2	Gas Chromatographic Mass Spectrometer	\$100,000	\$200,000
154AL-14-18-04	AOC-Durham	1	Immun EVO Workstation	\$70,000	\$70,000
154AL-14-18-04	AOC-Durham	1	Evaporator	\$8,600	\$8,600
154AL-14-18-04	AOC-Durham	1	Diluter	\$5,000	\$5,000
154AL-14-18-04	AOC-Durham	1	Centrifuge	\$6,000	\$6,000
154AL-14-18-04	AOC-Durham	1	Extraction Manifold	\$5,000	\$5,000

## EQUIPMENT REQUESTS

Project #	Agency	Quantity	Description	Unit Amount	Total Amount
154AL-14-18-04	AOC-Durham	1	UPS System	\$150,000	\$150,000
154AL-14-18-08	Asheville Police Department	6	Patrol Vehicle	\$35,000	\$210,000
154AL-14-18-08	Asheville Police Department	6	In-Car Video System	\$6,000	\$36,000
154AL-14-18-08	Asheville Police Department	6	MDT (Mobile, Data, Terminal)	\$6,000	\$36,000
PT-14-03-56	Clyde Police Department	1	Equipment Trailer	\$5,000	\$5,000
PT-14-03-56	Clyde Police Department	1	Generator	\$5,000	\$5,000
PT-14-03-48	NC Dept. Of Crime Control (SHP)	33	In-Car Video System	\$6,000	\$200,000
154AL-14-18-07	NC Dept. Of Health & Human Services. (FTA)	4	BAT Mobile Units	\$625,000	\$2,500,000
PT-14-03-55	NC Dept. Of Justice	1	Vehicle	\$30,000	\$30,000
154AL-14-18-06	Pitt County Sheriff's Office	1	Gas Chromatographic Mass Spectrometer	\$99,537	\$99,537
154AL-14-18-06	Pitt County Sheriff's Office	1	LCMSMS	\$332,013	\$332,013
154AL-14-18-06	Pitt County Sheriff's Office	1	Immun EVO Workstation	\$70,000	\$70,000
154AL-14-18-06	Pitt County Sheriff's Office	1	GC	\$68,598	\$68,598
154AL-14-18-06	Pitt County Sheriff's Office	1	Diluter	\$5,900	\$5,900
154AL-14-18-06	Pitt County Sheriff's Office	1	Centrifuge	\$6,000	\$6,000
154AL-14-18-06	Pitt County Sheriff's Office	1	Extraction Manifold	\$5,000	\$5,000
154AL-14-18-06	Pitt County Sheriff's Office	1	UPS system (backup power)	\$150,000	\$150,000
154AL-14-18-06	Pitt County Sheriff's Office	1	DI Water System	\$7,000	\$7,000
154AL-14-18-06	Pitt County Sheriff's Office	1	Evaporator	\$8,600	\$8,600
154AL-14-18-06	Pitt County Sheriff's Office	1	Bio/fume Hoods	\$26,000	\$26,000
AL-14-01-04	Statesville Police Department	4	In-Car Video System	\$6,000	\$24,000
AL-14-01-04	Statesville Police Department	4	MDT (Mobile, Data, Terminal)	\$6,000	\$24,000
K8-14-02-28	Sylva Police Department	1	Equipment Trailer	\$5,000	\$5,000
K8-14-02-27/K4-14-04-02	Union County Sheriff's Office	1	Equipment Trailer	\$5,000	\$5,000
K8-14-02-27/K4-14-04-02	Union County Sheriff's Office	1	Light Tower	\$8,000	\$8,000
PT-14-03-66	Elizabeth City Police Department	1	Light Tower	\$7,000	\$7,000
PT-14-03-66	Elizabeth City Police Department	1	Equipment Trailer	\$5,000	\$5,000
PT-14-03-66	Elizabeth City Police Department	5	MDT (Mobile, Data, Terminal)	\$6,000	\$30,000
MC-14-08-02/K6-14-09-02	Hendersonville Police Department	1	Motorcycle	\$30,000	\$30,000

## EQUIPMENT REQUESTS

Project #	Agency	Quantity	Description	Unit Amount	Total Amount
MC-14-08-03/K6-14-09-03	New Bern Police Department	2	Motorcycle	\$30,000	\$60,000
MC-14-08-03/K6-14-09-03	New Bern Police Department	2	Laptop Computer	\$6,000	\$12,000
MC-14-08-04/K6-14-09-04	Holly Springs Police Department	2	Motorcycle	\$30,000	\$60,000
MC-14-08-04/K6-14-09-04	Holly Springs Police Department	2	Laptop Computer	\$6,000	\$12,000
MC-14-08-05/K6-14-09-05	Bridgeton Police Department	1	Motorcycle	\$30,000	\$60,000
MC-14-08-05/K6-14-09-05	Bridgeton Police Department	1	Laptop Computer	\$6,000	\$6,000
MC-14-08-06/K6-14-09-06	Columbus Police Department	1	Motorcycle	\$30,000	\$30,000

# COST SUMMARY

**U.S. Department of Transportation National Highway Traffic Safety Administration**  
**Highway Safety Plan**  
**Cost Summary**  
**2014-HSP-1**  
**For Approval**

State: North Carolina

Report Date: 06/24/2013

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
<b>NHTSA</b>								
<b>NHTSA 402</b>								
<b>Planning and Administration</b>								
	PA-2014-00-01-00	GHSP	\$0.00	\$273,098.00	\$0.00	\$273,098.00	\$273,098.00	\$0.00
	<b>Planning and Administration Total</b>		<b>\$0.00</b>	<b>\$273,098.00</b>	<b>\$0.00</b>	<b>\$273,098.00</b>	<b>\$273,098.00</b>	<b>\$0.00</b>
<b>Alcohol</b>								
	AL-2014-00-00-00	GHSP PRESERVE	\$0.00	\$0.00	\$0.00	\$6,300,000.00	\$6,300,000.00	\$3,000,000.00
	AL-2014-01-01-00	GHSP BOOZE IT & LOSE IT CAMPAIGN	\$0.00	\$0.00	\$0.00	\$100,000.00	\$100,000.00	\$0.00
	AL-2014-01-02-00	CAROLINAS MEDICAL CENTER	\$0.00	\$16,036.00	\$0.00	\$90,868.00	\$90,868.00	\$90,868.00
	AL-2014-01-03-00	NC CRIME CONTROL ALE	\$0.00	\$0.00	\$0.00	\$55,000.00	\$55,000.00	\$55,000.00
	AL-2014-01-04-00	CITY OF STATESVILLE	\$0.00	\$25,025.00	\$0.00	\$25,025.00	\$25,025.00	\$25,025.00
	<b>Alcohol Total</b>		<b>\$0.00</b>	<b>\$41,061.00</b>	<b>\$0.00</b>	<b>\$6,570,893.00</b>	<b>\$6,570,893.00</b>	<b>\$3,170,893.00</b>
<b>Motorcycle Safety</b>								
	MC-2014-08-01-00	GHSP PI&E	\$0.00	\$0.00	\$0.00	\$100,000.00	\$100,000.00	\$100,000.00
	MC-2014-08-02-00	CITY OF HENDERSONVILLE	\$0.00	\$0.00	\$0.00	\$19,000.00	\$19,000.00	\$19,000.00
	MC-2014-08-03-00	CITY OF NEW BERN	\$0.00	\$0.00	\$0.00	\$41,250.00	\$41,250.00	\$41,250.00
	MC-2014-08-04-00	TOWN OF HOLLY SPRINGS	\$0.00	\$0.00	\$0.00	\$43,750.00	\$43,750.00	\$43,750.00
	MC-2014-08-05-00	TOWN OF BRIDGETON	\$0.00	\$0.00	\$0.00	\$27,050.00	\$27,050.00	\$27,050.00
	MC-2014-08-06-00	TOWN OF COLUMBUS	\$0.00	\$0.00	\$0.00	\$21,878.00	\$21,878.00	\$21,878.00
	<b>Motorcycle Safety Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$252,928.00</b>	<b>\$252,928.00</b>	<b>\$252,928.00</b>
<b>Occupant Protection</b>								

## COST SUMMARY

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
	OP-2014-05-01-00	GHSP PI&E	\$0.00	\$0.00	\$0.00	\$100,000.00	\$100,000.00	\$100,000.00
	OP-2014-05-02-00	NC DEPARTMENT OF INSURANCE	\$0.00	\$0.00	\$0.00	\$292,000.00	\$292,000.00	\$292,000.00
	OP-2014-05-03-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$0.00	\$0.00	\$0.00	\$169,869.00	\$169,869.00	\$0.00
	OP-2014-05-04-00	EL PUEBLO	\$0.00	\$0.00	\$0.00	\$71,400.00	\$71,400.00	\$71,400.00
	OP-2014-05-05-00	RESEARCH TRIANGLE INSTITUTE	\$0.00	\$0.00	\$0.00	\$257,455.00	\$257,455.00	\$0.00
	OP-2014-05-06-00	WNC SAFE KIDS	\$0.00	\$0.00	\$0.00	\$119,605.00	\$119,605.00	\$119,605.00
	<b>Occupant Protection Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,010,329.00</b>	<b>\$1,010,329.00</b>	<b>\$483,005.00</b>
	<b><i>Police Traffic Services</i></b>							
	PT-2014-03-01-00	NEW HANOVER LEL	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2014-03-02-00	MORRISVILLE POLICE DEPARTMENT LEL	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2014-03-03-00	ROCKINGHAM POLICE DEPARTMENT LEL	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2014-03-04-00	TOWN OF AYDEN POLICE DEPARMTENT LEL	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2014-03-05-00	JACKSON COUNTY LEL	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2014-03-06-00	TOWN OF KITTY HAWK LEL	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2014-03-07-00	CHARLOTTE MECKLENBURG PD LEL	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2014-03-08-00	GUILFORD COUNTY LEL	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2014-03-12-00	CITY OF NEW BERN	\$0.00	\$5,575.00	\$0.00	\$16,725.00	\$16,725.00	\$16,725.00
	PT-2014-03-13-00	TOWN OF RICHLANDS	\$0.00	\$14,790.00	\$0.00	\$83,808.00	\$83,808.00	\$83,808.00
	PT-2014-03-14-00	TOWN OF RED SPRINGS	\$0.00	\$14,936.00	\$0.00	\$34,852.00	\$34,852.00	\$34,852.00
	PT-2014-03-15-00	HOLLY RIDGE POLICE DEPARTMENT	\$0.00	\$14,811.00	\$0.00	\$34,560.00	\$34,560.00	\$34,560.00
	PT-2014-03-16-00	TOWN OF MOREHEAD CITY PD	\$0.00	\$3,725.00	\$0.00	\$11,175.00	\$11,175.00	\$11,175.00
	PT-2014-03-17-00	CITY OF ABERMARLE	\$0.00	\$16,282.00	\$0.00	\$92,264.00	\$92,264.00	\$92,264.00
	PT-2014-03-18-00	CITY OF DURHAM	\$0.00	\$3,000.00	\$0.00	\$9,000.00	\$9,000.00	\$9,000.00
	PT-2014-03-19-00	CITY OF MORGANTON	\$0.00	\$31,998.00	\$0.00	\$181,322.00	\$181,322.00	\$181,322.00
	PT-2014-03-20-00	SOUTHERN SHORES	\$0.00	\$2,450.00	\$0.00	\$7,350.00	\$7,350.00	\$7,350.00
	PT-2014-03-21-00	CURRITUCK COUNTY SHERIFF'S OFFICE	\$0.00	\$8,350.00	\$0.00	\$25,050.00	\$25,050.00	\$25,050.00

## COST SUMMARY

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
	PT-2014-03-22-00	PERSON COUNTY SHERIFF'S OFFICE	\$0.00	\$45,000.00	\$0.00	\$45,000.00	\$45,000.00	\$45,000.00
	PT-2014-03-23-00	TOWN OF GARYSBURG	\$0.00	\$0.00	\$0.00	\$11,800.00	\$11,800.00	\$11,800.00
	PT-2014-03-24-00	DARE COUNTY SHERIFF'S OFFICE	\$0.00	\$15,037.00	\$0.00	\$45,133.00	\$45,133.00	\$45,133.00
	PT-2014-03-25-00	CAMDEN COUNTY	\$0.00	\$24,989.00	\$0.00	\$24,989.00	\$24,989.00	\$24,989.00
	PT-2014-03-26-00	TOWN OF MINT HILL	\$0.00	\$0.00	\$0.00	\$100.00	\$100.00	\$100.00
	PT-2014-03-27-00	TOWN OF ERWIN	\$0.00	\$14,875.00	\$0.00	\$34,709.00	\$34,709.00	\$34,709.00
	PT-2014-03-28-00	TOWN OF BISCOE	\$0.00	\$15,882.00	\$0.00	\$89,997.00	\$89,997.00	\$89,997.00
	PT-2014-03-29-00	CITY OF ROXBORO	\$0.00	\$1,875.00	\$0.00	\$5,625.00	\$5,625.00	\$5,625.00
	PT-2014-03-30-00	TOWN OF ROLESVILLE	\$0.00	\$29,000.00	\$0.00	\$29,000.00	\$29,000.00	\$29,000.00
	PT-2014-03-31-00	TOWN OF GARNER	\$0.00	\$36,162.00	\$0.00	\$36,162.00	\$36,162.00	\$36,162.00
	PT-2014-03-32-00	CITY OF MONROE	\$0.00	\$35,270.00	\$0.00	\$199,861.00	\$199,861.00	\$199,861.00
	PT-2014-03-33-00	CHAPEL HILL POLICE DEPARMENT	\$0.00	\$3,000.00	\$0.00	\$9,000.00	\$9,000.00	\$9,000.00
	PT-2014-03-34-00	CITY OF FAIRMONT	\$0.00	\$14,972.00	\$0.00	\$34,934.00	\$34,934.00	\$34,934.00
	PT-2014-03-35-00	TOWN OF CLAYTON	\$0.00	\$3,375.00	\$0.00	\$10,125.00	\$10,125.00	\$10,125.00
	PT-2014-03-36-00	CITY OF DURHAM	\$0.00	\$17,500.00	\$0.00	\$22,500.00	\$22,500.00	\$22,500.00
	PT-2014-03-37-00	TOWN OF APEX	\$0.00	\$58,415.00	\$0.00	\$58,415.00	\$58,415.00	\$58,415.00
	PT-2014-03-38-00	TOWN OF FUQUAY VARINA	\$0.00	\$17,486.00	\$0.00	\$40,800.00	\$40,800.00	\$40,800.00
	PT-2014-03-39-00	TOWN OF FRANKLINGTON	\$0.00	\$2,450.00	\$0.00	\$7,350.00	\$7,350.00	\$7,350.00
	PT-2014-03-40-00	GHSP POINTS SYSTEM	\$0.00	\$0.00	\$0.00	\$600,000.00	\$600,000.00	\$0.00
	PT-2014-03-41-00	TOWN OF HIGHLANDS	\$0.00	\$4,375.00	\$0.00	\$13,125.00	\$13,125.00	\$13,125.00
	PT-2014-03-42-00	CITY OF CONOVER	\$0.00	\$17,032.00	\$0.00	\$39,742.00	\$39,742.00	\$39,742.00
	PT-2014-03-43-00	BUNCOMBE COUNTY	\$0.00	\$6,250.00	\$0.00	\$18,750.00	\$18,750.00	\$18,750.00
	PT-2014-03-44-00	TOWN OF COLUMBUS	\$0.00	\$30,993.00	\$0.00	\$30,993.00	\$30,993.00	\$30,993.00
	PT-2014-03-45-00	UNION COUNTY	\$0.00	\$40,200.00	\$0.00	\$93,800.00	\$93,800.00	\$93,800.00
	PT-2014-03-46-00	TOWN OF STALLINGS	\$0.00	\$19,953.00	\$0.00	\$46,557.00	\$46,557.00	\$46,557.00
	PT-2014-03-47-00	POLK COUNTY	\$0.00	\$26,904.00	\$0.00	\$26,905.00	\$26,905.00	\$26,905.00

## COST SUMMARY

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
	PT-2014-03-48-00	NC STATE HIGHWAY PATROL	\$0.00	\$0.00	\$0.00	\$200,000.00	\$200,000.00	\$0.00
	PT-2014-03-49-00	CITY OF BOILINGS SPRING LAKES	\$0.00	\$14,709.00	\$0.00	\$34,322.00	\$34,322.00	\$34,322.00
	PT-2014-03-50-00	CITY OF GREENSBORO	\$0.00	\$2,892.00	\$0.00	\$8,678.00	\$8,678.00	\$8,678.00
	PT-2014-03-64-00	NC STATE HIGHWAY PATROL	\$0.00	\$0.00	\$0.00	\$28,998.00	\$28,998.00	\$28,998.00
	PT-2014-03-65-00	TOWN OF LELAND	\$0.00	\$37,991.00	\$0.00	\$215,284.00	\$215,284.00	\$215,284.00
	<b>Police Traffic Services Total</b>		<b>\$0.00</b>	<b>\$652,503.00</b>	<b>\$0.00</b>	<b>\$2,718,740.00</b>	<b>\$2,718,740.00</b>	<b>\$1,918,740.00</b>
	<b>Traffic Records</b>							
	TR-2014-10-01-00	GHSP PI&E	\$0.00	\$0.00	\$0.00	\$100,000.00	\$100,000.00	\$0.00
	TR-2014-10-02-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$0.00	\$0.00	\$0.00	\$61,700.00	\$61,700.00	\$61,700.00
	TR-2014-10-03-00	UNIVERSITY OF NC	\$0.00	\$0.00	\$0.00	\$40,066.00	\$40,066.00	\$0.00
	TR-2014-10-04-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$0.00	\$0.00	\$0.00	\$23,199.00	\$23,199.00	\$0.00
	TR-2014-10-05-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$0.00	\$0.00	\$0.00	\$43,874.00	\$43,874.00	\$0.00
	<b>Traffic Records Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$268,839.00</b>	<b>\$268,839.00</b>	<b>\$61,700.00</b>
	<b>Driver Education</b>							
	DE-2014-14-01-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$0.00	\$0.00	\$0.00	\$113,470.00	\$113,470.00	\$0.00
	DE-2014-14-02-00	SSOLUTIONS STREET SAFE	\$0.00	\$0.00	\$0.00	\$106,000.00	\$106,000.00	\$106,000.00
	DE-2014-14-03-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$0.00	\$0.00	\$0.00	\$159,639.00	\$159,639.00	\$0.00
	DE-2014-14-04-00	MOBILE CINEMA PARK	\$0.00	\$0.00	\$0.00	\$150,000.00	\$150,000.00	\$150,000.00
	<b>Driver Education Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$529,109.00</b>	<b>\$529,109.00</b>	<b>\$256,000.00</b>
	<b>Railroad/Highway Crossings</b>							
	RH-2014-12-01-00	NC OPERATION LIFESAVER	\$0.00	\$0.00	\$0.00	\$15,000.00	\$15,000.00	\$15,000.00
	<b>Railroad/Highway Crossings Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$15,000.00</b>	<b>\$15,000.00</b>	<b>\$15,000.00</b>
	<b>Safe Communities</b>							
	SA-2014-16-01-00	GHSP PI&E	\$0.00	\$0.00	\$0.00	\$500,000.00	\$500,000.00	\$0.00
	SA-2014-16-02-00	NC STATE UNIVERSITY	\$0.00	\$0.00	\$0.00	\$44,335.00	\$44,335.00	\$44,335.00
	SA-2014-16-03-00	PITT COUNTY	\$0.00	\$0.00	\$0.00	\$55,989.00	\$55,989.00	\$55,989.00

## COST SUMMARY

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
	SA-2014-16-04-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$0.00	\$0.00	\$0.00	\$105,860.00	\$105,860.00	\$0.00
	SA-2014-16-05-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$0.00	\$0.00	\$0.00	\$73,094.00	\$73,094.00	\$0.00
	SA-2014-16-06-00	UNC HIGHWAY SAFETY RESEARCH CENTER	\$0.00	\$0.00	\$0.00	\$81,942.00	\$81,942.00	\$0.00
	<b>Safe Communities Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$861,220.00</b>	<b>\$861,220.00</b>	<b>\$100,324.00</b>
	<b><i>Pupil Transportation Safety</i></b>							
	SB-2014-13-01-00	DPI TRANSPORTATION	\$0.00	\$0.00	\$0.00	\$43,300.00	\$43,300.00	\$0.00
	<b>Pupil Transportation Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$43,300.00</b>	<b>\$43,300.00</b>	<b>\$0.00</b>
	<b><i>Paid Advertising</i></b>							
	PM-2014-17-01-00	GHSP SPORTS MARKETING CAMPAIGN	\$0.00	\$0.00	\$0.00	\$1,000,000.00	\$1,000,000.00	\$0.00
	<b>Paid Advertising Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,000,000.00</b>	<b>\$1,000,000.00</b>	<b>\$0.00</b>
	<b>NHTSA 402 Total</b>		<b>\$0.00</b>	<b>\$966,662.00</b>	<b>\$0.00</b>	<b>\$13,543,456.00</b>	<b>\$13,543,456.00</b>	<b>\$6,258,590.00</b>
	<b>405 OP SAFETEA-LU</b>							
	K2-2014-07-01-00	NEW HANOVER COUNTY	\$0.00	\$40,211.00	\$0.00	\$93,827.00	\$93,827.00	\$93,827.00
	K2-2014-07-02-00	BRUNSWICK COUNTY	\$0.00	\$21,021.00	\$0.00	\$49,049.00	\$49,049.00	\$49,049.00
	K2-2014-07-03-00	CITY OF DURHAM	\$0.00	\$0.00	\$0.00	\$14,000.00	\$14,000.00	\$14,000.00
	K2-2014-07-04-00	COLUMBUS COUNTY	\$0.00	\$24,361.00	\$0.00	\$24,361.00	\$24,361.00	\$24,361.00
	K2-2014-07-05-00	TOWN OF CARY	\$0.00	\$18,794.00	\$0.00	\$43,853.00	\$43,853.00	\$43,853.00
	K2-2014-07-06-00	TOWN OF APEX	\$0.00	\$0.00	\$0.00	\$9,675.00	\$9,675.00	\$9,675.00
	K2-2014-07-07-00	CITY OF CHAPEL HILL POLICE DEPARTMENT	\$0.00	\$0.00	\$0.00	\$8,400.00	\$8,400.00	\$8,400.00
	K2-2014-07-08-00	TOWN OF ROLESVILLE	\$0.00	\$0.00	\$0.00	\$10,675.00	\$10,675.00	\$10,675.00
	K2-2014-07-09-00	GUILFORD COUNTY	\$0.00	\$29,175.00	\$0.00	\$165,324.00	\$165,324.00	\$165,324.00
	K2-2014-07-10-00	NC STATE HIGHWAY PATROL	\$0.00	\$0.00	\$0.00	\$200,000.00	\$200,000.00	\$0.00
	K2-2014-07-11-00	CITY OF WINSTON SALEM	\$0.00	\$128,200.00	\$0.00	\$128,200.00	\$128,200.00	\$128,200.00
	<b>405 Occupant Protection Total</b>		<b>\$0.00</b>	<b>\$261,762.00</b>	<b>\$0.00</b>	<b>\$747,364.00</b>	<b>\$747,364.00</b>	<b>\$547,364.00</b>
	<b>405 Paid Media</b>							
	K2PM-2014-07-01-00	GHSP MEDIA CAMPAIGN	\$0.00	\$0.00	\$0.00	\$500,000.00	\$500,000.00	\$0.00



## COST SUMMARY

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
<b>405 Paid Media Total</b>			<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$500,000.00</b>	<b>\$500,000.00</b>	<b>\$0.00</b>
<b>405 OP SAFETEA-LU Total</b>			<b>\$0.00</b>	<b>\$261,762.00</b>	<b>\$0.00</b>	<b>\$1,247,364.00</b>	<b>\$1,247,364.00</b>	<b>\$547,364.00</b>
<b>NHTSA 406</b>								
	K4-2014-04-01-00	TOWN OF MINT HILL	\$0.00	\$30,459.00	\$0.00	\$172,501.00	\$172,501.00	\$172,501.00
	K4-2014-04-02-00	UNION COUNTY	\$0.00	\$0.00	\$0.00	\$8,613.00	\$8,613.00	\$8,613.00
<b>406 Safety Belts Incentive Total</b>			<b>\$0.00</b>	<b>\$30,459.00</b>	<b>\$0.00</b>	<b>\$181,114.00</b>	<b>\$181,114.00</b>	<b>\$181,114.00</b>
<b>NHTSA 406 Total</b>			<b>\$0.00</b>	<b>\$30,459.00</b>	<b>\$0.00</b>	<b>\$181,114.00</b>	<b>\$181,114.00</b>	<b>\$181,114.00</b>
<b>NHTSA 408 Data Program SAFETEA-LU</b>								
	K9-2014-11-01-00	GHSP PI&E	\$0.00	\$0.00	\$0.00	\$100,000.00	\$100,000.00	\$0.00
	K9-2014-11-02-00	NC STATE UNIVERSITY ITRE	\$0.00	\$0.00	\$0.00	\$109,795.00	\$109,795.00	\$0.00
	K9-2014-11-03-00	NC DMV FISCAL	\$0.00	\$0.00	\$0.00	\$43,300.00	\$43,300.00	\$0.00
	K9-2014-11-04-00	NC DMV FISCAL	\$0.00	\$0.00	\$0.00	\$176,800.00	\$176,800.00	\$176,800.00
	K9-2014-11-06-00	APPALACHIAN STATE UNIVERSITY	\$0.00	\$30,000.00	\$0.00	\$30,000.00	\$30,000.00	\$30,000.00
<b>408 Data Program Incentive Total</b>			<b>\$0.00</b>	<b>\$30,000.00</b>	<b>\$0.00</b>	<b>\$459,895.00</b>	<b>\$459,895.00</b>	<b>\$206,800.00</b>
<b>NHTSA 406 Total</b>			<b>\$0.00</b>	<b>\$30,000.00</b>	<b>\$0.00</b>	<b>\$459,895.00</b>	<b>\$459,895.00</b>	<b>\$206,800.00</b>
<b>410 SAFETEA-LU Alcohol</b>								
	K8-2014-02-01-00	CITY OF HICKORY	\$0.00	\$60,000.00	\$0.00	\$60,000.00	\$60,000.00	\$60,000.00
	K8-2014-02-02-00	TOWN OF FRANKLIN	\$0.00	\$0.00	\$0.00	\$15,000.00	\$15,000.00	\$15,000.00
	K8-2014-02-03-00	CITY OF NEW BERN	\$0.00	\$0.00	\$0.00	\$23,500.00	\$23,500.00	\$23,500.00
	K8-2014-02-04-00	NEW HANOVER COUNTY	\$0.00	\$40,211.00	\$0.00	\$93,826.00	\$93,826.00	\$93,826.00
	K8-2014-02-05-00	BRUNSWICK	\$0.00	\$21,020.00	\$0.00	\$49,048.00	\$49,048.00	\$49,048.00
	K8-2014-02-06-00	ROBESON COUNTY	\$0.00	\$54,100.00	\$0.00	\$54,100.00	\$54,100.00	\$54,100.00
	K8-2014-02-07-00	COLUMBUS COUNTY	\$0.00	\$24,361.00	\$0.00	\$24,362.00	\$24,362.00	\$24,362.00
	K8-2014-02-08-00	MADD	\$0.00	\$0.00	\$0.00	\$182,258.00	\$182,258.00	\$182,258.00
	K8-2014-02-09-00	NC JUDICIAL	\$0.00	\$0.00	\$0.00	\$49,515.00	\$49,515.00	\$0.00
	K8-2014-02-10-00	NC JUDICIAL	\$0.00	\$0.00	\$0.00	\$149,273.00	\$149,273.00	\$0.00

## COST SUMMARY

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
	K8-2014-02-11-00	NC JUDICIAL	\$0.00	\$0.00	\$0.00	\$155,671.00	\$155,671.00	\$0.00
	K8-2014-02-12-00	BUMCOMBE COUNTY	\$0.00	\$0.00	\$0.00	\$95,060.00	\$95,060.00	\$0.00
	K8-2014-02-13-00	CITY OF DURHAM	\$0.00	\$0.00	\$0.00	\$14,000.00	\$14,000.00	\$14,000.00
	K8-2014-02-14-00	NC DEPT OF HEALTH	\$0.00	\$0.00	\$0.00	\$493,593.00	\$493,593.00	\$0.00
	K8-2014-02-16-00	NC STATE UNIVERSITY	\$0.00	\$2,122.00	\$0.00	\$6,338.00	\$6,338.00	\$6,338.00
	K8-2014-02-17-00	NC DEPT OF HEALTH	\$0.00	\$0.00	\$0.00	\$286,500.00	\$286,500.00	\$0.00
	K8-2014-02-18-00	DEPT OF HEALTH	\$0.00	\$0.00	\$0.00	\$161,600.00	\$161,600.00	\$0.00
	K8-2014-02-19-00	TOWN OF CARY	\$0.00	\$0.00	\$0.00	\$8,000.00	\$8,000.00	\$8,000.00
	K8-2014-02-20-00	TOWN OF CARY	\$0.00	\$18,794.00	\$0.00	\$43,852.00	\$43,852.00	\$43,852.00
	K8-2014-02-21-00	TOWN OF APEX	\$0.00	\$0.00	\$0.00	\$9,675.00	\$9,675.00	\$9,675.00
	K8-2014-02-22-00	CITY OF CHAPEL HILL PD	\$0.00	\$0.00	\$0.00	\$8,400.00	\$8,400.00	\$8,400.00
	K8-2014-02-23-00	TOWN OF GARNER	\$0.00	\$0.00	\$0.00	\$156,799.00	\$156,799.00	\$156,799.00
	K8-2014-02-24-00	TOWN OF RIVERBEND	\$0.00	\$0.00	\$0.00	\$18,200.00	\$18,200.00	\$18,200.00
	K8-2014-02-25-00	NC CONFERENCE OF DA'S	\$0.00	\$0.00	\$0.00	\$527,156.00	\$527,156.00	\$0.00
	K8-2014-02-26-00	TOWN OF ROLESVILLE	\$0.00	\$0.00	\$0.00	\$10,675.00	\$10,675.00	\$10,675.00
	K8-2014-02-27-00	UNION COUNTY	\$0.00	\$0.00	\$0.00	\$8,613.00	\$8,613.00	\$8,613.00
	K8-2014-02-28-00	TOWN OF SYLVA	\$0.00	\$0.00	\$0.00	\$15,173.00	\$15,173.00	\$15,173.00
	K8-2014-02-30-00	DEPT OF ADMINISTRATION SADD	\$0.00	\$0.00	\$0.00	\$12,000.00	\$12,000.00	\$12,000.00
	K8-2014-02-31-00	GUILFORD COUNTY	\$0.00	\$29,174.00	\$0.00	\$165,323.00	\$165,323.00	\$165,323.00
	K8-2014-02-32-00	NC STATE HIGHWAY PATROL	\$0.00	\$0.00	\$0.00	\$200,000.00	\$200,000.00	\$0.00
	K8-2014-02-34-00	CITY OF WINSTON SALEM	\$0.00	\$128,200.00	\$0.00	\$128,200.00	\$128,200.00	\$128,200.00
	K8-2014-02-35-00	CUMBERLAND COUNTY COURTS	\$0.00	\$12,591.00	\$0.00	\$71,353.00	\$71,353.00	\$0.00
	K8-2014-02-37-00	NC DMV FISCAL	\$0.00	\$0.00	\$0.00	\$50,000.00	\$50,000.00	\$0.00
	<b>410 Alcohol SAFETEA-LU Total</b>		<b>\$0.00</b>	<b>\$390,563.00</b>	<b>\$0.00</b>	<b>\$3,347,063.00</b>	<b>\$3,347,063.00</b>	<b>\$1,107,342.00</b>
	<b>410 Alcohol SAFETEA-LU Paid Media</b>							
	K8PM-2014-02-01-00	GHSP MEDIA CAMPAIGN	\$0.00	\$0.00	\$0.00	\$500,000.00	\$500,000.00	\$0.00

## COST SUMMARY

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
<b>410 Alcohol SAFETEU-LU Paid Media Total</b>			<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$500,000.00</b>	<b>\$500,000.00</b>	<b>\$0.00</b>
<b>410 Alcohol SAFETEA-LU Total</b>			<b>\$0.00</b>	<b>\$390,563.00</b>	<b>\$0.00</b>	<b>\$3,847,063.00</b>	<b>\$3,847,063.00</b>	<b>\$1,107,342.00</b>
<b>2010 Motorcycle Safety</b>								
	K6-2014-09-01-00	GHSP PI&E	\$0.00	\$0.00	\$0.00	\$100,000.00	\$100,000.00	\$0.00
	K6-2014-09-02-00	CITY OF HENDERSONVILLE	\$0.00	\$0.00	\$0.00	\$19,000.00	\$19,000.00	\$19,000.00
	K6-2014-09-03-00	CITY OF NEW BERN	\$0.00	\$0.00	\$0.00	\$41,250.00	\$41,250.00	\$41,250.00
	K6-2014-09-04-00	TOWN OF HOLLY SPRINGS	\$0.00	\$0.00	\$0.00	\$43,750.00	\$43,750.00	\$43,750.00
	K6-2014-09-05-00	TOWN OF BRIDGETON	\$0.00	\$0.00	\$0.00	\$27,050.00	\$27,050.00	\$27,050.00
	K6-2014-09-06-00	TOWN OF COLUMBUS	\$0.00	\$0.00	\$0.00	\$21,878.00	\$21,878.00	\$21,878.00
<b>2010 Motorcycle Safety Incentive Total</b>			<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$252,928.00</b>	<b>\$252,928.00</b>	<b>\$152,928.00</b>
<b>2010 Motorcycle Safety Total</b>			<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$252,928.00</b>	<b>\$252,928.00</b>	<b>\$152,928.00</b>
<b>2011 Child Safety Seats</b>								
	K3-2014-06-01-00	NC DEPARTMENT OF INSURANCE	\$0.00	\$0.00	\$0.00	\$105,000.00	\$105,000.00	\$105,000.00
<b>2011 Child Safety Seat Incentive Total</b>			<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$105,000.00</b>	<b>\$105,000.00</b>	<b>\$105,000.00</b>
<b>2011 Child Seats Total</b>			<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$105,000.00</b>	<b>\$105,000.00</b>	<b>\$105,000.00</b>
<b>154 Transfer Funds</b>								
	154AL-2014-18-01-00	BRUNSWICK COUNTY	\$0.00	\$0.00	\$0.00	\$498,776.00	\$498,776.00	\$498,776.00
	154AL-2014-18-02-00	UNIVERSITY OF CHAPEL HILL	\$0.00	\$0.00	\$0.00	\$380,006.00	\$380,006.00	\$0.00
	154AL-2014-18-03-00	CHARLOTTE MECKLENBURG PD	\$0.00	\$0.00	\$0.00	\$982,717.00	\$982,717.00	\$982,717.00
	154AL-2014-18-04-00	CITY OF DURHAM	\$0.00	\$0.00	\$0.00	\$961,705.00	\$961,705.00	\$961,705.00
	154AL-2014-18-05-00	CITY OF RALEIGH	\$0.00	\$0.00	\$0.00	\$525,720.00	\$525,720.00	\$525,720.00
	154AL-2014-18-06-00	PITT COUNTY	\$0.00	\$0.00	\$0.00	\$1,016,911.00	\$1,016,911.00	\$1,016,911.00
	154AL-2014-18-07-00	NC DEPARTMENT OF HEALTH	\$0.00	\$0.00	\$0.00	\$2,908,423.00	\$2,908,423.00	\$2,908,423.00
	154AL-2014-18-08-00	CITY OF ASHEVILLE	\$0.00	\$0.00	\$0.00	\$750,108.00	\$750,108.00	\$750,108.00
<b>154 Alcohol Total</b>			<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$8,024,366.00</b>	<b>\$8,024,366.00</b>	<b>\$7,644,360.00</b>
<b>154 Transfer Funds Total</b>			<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$8,024,366.00</b>	<b>\$8,024,366.00</b>	<b>\$7,644,360.00</b>

## COST SUMMARY

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
<b>MAP-21 405b OP Low</b>								
	M2HVE-2014-00-00-00	GHSP 405B PRESERVE	\$0.00	\$0.00	\$0.00	\$750,000.00	\$750,000.00	\$0.00
	<b>405b Low HVE Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$750,000.00</b>	<b>\$750,000.00</b>	<b>\$0.00</b>
	<b>MAP-21 405b OP Low Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$750,000.00</b>	<b>\$750,000.00</b>	<b>\$0.00</b>
<b>MAP-21 405c Data Program</b>								
	M3DA-2014-00-00-00	GHSP 405C PRESERVE	\$0.00	\$0.00	\$0.00	\$650,000.00	\$650,000.00	\$0.00
	<b>405c Data Program Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$650,000.00</b>	<b>\$650,000.00</b>	<b>\$0.00</b>
	<b>MAP-21 405c Data Program Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$650,000.00</b>	<b>\$650,000.00</b>	<b>\$0.00</b>
<b>MAP-21 405d Impaired Driving Mid</b>								
	M5HVE-2014-00-00-00	GHSP 405D PRESERVE	\$0.00	\$0.00	\$0.00	\$3,400,000.00	\$3,400,000.00	\$0.00
	<b>405d Mid HVE Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$3,400,000.00</b>	<b>\$3,400,000.00</b>	<b>\$0.00</b>
	<b>MAP-21 405d Impaired Driving Mid Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$3,400,000.00</b>	<b>\$3,400,000.00</b>	<b>\$0.00</b>
<b>MAP-21 405f Motorcycle Programs</b>								
	M9MA-2014-00-00-00	GHSP 405F PRESERVE	\$0.00	\$0.00	\$0.00	\$170,000.00	\$170,000.00	\$0.00
	<b>405f Motorcycle Awareness Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$170,000.00</b>	<b>\$170,000.00</b>	<b>\$0.00</b>
	<b>MAP-21 405f Motorcycle Programs Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$170,000.00</b>	<b>\$170,000.00</b>	<b>\$0.00</b>
	<b>NHTSA Total</b>		<b>\$0.00</b>	<b>\$1,679,466.00</b>	<b>\$0.00</b>	<b>\$32,631,186.00</b>	<b>\$32,631,186.00</b>	<b>\$16,203,498.00</b>
	<b>Total</b>		<b>\$0.00</b>	<b>\$1,679,466.00</b>	<b>\$0.00</b>	<b>\$32,631,186.00</b>	<b>\$32,631,186.00</b>	<b>\$16,203,498.00</b>

**APPENDIX A TO PART 1200 –  
CERTIFICATION AND ASSURANCES  
FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4)**

State: North Carolina

Fiscal Year: 2014

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements including applicable Federal statutes and regulations that are in effect during the grant period. (Requirements that also apply to subrecipients are noted under the applicable caption.)

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances:

**GENERAL REQUIREMENTS**

To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for Section 402 and Section 405 grants is accurate and complete. (Incomplete or incorrect information may result in the disapproval of the Highway Safety Plan.)

The Governor is the responsible official for the administration of the State highway safety program through a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Part 1200 – Uniform Procedures for State Highway Safety Grant Programs

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

**FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)**

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, ([https://www.fsrs.gov/documents/OMB\\_Guidance\\_on\\_FFATA\\_Subaward\\_and\\_Executive\\_Compensation\\_Reporting\\_08272010.pdf](https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf)) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
  - (i) the entity in the preceding fiscal year received—
    - (I) 80 percent or more of its annual gross revenues in Federal awards;
    - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
  - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

### **NONDISCRIMINATION**

**(applies to subrecipients as well as States)**

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (Pub. L. 88-352), which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681-1683 and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), and the Americans with Disabilities Act of 1990 (Pub. L. 101-336), as amended (42 U.S.C. 12101, et seq.), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107), which prohibits discrimination on the basis of age; (e) the Civil Rights Restoration Act of 1987 (Pub. L. 100-259), which requires Federal-aid recipients and all subrecipients to prevent discrimination and ensure nondiscrimination in all of their programs and activities; (f) the Drug Abuse Office and Treatment Act of 1972 (Pub. L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (g) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (Pub. L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (h) Sections 523 and 527 of the Public Health Service Act of 1912, as amended (42 U.S.C. 290dd-3 and 290ee-3), relating to confidentiality of alcohol and drug abuse patient records; (i) Title VIII of the Civil Rights Act of 1968, as amended (42 U.S.C. 3601, et seq.), relating to nondiscrimination in the sale, rental or financing of housing; (j) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

**THE DRUG-FREE WORKPLACE ACT OF 1988(41 USC 8103)**

The State will provide a drug-free workplace by:

- Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- Establishing a drug-free awareness program to inform employees about:
  - The dangers of drug abuse in the workplace.
  - The grantee's policy of maintaining a drug-free workplace.
  - Any available drug counseling, rehabilitation, and employee assistance programs.
  - The penalties that may be imposed upon employees for drug violations occurring in the workplace.
  - Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
  - Abide by the terms of the statement.
  - Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- Notifying the agency within ten days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction.
- Taking one of the following actions, within 30 days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted –
  - Taking appropriate personnel action against such an employee, up to and including termination.
  - Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

**BUY AMERICA ACT**

**(applies to subrecipients as well as States)**

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)), which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-

domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

**POLITICAL ACTIVITY (HATCH ACT)**  
**(applies to subrecipients as well as States)**

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508) which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

**CERTIFICATION REGARDING FEDERAL LOBBYING**  
**(applies to subrecipients as well as States)**

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.



**RESTRICTION ON STATE LOBBYING**  
**(applies to subrecipients as well as States)**

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

**CERTIFICATION REGARDING DEBARMENT AND SUSPENSION**  
**(applies to subrecipients as well as States)**

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

*Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions*

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

#### Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered

transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

*Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:*

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

**POLICY ON SEAT BELT USE**

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov). Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at [www.trafficsafety.org](http://www.trafficsafety.org).

## **POLICY ON BANNING TEXT MESSAGING WHILE DRIVING**

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

## **ENVIRONMENTAL IMPACT**

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan is modified in a manner that could result in a significant environmental impact and trigger the need for an environmental review, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 U.S.C. 4321, et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

## **SECTION 402 REQUIREMENTS**

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))

At least 40 percent (or 95 percent, as applicable) of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C), 402(h)(2)), unless this requirement is waived in writing.

The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))

The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- Participation in the National high-visibility law enforcement mobilizations;
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
- An annual statewide seat belt use survey in accordance with 23 CFR Part 1340 for the measurement of State seat belt use rates;
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a).

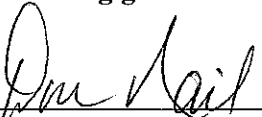
(23 U.S.C. 402(b)(1)(F))

The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))

The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

**I understand that failure to comply with applicable Federal statutes and regulations may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.**

**I sign these Certifications and Assurances based on personal knowledge, after appropriate inquiry, and I understand that the Government will rely on these representations in awarding grant funds.**

  
 \_\_\_\_\_  
 Signature Governor's Representative for Highway Safety

6/28/13  
 \_\_\_\_\_  
 Date

**Don Nail**

\_\_\_\_\_  
 Printed name of Governor's Representative for Highway Safety