



STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

PAT MCCRORY
GOVERNOR

ANTHONY J. TATA
SECRETARY

June 27, 2014

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 2015 Highway Safety Plan (HSP) and combined Section 405 Application for your review and consideration.

The HSP outlines specific expenditures of funds for FY 2015 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.

The North Carolina Governor's Highway Safety Program also requests two NHTSA assessments for FY2015. GHSP plans to fund and conduct NHTSA Assessments for Impaired Driving and Driver Education. GHSP will be the lead agency on the Impaired Driving Assessment; the Department of Public Instruction (DPI) will lead the Driver Education Assessment.

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 FY2015 Highway Safety Plan

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SECRETARY ANTHONY J. TATA
NORTH CAROLINA DEPARTMENT OF TRANSPORTATION

DIRECTOR DON NAIL
GOVERNOR'S HIGHWAY SAFETY PROGRAM



Cover photo: Downtown-Raleigh, North Carolina from Western Boulevard Overpass



Executive Summary.....	1
Overview of North Carolina’s Governor’s Highway Safety Program	4
History	4
Organizational Structure	5
North Carolina Demographics.....	6
Population.....	6
Geography.....	7
Transportation	7
Project Selection Process	9
Traffic Safety Project Proposals	9
Planning Process	10
Problem Identification & Target Setting Process.....	11
Problem Identification	11
Target Setting Process.....	13
Performance Measures & Targets	15
Performance Measures.....	15
National Comparisons.....	22
County Comparisons	23
Program Targets.....	26
Program Areas	29
Alcohol-Impaired Driving	30
Evidence Considered.....	30
Statewide Campaigns/Programs.....	36
Summary	38
Countermeasures And Funding Priorities	38
Media Plan	40
FY2015 Alcohol-Impaired Driving Projects.....	40
Occupant Protection	50
Evidence Considered.....	50
Statewide Campaigns/Programs.....	57
Summary	61
Countermeasures And Funding Priorities	61
Media Plan	62
FY2015 Occupant Protection Projects	62
Police Traffic Services.....	66
Evidence Considered.....	66
Statewide Campaigns/Programs.....	72
Summary	73
Countermeasures And Funding Priorities	73

Table of Contents



Media Plan	74
FY2015 Police Traffic Services Projects	74
Young Drivers	78
Evidence Considered	78
Statewide Campaigns/Programs	83
Summary	83
Countermeasures and Funding Priorities	84
Media Plan	85
FY2015 Young Driver Projects	85
Motorcycle Safety	88
Evidence Considered	88
Statewide Campaigns/Programs	93
Summary	94
Countermeasures and Funding Priorities	94
Media Plan	95
FY2015 Motorcycle Safety Projects	95
Traffic Records	99
NC Traffic Records Coordinating Committee (NC TRCC)	99
NC Traffic Records Assessment	100
NC Traffic Records Strategic Planning	101
NC TRCC Current Activities	101
Newly Defined Goals of the NC TRCC	102
FY2015 Traffic Records Projects	103
Other Highway Safety Priorities	105
Older Drivers	105
Pedestrians	110
Bicyclists	114
Distracted Driving	117
FY2015 Other Highway Safety Priorities Projects	119
NC Highway Safety Media Plan	122
Equipment Requests of \$5,000 or More	123
Cost Summary	127
Appendix A to Part 1200 – Certification and Assurances	137



Executive Summary

Fellow North Carolinians,

On behalf of the Governor McCrory Administration, I am pleased to submit this Highway Safety Plan for fiscal year 2015. 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 2012, there were 1,292 fatalities resulting from motor vehicle crashes in North Carolina – a 5% increase from the 1,230 fatalities in 2011. Additionally, the fatality rate also increased in 2012, from 1.19 to 1.23 per million vehicle miles traveled (VMT). These increases likely reflect improving economic conditions in North Carolina and greater travel. Longer-term trends show a gradual decrease in motor vehicle fatalities in North Carolina over the past decade. Traffic fatalities and fatalities per VMT remain near historic lows.

Although fatality counts and the fatality rate increased during 2012, a number of other traffic safety indicators have shown improvement. These include:

- Unrestrained passenger vehicle occupant fatalities decreased 7%, from 379 to 351.
- Speed-related fatalities decreased 8%, from 476 to 440.
- The number of drivers age 20 or younger involved in fatal crashes decreased 3%, from 176 to 170.
- The number of disabling "A" injuries decreased 6%, from 2,424 to 2,273.

These decreases are 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 FY2015 Performance Plan, we have set goals to further reduce fatalities and serious injuries in North Carolina by the year 2015.

Other performance measures showed little change during 2012, or change in the wrong direction. The number of fatalities involving drivers or motorcycle operators with a BAC of .08 or greater increased 12% during 2012, from 359 to 402. As discussed in the alcohol chapter, this was led by a noticeable increase in alcohol use among crash-involved motorcycle and motor-scooter riders. GHSP remains committed to removing impaired drivers from our roadways. GHSP is funding a number of initiatives during FY2015 to address impaired driving including DWI enforcement teams, checking stations, DWI courts, alcohol interlocks, and expedited blood testing. North Carolina has also established a Statewide Impaired Driving Task Force that has created a FY2015 Impaired Driving Plan that provides a comprehensive strategy for preventing and reducing alcohol-impaired driving in North Carolina.

Another area of concern is a 16% increase in motorcycle rider fatalities during 2012 (from 170 to 198). Motorcyclists now account for 15.3% of traffic fatalities in North Carolina – twice the level of 10 years ago (7.3%). These fatalities include a growing number of motor-scooter riders. One positive finding is



that the vast majority of fatally injured motorcyclists in North Carolina were wearing a helmet when they crashed. In all likelihood, North Carolina would have experienced many more fatalities if the state did not have a universal helmet law and, therefore, a very high rate of helmet use. To address the growing problem of motorcycle rider fatalities, GHSP is expanding the “BikeSafe North Carolina” training program and is expanding the system of regional coordinators.

Pedestrian fatalities also increased noticeably during 2012, from 161 to 197. 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 accounted for 13% of all traffic fatalities during the years 2008 – 2012. Pedestrian safety has traditionally not been a high priority area; however, GHSP is considering new approaches to address this growing problem.

Finally, several areas have shown little change in recent years, such as older driver fatalities, bicyclist fatalities, and seat belt use. The observed belt use rate for drivers and front seat occupants was 87.5% in 2012, down from 89.5% in 2011. The most recent observational survey (conducted in June 2013) found the observed belt use rate had rebounded somewhat to 88.6%. Nonetheless, it has proven difficult to raise seat belt use over 90%. GHSP continues to support proven countermeasures to increase seat belt use including high visibility enforcement targeting nighttime belt use and focusing efforts on those counties with the highest numbers of unrestrained fatalities. North Carolina also recently conducted a NHTSA-facilitated occupant protection program assessment. Many of the recommendations from this assessment have been incorporated into a Strategic Plan developed by a Statewide Occupant Protection Task Force.

During FY2015, 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 FY2015:

- Alcohol-Impaired Driving (accounting for 402 fatalities in 2012) and Treatment
- Occupant Protection (351 unrestrained fatalities)
- Speeding and Police Traffic Services (440 fatalities)
- Young Drivers (170 fatalities)
- Motorcycles (198 fatalities)
- Traffic Records
- Other Highway Safety Priorities: Older Drivers (196 fatalities); Pedestrians (197 fatalities); Bicyclists (27 fatalities); Distracted Driving (101 fatal crashes)

GHSP also requests two NHTSA assessments for FY2015. GHSP plans to fund and conduct NHTSA Assessments for Impaired Driving and Driver Education. GHSP will be the lead agency on the Impaired Driving Assessment; the Department of Public Instruction (DPI) will lead the Driver Education Assessment.

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 FY2015, and the process to select sub-grantees for FY2015. It also includes the performance measures and targets for the core outcome and behavior measures as required by the National Highway Traffic Safety Administration (NHTSA) and the Governor’s Highway Safety Association (GHSA) In accordance

Executive Summary



with MAP-21 requirements for FY 2015, the targets of this FY2015 GHSP Highway Safety Plan are aligned with the goals of the North Carolina Strategic Highway Safety Plan, which was most recently revised in 2006 and is currently being updated by NC DOT and partner organizations. 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.

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

Don Nail, Director

North Carolina Governor's Highway Safety Program



Overview of North Carolina's Governor's Highway Safety Program

HISTORY

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.

GHSP's Mission

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

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. GHSP is currently staffed with seven professionals and three support personnel. The Director delegates the day-to-day office operations and functions of the agency to the Assistant Director. The Assistant Director directly oversees and/or influences GHSP's three primary sections:

1. Planning, Programs and Evaluation Section

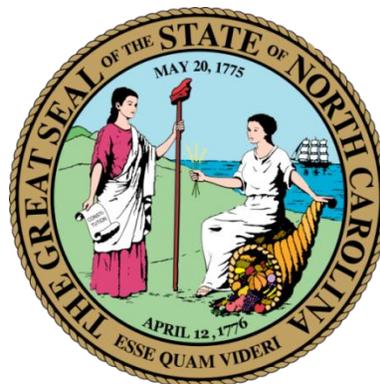
The function of the Planning, Programs and Evaluation section is to develop, implement, manage, monitor and evaluate a grants program that effectively addresses highway safety concerns identified as a result of a comprehensive analysis of crash, citation and other empirical data. This program is the basis for the annual Highway Safety Plan. The Planning, Programs and Evaluation section is currently staffed with five Highway Safety Specialists. One specialist coordinates and oversees the law enforcement liaison system. Every project is assigned to a specific Highway Safety Specialist. The Highway Safety Specialist is the Project Director's liaison with GHSP, NHTSA and other highway safety agencies.

2. Finance and Administration Section

The function of the Finance and Administration section is to manage and coordinate the financial operations and administrative support needs of GHSP. The Finance and Administration section is currently staffed with a Finance Officer, administrative assistant, clerk/receptionist and a contracted materials and points system administrator.

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 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

POPULATION

North Carolina is the 10th largest state in the U.S. The population was an estimated 9,848,060 in 2013 according to the U.S. Census Bureau. North Carolina is growing rapidly – the state’s population has increased 3.3% since 2010 and 22% since 2000. North Carolina’s largest cities include Charlotte (population 792,862), Raleigh (431,746), Durham (288,133), Greensboro (279,639), Winston-Salem (236,441), Fayetteville (204,408), Cary (151,088), Wilmington (112,067), and High Point (107,741).

The median age in North Carolina is 37.4 years. Thirteen percent (13%) of the state’s population is age 65 or older; 24% is under age 18. The population is predominantly white (69%) and Black/African American (22%). Nine percent (9%) is Latino. The median income in North Carolina is \$46,450.

North Carolina is comprised of 100 counties. About two-thirds (65) of these counties have experienced population growth since 2010. The table below shows the 10 fastest growing counties in North Carolina. Many of these counties are in the lower coastal plain and the urban areas of the Piedmont. Meanwhile, 35 of North Carolina’s 100 counties have experienced population decline since 2010 including Tyrell (-6.0%), Gates (-4.4%), Northampton (-4.0%), Pasquotank (-3.4%), Bertie (-3.3%), Martin (-3.1%), and Washington (-3.0%). Several of these counties are located in the northeastern part of the state.

Latinos in NC

Although small, the Hispanic/Latino population is growing rapidly in North Carolina, increasing 111% since 2000. The median age of North Carolina’s Latinos is 23 years. Native births have overtaken immigration as the sustainer of growth for North Carolina’s Latino population.

Fastest growing counties in North Carolina, 2010 2013

County	2013 population	2010 population	growth	% change
Onslow	193,911	177,772	16,139	9.1%
Hoke	50,678	46,952	3,726	7.9%
Mecklenburg	991,970	919,625	72,345	7.9%
Brunswick	115,666	107,431	8,235	7.7%
Harnett	123,357	114,678	8,679	7.6%
Wake	964,928	900,993	63,935	7.1%
Chatham	67,638	63,493	4,145	6.5%
Pender	55,587	52,203	3,384	6.5%
Durham	286,142	269,974	16,168	6.0%
New Hanover	213,876	202,681	11,195	5.5%



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 28th 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



Bodie Island Lighthouse, NC

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 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.

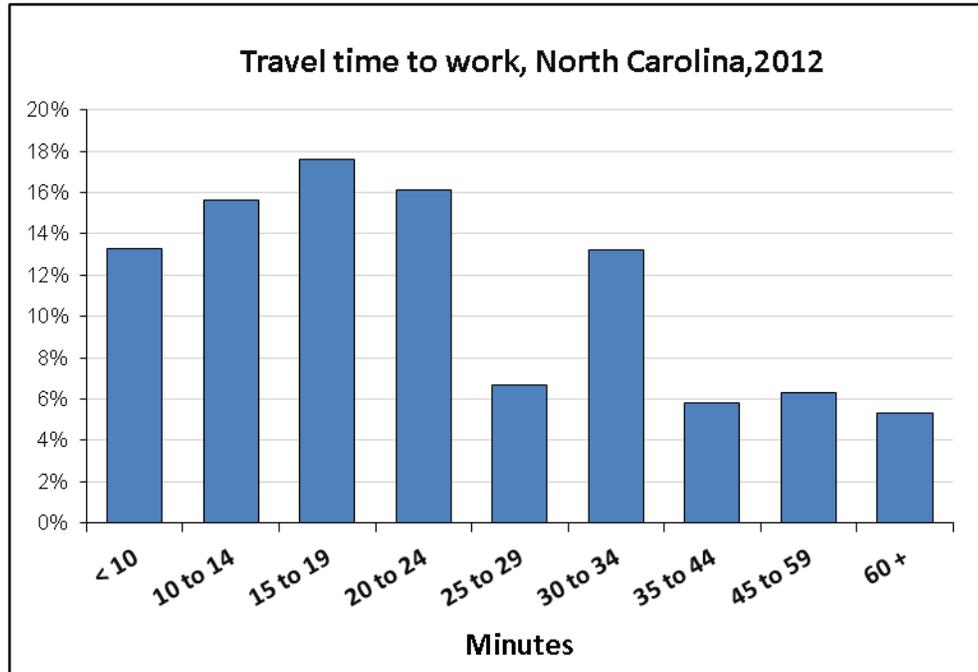
TRANSPORTATION

North Carolina has the second largest state highway system in the country. The transportation system includes 105,063 miles of roadway, 1,254 miles of interstate highways and 69,450 miles of rural roads. According to the Federal Highway Administration (FHWA), North Carolina had 6,667,693 licensed drivers in 2012. Eighty-six percent (86%) of the driving-age population in the state is licensed. FHWA records indicate a total of 7,593,351 registered vehicles in 2012, of which 3,445,365 were privately owned automobiles and 199,205 were privately owned motorcycles.

Multiple vehicle ownership is common in North Carolina. According to the U.S. Census, 77% of North Carolina residents report having access to two or more vehicles. Twenty-one percent (21%) say they have access to only one vehicle, while 3% say they have access to no vehicles.



Among employed adults in North Carolina, the vast majority drive to work alone (81%). Eleven percent (11%) report carpooling to work, while only a small percent take public transportation (1.1%), walk (1.8%), or bike (0.2%). Almost two-thirds (72%) work in the same county in which they live; 25% work in another county, and 3% work in another state. The mean time to travel to work is 23.5 minutes (U.S. Census, 2012).



Source: U.S. Census, 2012

Media in North Carolina

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.



Project Selection Process

TRAFFIC SAFETY PROJECT PROPOSALS

Each year, GHSP provides funds for projects that are designed to reduce crashes, injuries and fatalities in North Carolina. GHSP uses a web-based application system to streamline the process for organizations, municipalities and state agencies who apply for highway safety grants. The system is integrated with NCDOT's Federal Aid, Grants and Financial System and allows users to view the status of an application and make changes to a contract at any time. In addition to reducing paperwork, GHSP staff can approve applications electronically. Proper authorization is necessary to access the system.

Some general guidelines about GHSP highway safety grants program:

- All funding from 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. In most cases 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 only approved for one full or partial federal fiscal year at a time. However, projects may be funded for up to three consecutive years.
- 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:
 - Must conduct a *minimum* of one day-time and one night-time seat belt initiative per month and one impaired driving checkpoint per month; and
 - Must participate in all "Click It or Ticket" and "Booze It & Lose It" campaigns.

All traffic safety project proposals are due to GHSP by January 31st of each year. GHSP utilizes an in-house review team to select the best project applications. GHSP Highway Safety Specialists (HSSs) 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 all GHSP HSSs, the Director, Assistant Director, Law Enforcement Liaison, 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 are 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 receives input from the Regional Law



Enforcement Liaison (RLEL) network. Each RLEL reviews the proposals and provided input in the decision making process.

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

PLANNING PROCESS

Below is a brief overview of the planning process used to identify the 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. The highway safety planning process is circular and continuous. The efforts from each year influence the problem areas and performance targets for the following year.

1. Solicit potential grantees (January)

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

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. GHSP also receives input from the Regional Law Enforcement Liaison network and others before final selections are made.

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, GHSP begins work on the Annual Report which is due December 31 of each year.

The Highway Safety Plan:

The Highway Safety Plan (HSP) is a compilation of all the approved highway safety projects with a short description of each project and how they address the identified problems. The GHSP Planning, Programs and Evaluation staff drafts the HSP 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. Once approved, the HSP is implemented on October 1 and is in effect through September 30 of the following year. For FY2015, the University of North Carolina Highway Safety Research Center assisted in the preparation of North Carolina's Highway Safety Plan.



Problem Identification & Target Setting Process

PROBLEM IDENTIFICATION

North Carolina's Governor's Highway Safety Program conducts an extensive problem identification process 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.

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.

NC Strategic Highway Safety Plan

In accordance with MAP-21 requirements, GHSP strives to assure that the targets and goals of the NC Highway Safety Plan are aligned with the goals of the North Carolina Strategic Highway Safety Plan (SHSP). NC's Strategic Highway Safety Plan was most recently revised in 2006 and is currently being updated by NC DOT and partner organizations. The working goal of the revised Strategic Plan is to cut traffic related fatalities and serious injuries in North Carolina in half by 2030. At a March 20, 2014 Safety Partner Workshop conducted as a part of the process of updating the North Carolina Strategic Highway Safety Plan (SHSP), the assembled safety partners identified nine (9) critical safety emphasis areas that will become the backbone of the updated SHSP. These emphasis areas are:

- Demographic Considerations (e.g., young drivers, older drivers, at-risk populations, etc.)
- Emerging Issues & Data
- Impaired Driving
- Intersection Safety
- Keeping Drivers Alert
- Lane Departure
- Occupant Protection / Motorcycles
- Pedestrians & Bicyclists, and
- Speed

Emphasis area working groups (EAWGs) have been convened for each focus area and have been tasked with developing an emphasis area plan that defines the problem, describes past and ongoing efforts to address it, and identifies strategies and actions moving forward to further improve safety in that area. The ideas and recommendations from each of the EAWGs will ultimately be compiled to establish the substance of the updated SHSP.



The North Carolina Governor's Highway Safety Program is a key player in the process of updating the NC SHSP with Highway Safety Specialists and other GHSP staff serving on each of the emphasis area working groups. This enables GHSP to align the targets and goals of the NC Highway Safety Plan with the goals and strategies of the NC Strategic Highway Safety Plan.

Sources of Information

The sources of information that informed our problem identification process for FY2015 are described below.

1. Collection and analysis of traffic crash data

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 targets. The FY2015 Highway Safety Plan includes FARS data and North Carolina crash data through 2012.

2. Sources of data

A number of data sources are examined to give the most complete picture of the major traffic safety problems in the state. For FY2015, the following data sources are included:

- Fatality Analysis Reporting System (FARS)
- North Carolina Crash Data
- Special 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 Division of Motor Vehicles (DMV) as well as from other 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 GHSP and the public. Additionally, GHSP has access to the Fatality Analysis Reporting System (FARS) which is the primary tool for comparing NC data 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.

3. Statewide telephone survey

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.

4. Seat belt use observational survey

North Carolina's annual seat belt use survey was conducted in June, 2013 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 seat 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.

5. Consultation with other organizations

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. 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 targets 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 gender, 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, 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 targets are established addressing each problem area. The target setting process is described below.

Target Setting Process

Many factors were considered when setting performance targets for FY 2015. The overall objective was to set performance targets 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 1,292 during 2012. 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 targets for further reductions in fatalities.
- **Ceiling/floor effects:** As crashes or fatalities become rarer, progress becomes increasingly difficult to achieve. For example, North Carolina has averaged about 15 unhelmeted motorcycle fatalities each year during the past 10 years. This rate is very low, and would be difficult to improve upon. Rather than spending funds to reduce this rate even further, resources might be better spent on other problem areas where greater progress can be achieved.

Problem Identification & Target Setting Process



- **The effect of external forces:** 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 was also considered. 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 to occur. 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 targets.
- **Effectiveness of known countermeasures:** Another factor considered when setting targets 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, high-visibility sobriety checkpoints receive a maximum rating of 5-stars for effectiveness in NHTSA’s *Countermeasures that Work*. Hence, we set fairly challenging, but achievable targets 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, *VIP for a VIP*, and *Time to Drive*. Evaluations of some of these programs are currently underway, but have not yet been completed, so their effectiveness is unknown. The targets for reducing young driver crashes are therefore somewhat less ambitious than for alcohol-impaired driving.

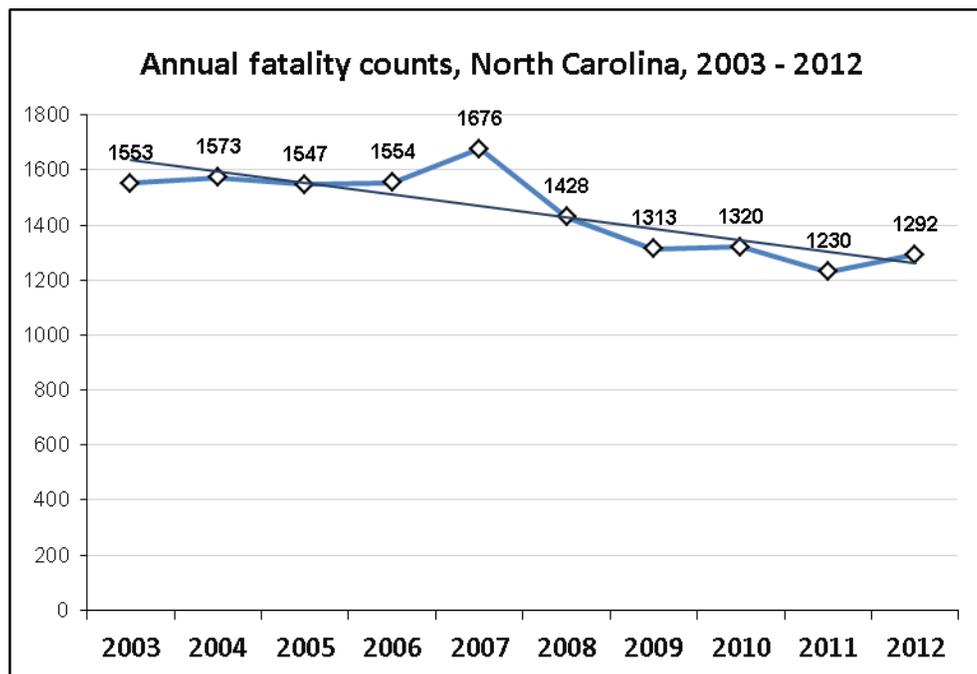
The FY2015 Highway Safety Plan targets for North Carolina were established after considering the above factors. The specific performance measures and targets for North Carolina are described in the next section.



Performance Measures & Targets

PERFORMANCE MEASURES

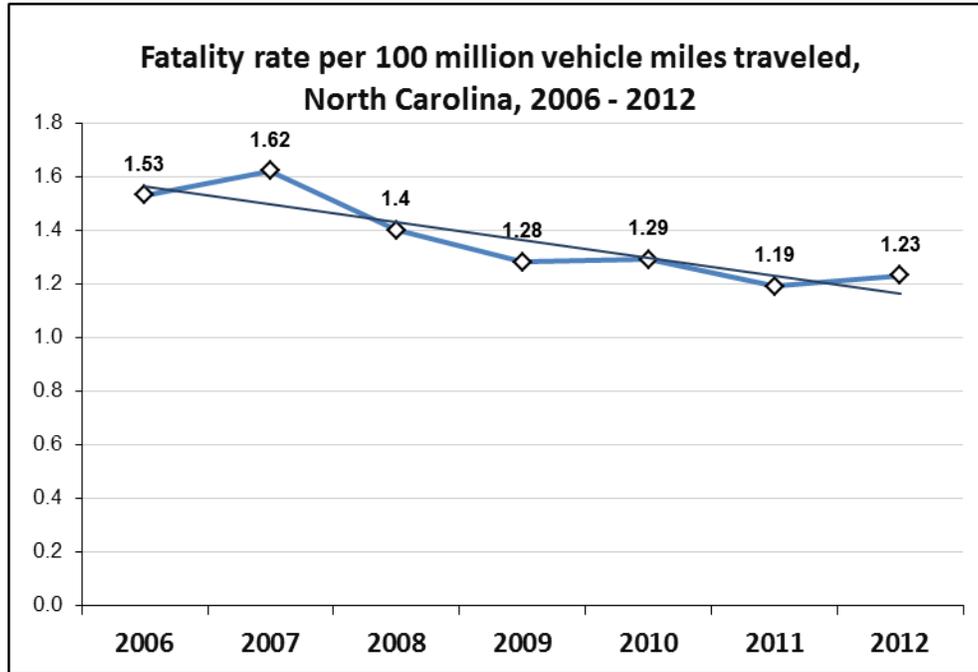
North Carolina's 17 key traffic safety indicators are shown on page 21. During 2012, there were 1,292 fatalities resulting from motor vehicle crashes in North Carolina – a 5% increase from the 1,230 fatalities in 2011. The increase likely reflects improving economic conditions in North Carolina and greater travel. Overall, however, there has been a gradual downward trend in motor vehicle fatalities in North Carolina over the past decade, as shown in the figure below.



Source: FARS 2003 – 2012

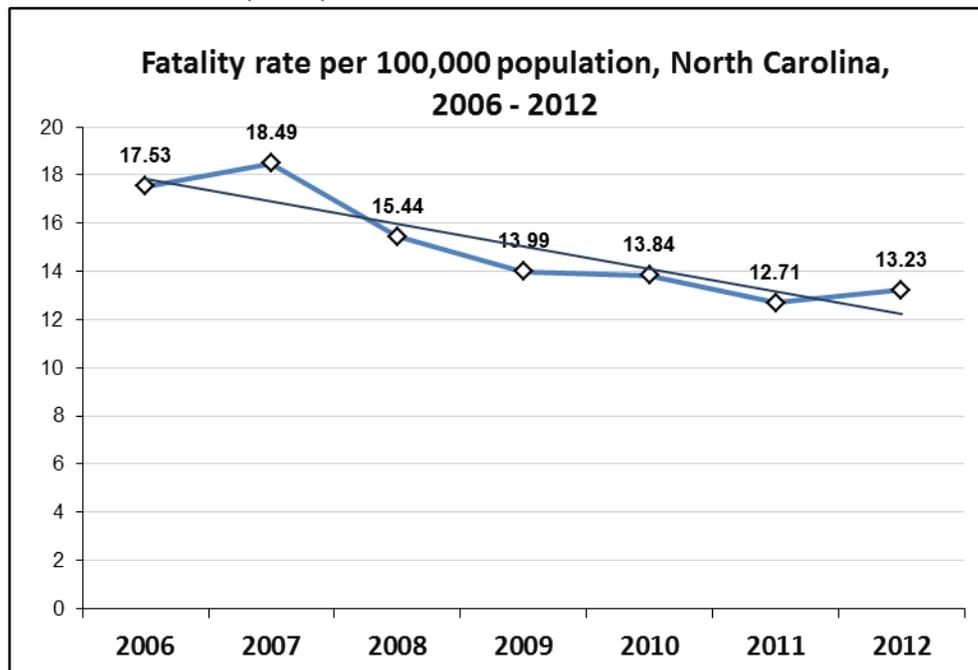
Traffic fatalities in North Carolina remain near historic lows. Nonetheless, the rise in fatalities during 2012 is concerning. GHSP remains committed to funding proven programs and countermeasures to reduce motor vehicle crashes, injuries and fatalities in North Carolina.

In addition to a rise in fatalities, the fatality rate per vehicle mile traveled (VMT) also increased in 2012. There were 1.23 fatalities per 100 million VMT during 2012, compared to 1.19 during 2011. Once again, however, the long-term trend suggests a decrease in fatalities per VMT, as shown below.



Source: FARS 2006 – 2012

As mentioned earlier in the “State Demographics” section, North Carolina’s population has grown considerably during the last decade. Consequently, it is important to consider fatality rates per capita. The figure below shows fatality rates per 100,000 population in North Carolina from 2006 through 2012. Similar to the previous analyses, there was a slight rise in 2012, though the overall pattern suggests a steady decline in fatal crashes per capita.

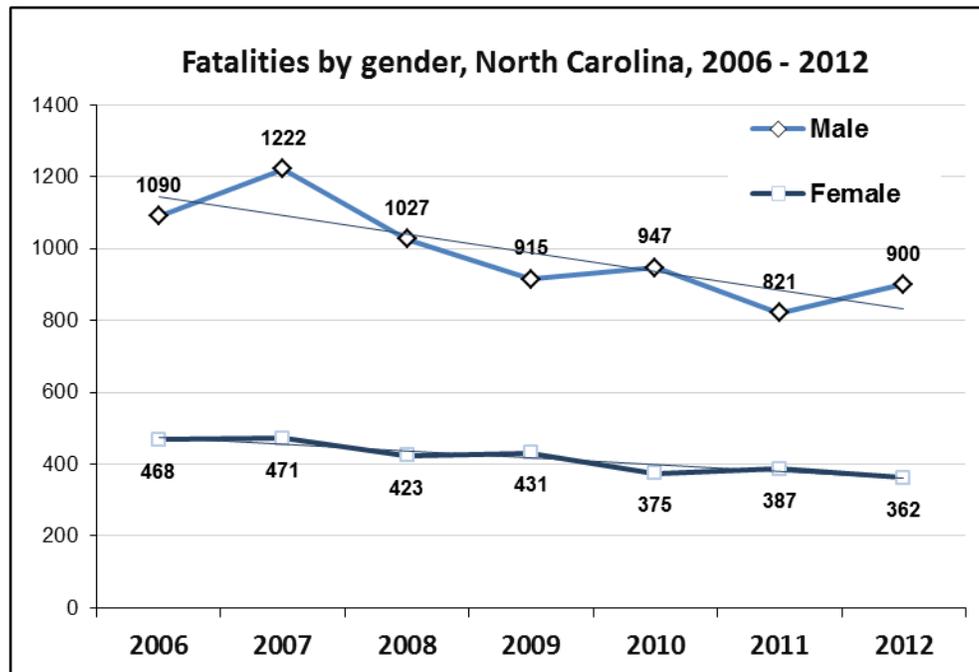


Source: FARS 2006 – 2012 and U.S. Census Bureau



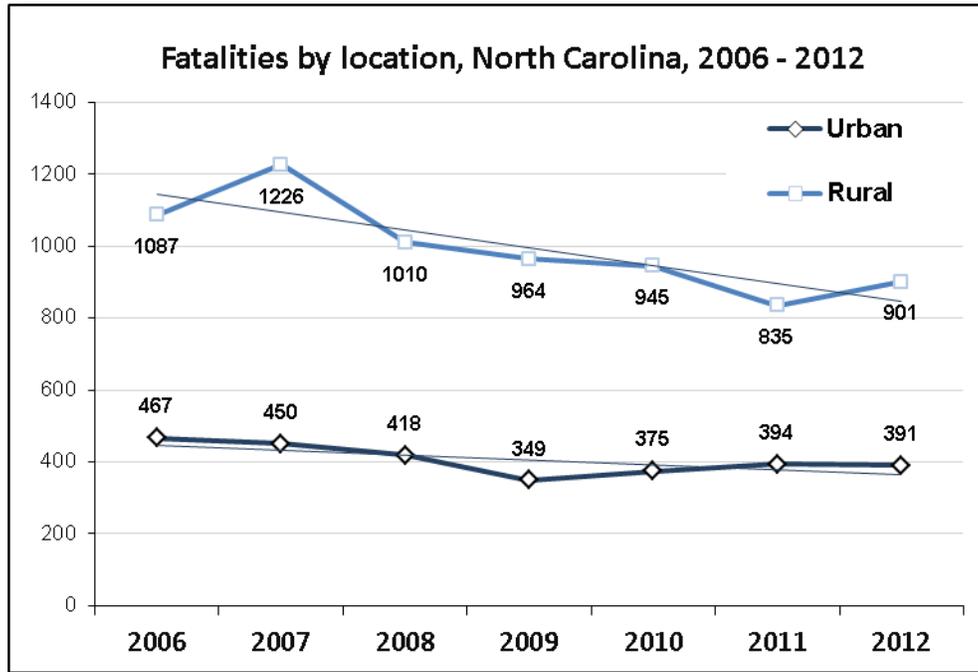
During 2012, fatalities most commonly involved occupants of passenger cars (39%), followed by motorcyclists (15%), pedestrians (15%), and occupants of SUVs (11%) and pickup trucks (10%). Over the past five years, motorcyclists and pedestrians have accounted for a growing share of the fatalities in North Carolina. In 2008, motorcyclists were 12% of fatalities and pedestrians were 11% of fatalities.

Fatalities among males increased noticeably this past year, up from 821 fatalities in 2011, to 900 fatalities in 2012. Fatalities among females dropped slightly, from 387 to 362. Of the 1,292 total fatalities during 2012, about 70% were males. The overall trend over the past six years has been a decrease in fatalities for both males and females, as shown below.



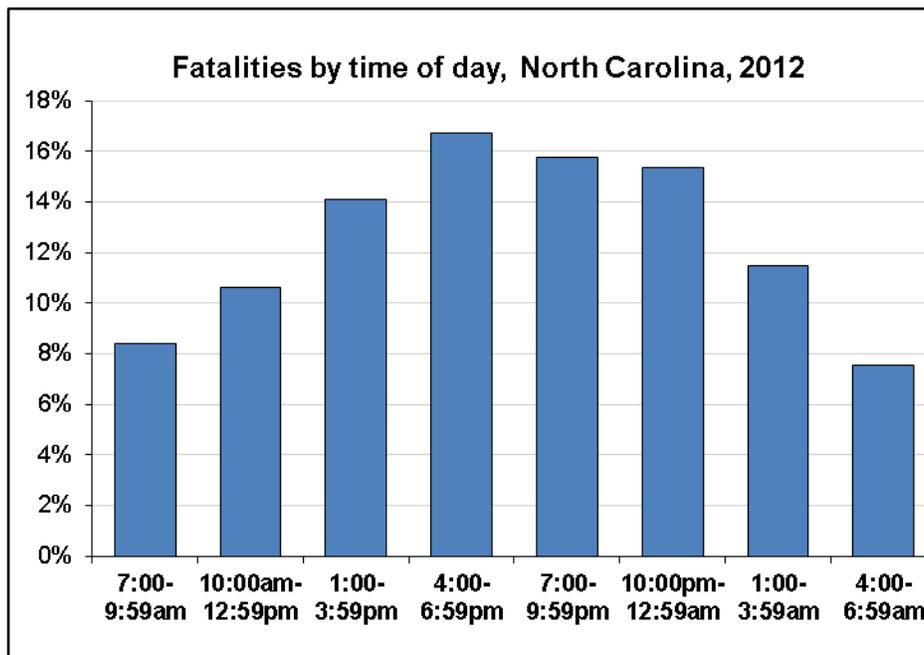
Source: FARS 2006 – 2012

Rural roadways account for approximately 70% of fatalities each year in North Carolina. Although fatalities in both urban and rural locations have decreased over time, there was a noticeable increase in rural fatalities during 2012.



Source: FARS 2006 – 2012

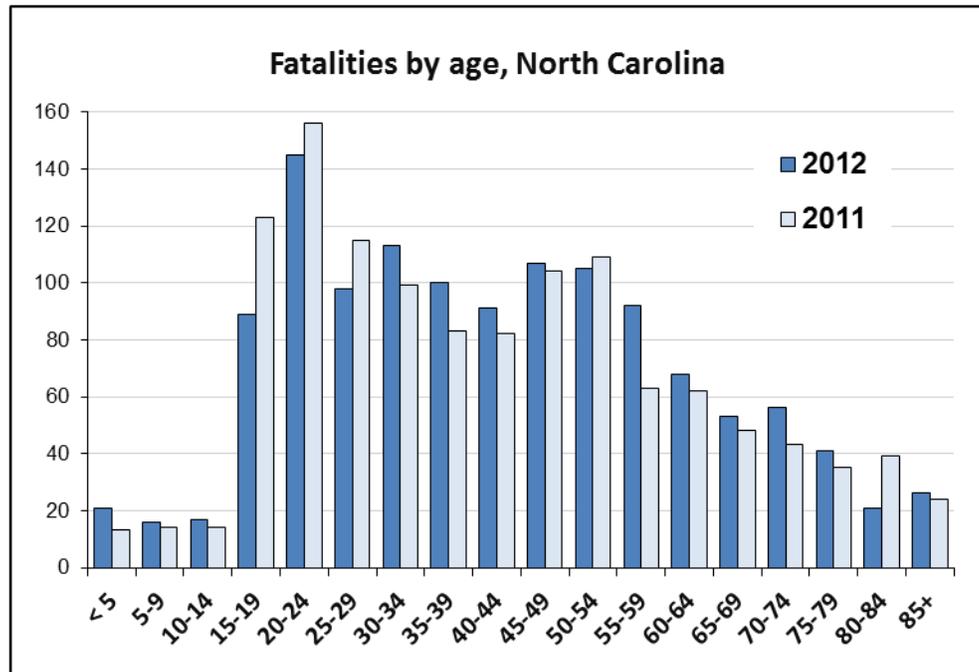
Fatalities also vary based on time of day. During 2012, fatalities were highest between 4 p.m. and midnight, peaking from 4 p.m. to 6 p.m. This coincides with the daily “rush hour.”



Source: FARS 2012



The age of persons fatally injured in motor vehicle crashes in North Carolina is shown below. During 2012, there were 54 fatalities among persons age 14 or younger, an increase of 32% from the 41 fatalities in 2011. Fatalities increase substantially once teens reach driving age. During 2012, there were 89 fatalities among those ages 15 to 19, down 28% from 2011. Among all age groups, fatalities were highest among young adults between the ages of 20 and 24.



Source: FARS 2011 – 2012

Although fatality counts and fatalities per VMT increased during 2012, a number of other traffic safety indicators showed improvement during 2012. These include:

- Unrestrained passenger vehicle occupant fatalities decreased 7%, from 379 to 351.
- Speed-related fatalities decreased 8%, from 476 to 440.
- The number of drivers age 20 or younger involved in fatal crashes decreased 3%, from 176 to 170.
- The number of disabling “A” injuries decreased 6%, from 2,424 to 2,273.

These decreases are 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 FY2015 Performance Plan, we have set goals to further reduce fatalities and serious injuries in North Carolina by the year 2015.

Other performance measures showed little change during 2012, or change in the wrong direction. The number of fatalities involving drivers or motorcycle operators with a BAC of .08 or greater increased 12% during 2012, from 359 to 402. As discussed in the alcohol chapter, this was led by a noticeable increase in alcohol use among crash-involved motorcycle and motor-scooter riders. GHSP remains committed to removing impaired drivers from our roadways. GHSP is funding a number of initiatives



during FY2015 to address impaired driving including DWI enforcement teams, checking stations, DWI courts, alcohol interlocks, and expedited blood testing. North Carolina has also established a Statewide Impaired Driving Task Force that has created a FY2015 Impaired Driving Plan that provides a comprehensive strategy for preventing and reducing alcohol-impaired driving in North Carolina.

Another area of concern is a 16% increase in motorcycle rider fatalities during 2012, from 170 to 198. Motorcyclists now account for 15.3% of traffic fatalities in North Carolina – twice the level of 10 years ago (7.3%). These fatalities include a growing number of motor-scooter riders. One positive finding is the vast majority of fatally injured motorcyclists in North Carolina were wearing a helmet when they crashed. In all likelihood, North Carolina would have experienced many more fatalities if the state did not have a universal helmet law and high rate of helmet use. To address the growing problem of motorcycle rider fatalities, GHSP is expanding the “BikeSafe North Carolina” program and developing a system of regional coordinators.

Pedestrian fatalities also increased noticeably during 2012, from 161 to 197. 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 accounted for 13% of all traffic fatalities during the years 2008 - 2012. Pedestrian safety has traditionally not been a high priority area. However, GHSP is considering new approaches to address this growing problem.

Finally, several areas have shown little change in recent years, such as older driver fatalities, bicyclist fatalities, and seat belt use. The observed belt use rate for drivers and front seat occupants was 87.5% in 2012, down from 89.5% in 2011. The most recent observational survey (conducted in June 2013) found the observed belt use rate had rebounded somewhat to 88.6%. Nonetheless, it has proven difficult to raise seat belt use over 90%. GHSP continues to support proven countermeasures to increase seat belt use including high visibility enforcement targeting nighttime belt use and focusing on those counties with the highest numbers of unrestrained fatalities. North Carolina also recently conducted a NHTSA-facilitated occupant protection program assessment. Many of the recommendations from this assessment have been incorporated into a Strategic Plan developed by a Statewide Occupant Protection Task Force.

The table on the next page provides a summary of the 17 traffic safety indicators for North Carolina for the years 2006 to 2012.



Summary of North Carolina Traffic Safety Indicators

	Year						
	2006	2007	2008	2009	2010	2011	2012
Fatalities	1,554	1,676	1,428	1,313	1,320	1,230	1,292
Fatality Rate / 100 million VMT	1.53	1.62	1.40	1.28	1.29	1.18	1.23
Number of "Disabling" (A) Injuries	3,632	3,192	2,769	2,473	2,337	2,424	2,273
Number of Fatalities Involving Driver or MC Operator w/ > .08 BAC	421	497	423	358	389	359	402
Number of Unrestrained Passenger Vehicle Occupant Fatalities	534	541	476	416	415	379	351
Number of Speeding-Related Fatalities	557	622	474	517	487	476	440
Number of Motorcyclist Fatalities	150	201	169	154	191	170	198
Number of Unhelmeted Motorcyclist Fatalities	14	14	14	15	11	11	23
Number of Drivers Age 20 or Younger Involved in Fatal Crashes	267	270	227	207	202	176	170
Number of Pedestrian Fatalities	172	172	160	146	169	161	197
Number of Pedalcyclists Killed in Crashes	21	18	32	16	23	25	27
Observed Belt Use by Passenger Vehicle Drivers & Right Front Seat Occupants	88.5%	88.8%	89.8%	89.5%	89.7%	89.5%	87.5%
Seat Belt Citations Issued During Grant-Funded Enforcement Activities	42,084	57,421	50,704	49,495	44,700	38,099	40,767
Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	11,362	15,303	15,789	16,145	16,096	13,833	14,533
Speeding Citations Issued During Grant-Funded Enforcement Activities	116,023	184,969	175,603	176,100	174,250	147,045	148,561
Rural Fatality Rate /100 million VMT	2.86	3.19	2.72	2.37	2.36	2.07	2.20
Urban Fatality Rate /100 million VMT	0.74	0.69	0.65	0.56	0.60	0.62	0.61

Note: Disabling injury data come from North Carolina 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 in recent years 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 2012 FARS data except observed belt use (which comes from the annual seat belt use survey).

Comparison of North Carolina to the U.S., 2012		
	North Carolina	United States
Fatalities per 100 million VMT	1.23	1.13
Fatalities per 100,000 population	13.25	10.69
Alcohol-impaired driving fatalities (BAC = .08+) per 100 million VMT	0.38	0.35
Percent of fatalities with the highest driver BAC in the crash of .08+	31%	31%
Percent of passenger vehicle occupant fatalities who were unrestrained	31%	42%
Observed belt use by passenger vehicle drivers & right front seat occupants	88%	86%
Percent of fatalities that are speed-related	34%	30%
Percent of motorcyclists killed who were unhelmeted	12%	42%
Percent of motorcyclists killed with a BAC=.08+	30%	29%
Percent of fatalities to persons age 65 and older	16%	17%
Pedestrian fatalities per 100,000 population	2.02	1.51
Pedalcyclist fatalities per million population	2.77	2.31

Compared to the U.S., North Carolina has a higher rate of fatalities per capita and per mile traveled. The percent of alcohol-impaired and speed-related fatalities is also somewhat higher in North Carolina, as is pedestrian and bicyclist 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. Additionally, North Carolina

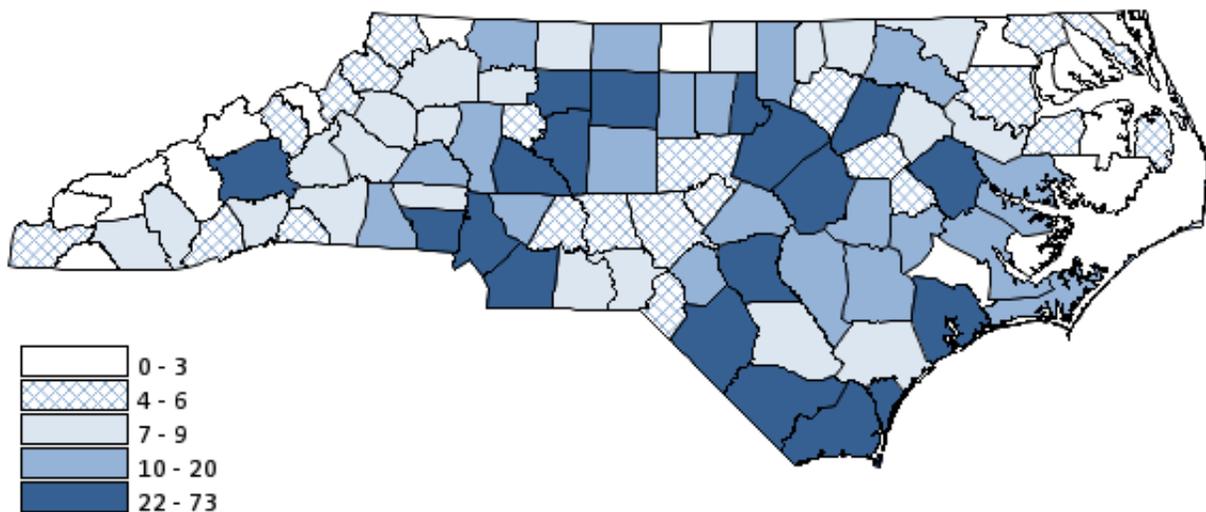


has a low percent of fatalities who were unrestrained. These are strengths upon which North Carolina can build for the future.

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 2012.

Total Fatalities in North Carolina, by County, 2012

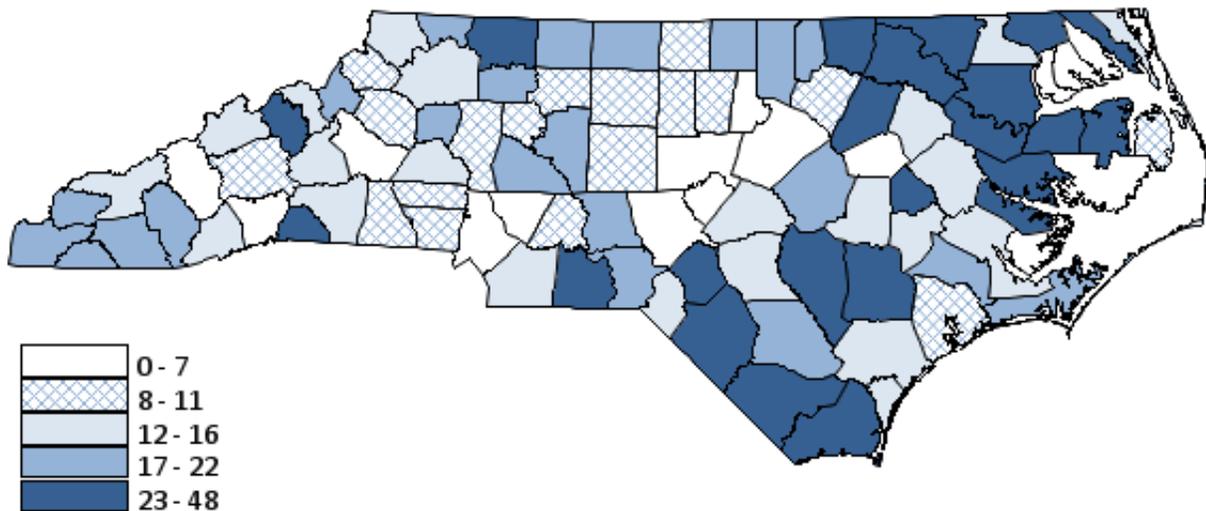


The counties with the highest number of fatalities in 2012 included Mecklenburg County (73 fatalities), Wake County (69), Robeson County (51), Cumberland County (44), Guilford County (42), Forsyth County (35), Davidson County (34), Johnston County (31), New Hanover (29), Brunswick County (28), and Rowan County (28). 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 2012. Here, the pattern is very different. The counties with the highest fatality rate per capita 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 Tyrell County (48.22 fatalities per 100,000 population), Warren County (43.55), Camden County (39.94), Robeson County (37.96), Columbus County (37.91), Northampton County (37.14), Hoke County (33.98), Yancey County (33.58), Gates County (33.02), and Washington County (31.23).



Fatalities per 100,000 Population, by County, 2012



To achieve statewide targets 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 2012 for all 100 counties in North Carolina. The fatality data shown in the table are from FARS and the U.S. Census.

Performance Measures & Targets



Fatalities in motor vehicle crashes, by county, 2012							
County	Fatals	Pop	Fatals/100k	County	Fatals	Pop	Fatals/100k
Mecklenburg	73	962,460	7.58	Northampton	8	21,539	37.14
Wake	69	945,254	7.30	Stokes	8	47,035	17.01
Robeson	51	134,341	37.96	Yadkin	8	38,235	20.92
Cumberland	44	330,215	13.32	Alexander	7	37,391	18.72
Guilford	42	501,845	8.37	Burke	7	89,982	7.78
Forsyth	35	357,593	9.79	Caldwell	7	82,582	8.48
Davidson	34	163,273	20.82	Henderson	7	108,069	6.48
Johnston	31	174,686	17.75	Macon	7	33,974	20.60
New Hanover	29	209,915	13.82	Martin	7	23,982	29.19
Brunswick	28	112,615	24.86	McDowell	7	45,264	15.46
Rowan	28	138,141	20.27	Person	7	39,161	17.87
Union	25	207,835	12.03	Cherokee	6	27,406	21.89
Pitt	24	172,529	13.91	Polk	6	20,312	29.54
Gaston	23	208,484	11.03	Scotland	6	36,358	16.50
Buncombe	22	245,381	8.97	Watauga	6	52,480	11.43
Columbus	22	58,037	37.91	Wilson	6	81,706	7.34
Durham	22	281,224	7.82	Yancey	6	17,869	33.58
Nash	22	95,434	23.05	Bertie	5	20,676	24.18
Onslow	22	191,508	11.49	Chatham	5	66,478	7.52
Harnett	20	121,239	16.50	Franklin	5	61,825	8.09
Surry	20	73,676	27.15	Greene	5	21,358	23.41
Catawba	19	155,484	12.22	Montgomery	5	27,910	17.91
Rockingham	19	92,822	20.47	Stanly	5	60,430	8.27
Wayne	19	124,954	15.21	Transylvania	5	33,000	15.15
Hoke	17	50,031	33.98	Ashe	4	27,385	14.61
Randolph	17	142,546	11.93	Avery	4	17,788	22.49
Duplin	15	60,017	24.99	Camden	4	10,014	39.94
Iredell	15	162,967	9.20	Dare	4	34,872	11.47
Sampson	15	64,121	23.39	Davie	4	41,378	9.67
Beaufort	14	47,869	29.25	Gates	4	12,114	33.02
Halifax	14	54,223	25.82	Lee	4	59,039	6.78
Alamance	13	152,957	8.50	Moore	4	90,725	4.41
Craven	13	105,203	12.36	Washington	4	12,807	31.23
Granville	13	58,004	22.41	Currituck	3	24,155	12.42
Orange	13	138,366	9.40	Hertford	3	24,507	12.24
Cabarrus	12	183,465	6.54	Madison	3	21,206	14.15
Carteret	12	68,395	17.55	Pasquotank	3	40,131	7.48
Cleveland	11	97,689	11.26	Alleghany	2	11,000	18.18
Lenoir	10	59,383	16.84	Caswell	2	23,591	8.48
Edgecombe	9	56,062	16.05	Clay	2	10,723	18.65
Lincoln	9	79,204	11.36	Graham	2	8,850	22.60
Pender	9	54,368	16.55	Haywood	2	59,261	3.37
Richmond	9	46,183	19.49	Jones	2	10,615	18.84
Rutherford	9	67,956	13.24	Mitchell	2	15,416	12.97
Vance	9	45,455	19.80	Swain	2	14,466	13.83
Warren	9	20,665	43.55	Tyrrell	2	4,148	48.22
Wilkes	9	69,710	12.91	Chowan	1	14,715	6.80
Anson	8	26,626	30.05	Pamlico	1	13,188	7.58
Bladen	8	35,206	22.72	Hyde	0	5,745	0.00
Jackson	8	40,666	19.67	Perquimans	0	13,679	0.00



PROGRAM TARGETS

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

Summary of North Carolina Traffic Safety Targets	
Program area	Target(s)
Overall targets	<p>Reduce traffic-related fatalities by 20 percent from the 2008-2012 average of 1,317 to 1,054 by 2015.</p> <p>Reduce the fatality rate per 100 million VMT by 20 percent from the 2008-2012 average of 1.28 to 1.02 by 2015.</p>
Alcohol-impaired Driving	Reduce alcohol-impaired driving fatalities by 20 percent from the 2008-2012 average of 386 to 309 by 2015.
Occupant Protection	<p>Reduce unrestrained fatalities by 25 percent from the 2008-2012 average of 407 to 305 by 2015.</p> <p>Increase observed seat belt use by drivers and right front occupants from the 2009-2013 average of 88.9% to 92% by 2015.</p>
Police Traffic Services	Reduce speed-related fatalities by 25 percent from the 2012 average of 479 to 359 by 2015.
Young Drivers	Reduce the number of young drivers involved in fatal crashes by 25 percent from the 2008-2012 average of 196 to 147 by 2015.
Motorcycles	<p>Reduce motorcycle fatalities by 20 percent from the 2008-2012 average of 177 to 141 by 2015.</p> <p>Keep unhelmeted motorcyclist fatalities below the current 2012 average of 15.</p>
Older Drivers	Reduce the number of older drivers involved in fatal crashes by 10 percent from the 2008-2012 average of 192 to 173 by 2015.
Pedestrians	Reduce pedestrian fatalities by 20 percent from the 2008-2012 average of 167 to 133 by 2015.
Bicyclists	Reduce bicyclist fatalities by 20 percent from the 2008-2012 average of 25 to 20 by 2015.
Traffic Records	Provide direction and facilitate coordination among the safety data stewards and stakeholders to improve the transportation safety information systems in North Carolina.



Alignment of Targets with the Strategic Highway Safety Plan

The State of North Carolina is revising its Strategic Highway Safety Plan during 2014. (The previous Strategic Highway Safety Plan was created in 2006.) As required by MAP-21, the targets of this FY2015 GHSP Highway Safety Plan have been aligned with the goals of the North Carolina Strategic Highway Safety Plan. The next page includes a letter signed by Kevin Lacy, Chief Traffic Engineer for the North Carolina Department of Transportation (NCDOT), indicating NCDOT's approval of the targets set forth in this FY2015 Highway Safety Plan. The Strategic Highway Safety Plan is expected to be completed in Fall, 2014.



STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

PAT McCRORY
GOVERNOR

ANTHONY J. TATA
SECRETARY

June 26, 2014

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

Dear Dr. Baker:

The North Carolina Department of Transportation is responsible for the development and implementation of North Carolina's Strategic Highway Safety Plan (SHSP). The goals of the FY2015 GHSP Highway Safety Plan support the goals for the NC Strategic Highway Safety Plan, in accordance with MAP-21 requirements for FY 2015, and we approve of the targets (i.e., goals) laid out in the FY2015 Highway Safety Plan.

If there are any questions or clarifications needed, please contact me at (919) 707-2550.

Sincerely,

J. Kevin Lacy, PE, CPM
State Traffic Engineer

JKL:co

cc: Anthony J. Tata
La Nica Allison
Don Nail

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GARNER, NORTH CAROLINA 27529



Program Areas

During FY2015, GHSP will fund a variety of programs, projects and activities with federal transportation funds, which are intended to advance the traffic safety targets 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 FY2015:

- Alcohol-Impaired Driving (accounting for 402 fatalities in 2012)
- Occupant Protection (351 unrestrained fatalities)
- Speeding and Police Traffic Services (440 fatalities)
- Young Drivers (170 fatalities)
- Motorcycles (198 fatalities)
- Traffic Records
- Other Highway Safety Priorities: Older Drivers (196 fatalities); Pedestrians (197 fatalities); Bicyclists (27 fatalities); Distracted Driving (101 fatal crashes)

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

Each program area below begins with the target for the problem area (reductions in fatalities, increases in belt use, etc.). The evidence considered in establishing the target 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. Finally, there is a listing of projects currently approved by the review team for FY2015.



Alcohol-Impaired Driving

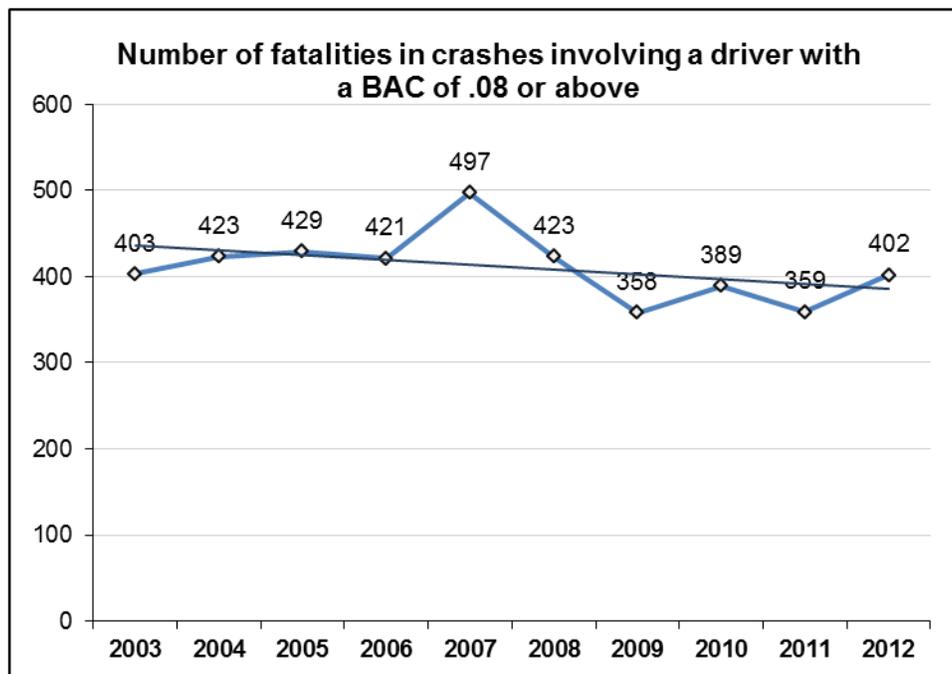
TARGET:

- GHSP's goal is to reduce alcohol-impaired driving fatalities by 20 percent from the 2008-2012 average of 386 to 309 by 2015.

EVIDENCE CONSIDERED

Crashes, Deaths, and Injuries

During 2012, 402 persons were killed in crashes in North Carolina involving a driver or motorcycle operator with a BAC of .08 or above. This represents a 12% increase from the 359 alcohol-involved fatalities in 2011. The figure below shows trends in the number of fatalities from 2003 to 2012 involving an impaired driver. Fatalities have fluctuated over the past decade, but the trendline suggests a gradual decrease in fatalities.



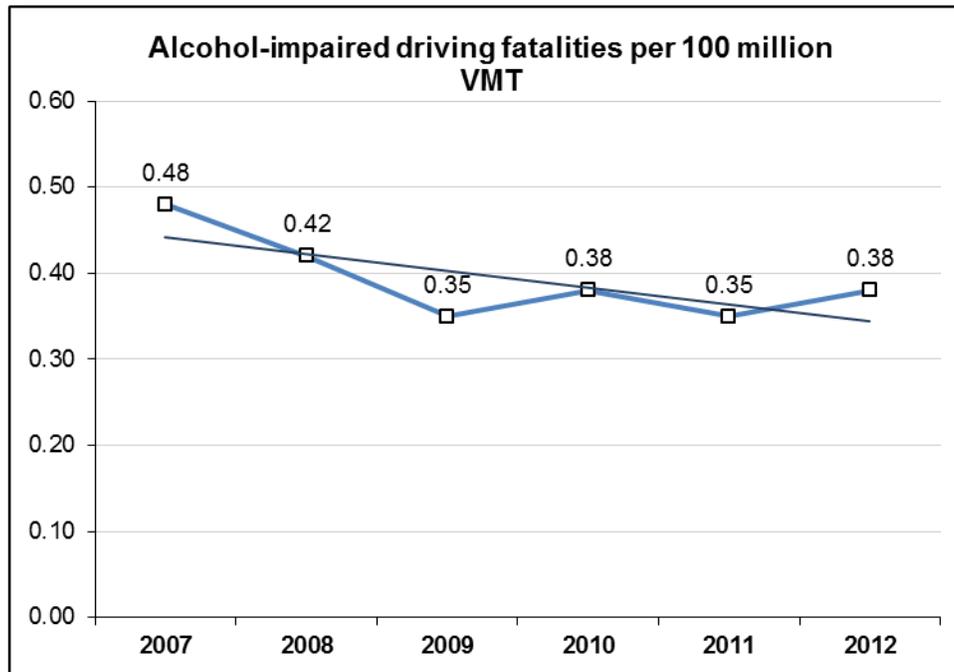
Source: FARS 2003 - 2012

Although the overall number of alcohol-impaired driving fatalities increased during 2012, the *percent* of fatalities that involve an impaired driver has changed little over the past decade. During 2012, 31% of fatalities in North Carolina involved a driver with a BAC of .08 or above. Overall, the percent of fatalities involving an impaired driver has been close to 30% each year.

Alcohol-Impaired Driving



During 2012, there were 0.38 alcohol-impaired driving fatalities per 100 million vehicle miles traveled (VMT). This was up from 0.35 in 2011. Although the overall trend has been a decrease in alcohol-impaired fatalities per VMT since 2007, there has been little change in fatalities per VMT the last few years.

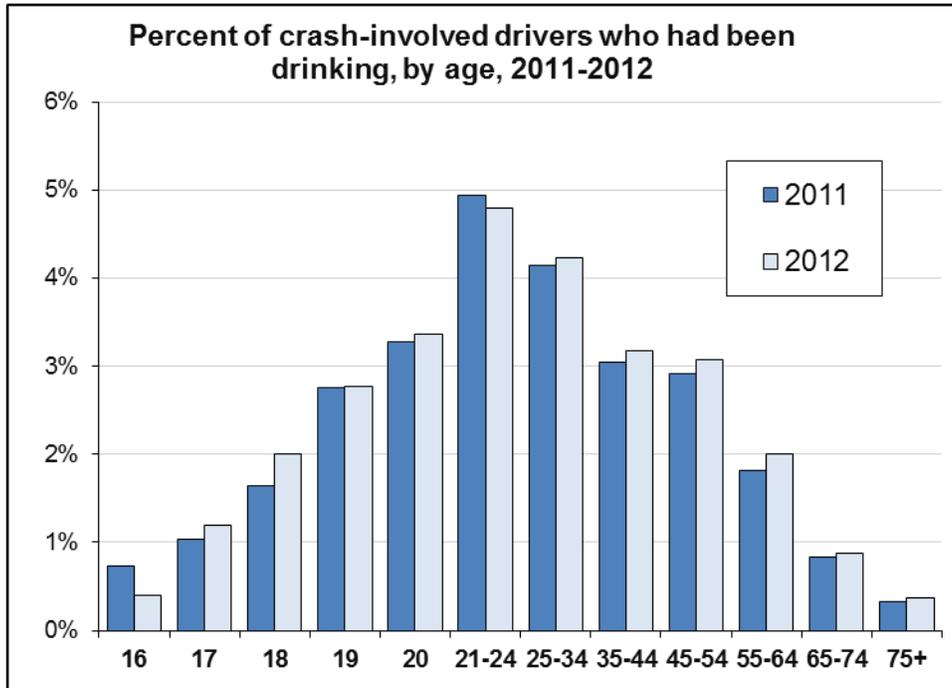


Source: FARS 2007 - 2011

Alcohol is less often involved in non-fatal crashes. Among all drivers in crashes in North Carolina during 2012, 3.1% had been drinking (based on the judgment of the law enforcement officer who completed the crash report form). This is just slightly higher than 2011 (3.0%).

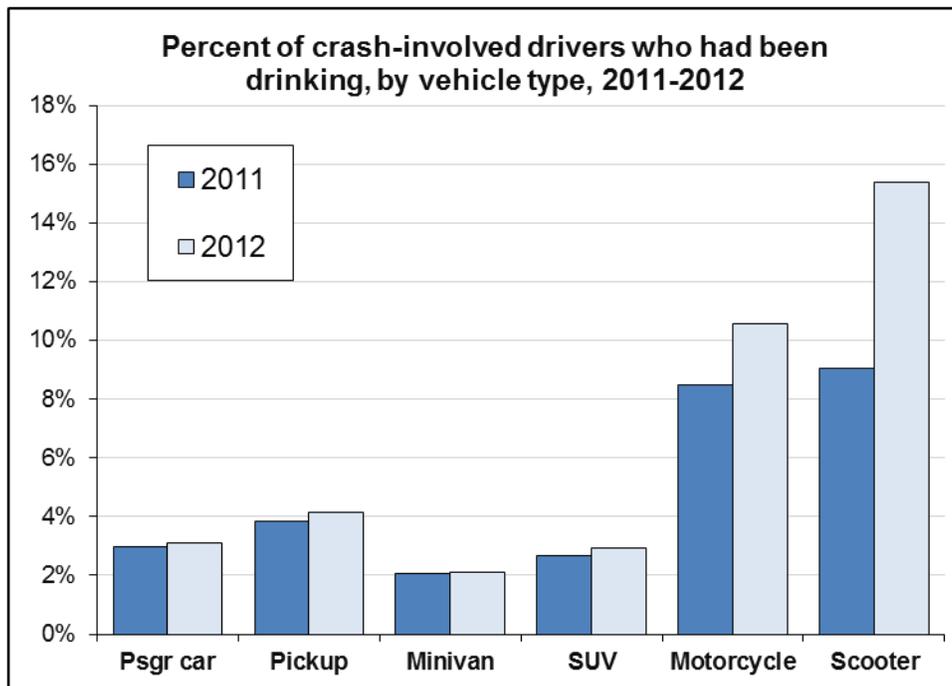
Alcohol-involvement in crashes was nearly three times higher among males than females – 4.3% versus 1.6%. Both males and females increased slightly from 2011 (4.2% for males; 1.5% for females). Additionally, alcohol involvement was more common among drivers involved in rural crashes (4.6%) than urban crashes (2.2%). Rural roadways are inherently more dangerous than urban roadways, and they can be particularly difficult to handle if a driver has been drinking.

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. For most age groups, alcohol-involvement in crashes increased during 2012. The exceptions were drivers age 16 and those 21-24.



Source: NC Motor Vehicle Crash Data 2011-2012

Drivers of different vehicle types also vary in their rate of alcohol-involvement in crashes (see below). Alcohol-involvement in crashes is highest among riders of motorcycles and motor-scooters. During 2012, 11% of motorcycle and 15% of motor-scooter crashes involved a driver who had been drinking. Crashes of drivers of other types of vehicles are less likely to involve alcohol. Compared to 2011, alcohol-involvement increased noticeably for riders of motorcycles and motor-scooters.

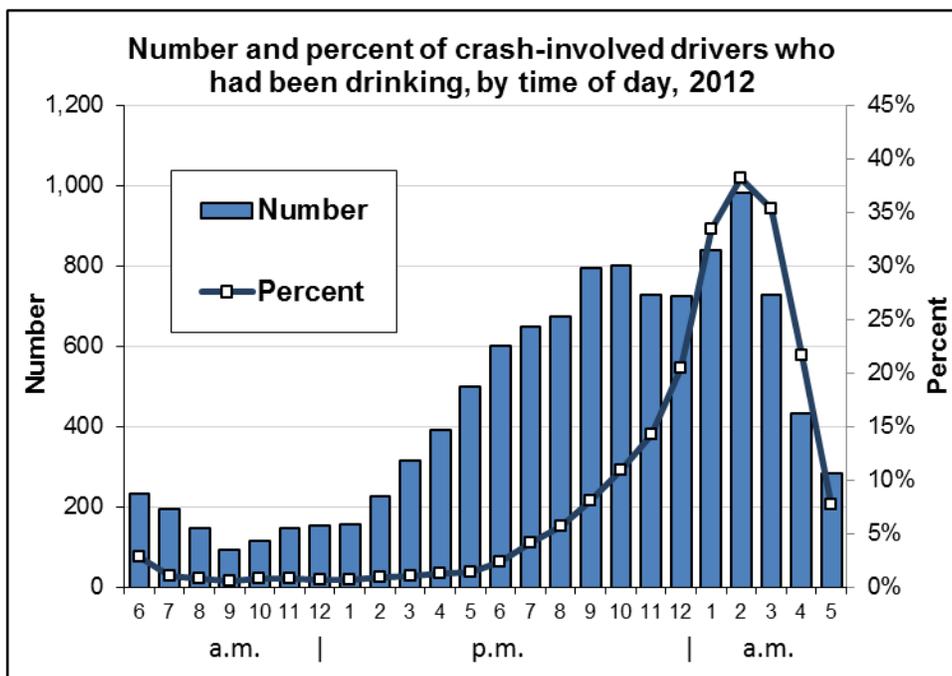


Source: NC Motor Vehicle Crash Data 2011-2012

Alcohol-Impaired Driving



The figure below shows the number (left axis, blue line) and percent (right axis, green line) of crashes involving alcohol by time of day. Both the number and percent of alcohol-involved crashes peaks at 2 a.m. During 2012, there were nearly 1,000 crashes involving alcohol between 2:00–2:59 a.m., accounting for approximately 40% of all crashes at that hour of day. Generally speaking, the hours of midnight to 3 a.m. is a period with a very high concentration of alcohol-involved crashes.



Source: NC Motor Vehicle Crash Data 2012

The table on the next page shows the counties with the most fatalities in crashes from 2008 to 2012 involving a driver with a BAC of .08 or above. Wake County had the most alcohol-involved fatalities during this period, followed by Mecklenburg, Guilford, Robeson and Cumberland counties. In total, the 40 counties listed in the table account for 77% of all alcohol-involved fatalities in North Carolina from 2008 to 2012. The table also shows alcohol-involved fatality rates per 10,000 population. Note that many of the counties with high per capita rates of alcohol-involved fatalities are located in the southeastern (coastal) part of the state (e.g., Robeson, Columbus, Bladen, Brunswick and Hoke counties).



Fatalities in Crashes Involving a Driver with a BAC of .08 or Above, 2008 2012

County	Fatalities in alcohol involved crashes	Fatalities per 10,000 population	% of all alcohol involved fatalities
Wake	101	0.32	5.25%
Mecklenburg	98	0.28	5.09%
Guilford	88	0.42	4.57%
Robeson	80	1.30	4.16%
Cumberland	69	0.46	3.58%
Forsyth	59	0.39	3.06%
Johnston	51	0.84	2.65%
Onslow	49	0.65	2.55%
Catawba	46	0.65	2.39%
Columbus	42	1.53	2.18%
Davidson	41	0.56	2.13%
Brunswick	37	1.01	1.92%
Union	37	0.60	1.92%
Gaston	35	0.37	1.82%
Iredell	35	0.57	1.82%
Wayne	35	0.62	1.82%
New Hanover	32	0.40	1.66%
Randolph	32	0.49	1.66%
Harnett	31	0.68	1.61%
Rockingham	31	0.67	1.61%
Durham	28	0.25	1.45%
Nash	28	0.64	1.45%
Pitt	28	0.42	1.45%
Rowan	27	0.41	1.40%
Sampson	26	0.86	1.35%
Buncombe	25	0.24	1.30%
Alamance	23	0.35	1.19%
Granville	23	0.95	1.19%
Hoke	23	1.36	1.19%
Wilkes	23	0.70	1.19%
Wilson	22	0.60	1.14%
Carabbus	21	0.32	1.09%
Caldwell	21	0.54	1.09%
Surry	20	0.56	1.04%
Stokes	19	0.85	0.99%
Craven	18	0.39	0.94%
Franklin	18	0.76	0.94%
Vance	18	0.84	0.94%
Beaufort	17	0.76	0.88%
Bladen	17	1.05	0.88%

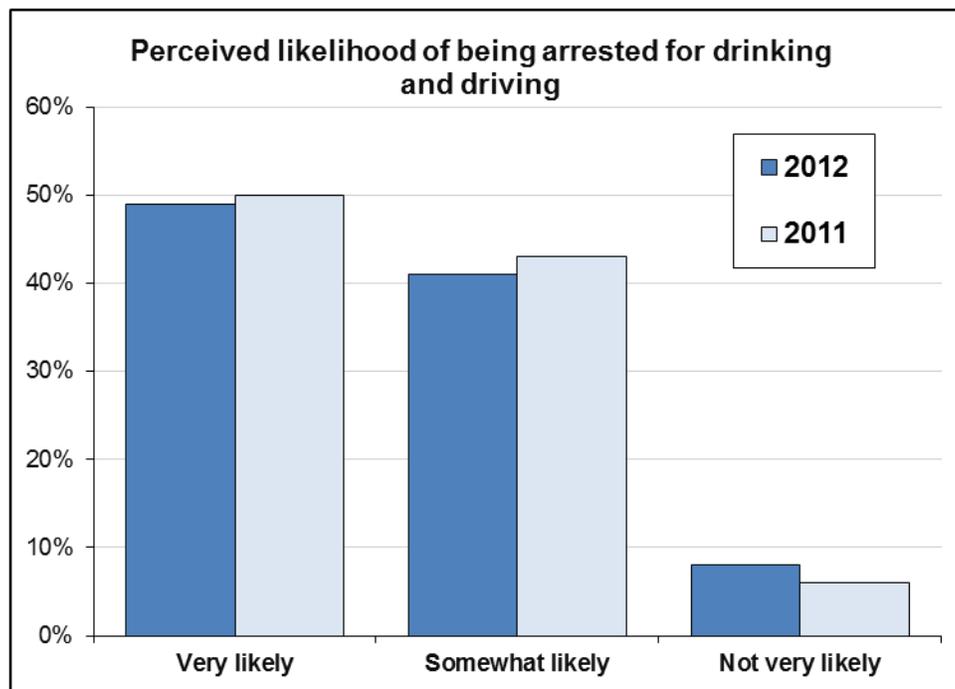


Attitudes & Awareness

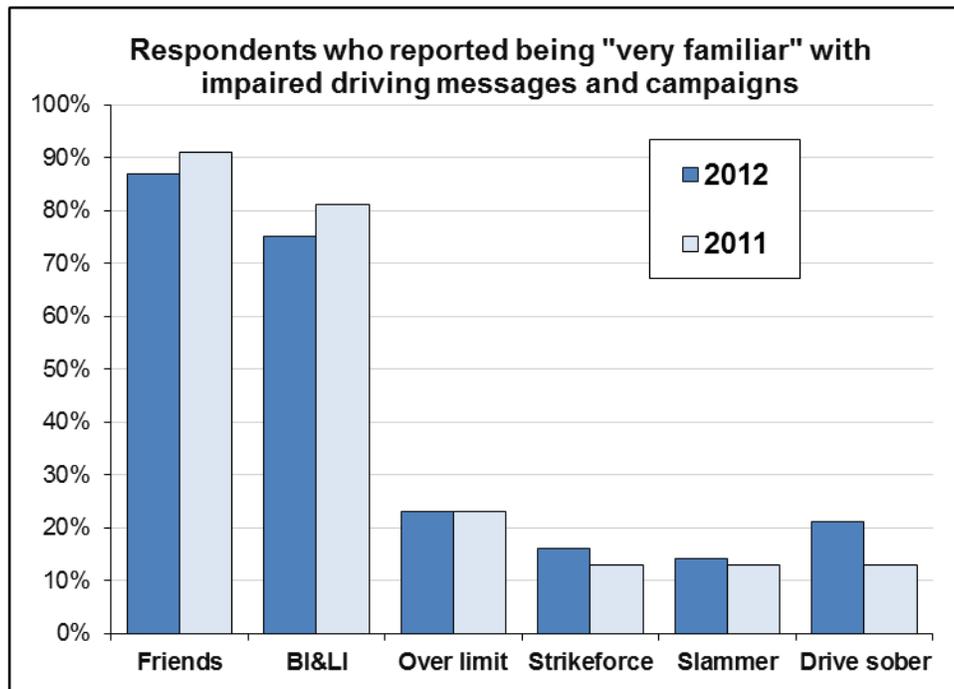
The Governor's Highway Safety Program conducted a statewide telephone survey in December, 2012, including a standard series of questions recommended by NHTSA, to gauge public opinion and awareness of occupant protection issues. A random sample of 601 North Carolina residents age 15½ or older who were 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 and 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 2013, 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 15-17)
- *Booze It & Lose It: Operation Firecracker* (June 28-July 7)
- Labor Day *Booze It & Lose It* (August 16-September 2)
- Halloween *Booze It & Lose It* (October 25-November 3)
- Holiday *Booze It & Lose It* (December 13-January 5, 2014)

Alcohol-Impaired Driving



Across all five waves, 46,240 checkpoints and saturation patrols were conducted, resulting in a total of 9,299 DWI charges (see the table below). Compared to 2012, 42% more checkpoints and saturation patrols were conducted during Booze It & Lose It enforcement waves in 2012; however, these activities resulted in 1% fewer DWI charges.



Checkpoints and DWI Charges		
	2013	2012
St. Patrick's Day Booze It & Lose It		
Checkpoints and saturation patrols	2,391	2,122
DWI charges	690	819
Booze It & Lose It: Operation Firecracker		
Checkpoints and saturation patrols	7,682	5,974
DWI charges	1,737	1,937
Labor Day Booze It & Lose It		
Checkpoints and saturation patrols	13,386	7,846
DWI charges	2,866	2,745
Halloween Booze It & Lose It		
Checkpoints and saturation patrols	4,340	3,166
DWI charges	842	729
Holiday Booze It & Lose It		
Checkpoints and saturation patrols	18,441	13,445
DWI charges	3,164	3,147
Totals		
Checkpoints and saturation patrols	46,240	32,553
DWI charges	9,299	9,377

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



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.

In addition to DWI charges, the five waves of the Booze It & Lose It campaign during 2013 also resulted in 26,075 occupant restraint charges, 10,418 drug violations, 8,867 fugitives arrested, and 22,304 citations for driving without a license.

A total of 3,973 additional DWI charges were made during other enhanced enforcement periods in 2013, such as Click It or Ticket and No Need 2 Speed. This was 23% lower than the 5,156 DWI charges made during other enhanced enforcement periods in 2012.

SUMMARY

During 2012, the number of fatalities in crashes involving a driver with a BAC of .08+ increased 12%. This appears to reflect more driving among the North Carolina population as a whole, likely as a result of the improving economy. The *percent* of fatalities involving alcohol has not changed in recent years, while the rate of fatalities per million vehicle miles traveled rose only slightly. As in previous years, 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. Alcohol-involved crashes are most common at nighttime, especially during the hours of midnight to 3 a.m. The counties that account for the most alcohol-involved fatalities are Wake, Mecklenburg, Guilford, Robeson, 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 2015 involving drivers with a BAC of .08 or above.

COUNTERMEASURES AND FUNDING PRIORITIES

To address the problem areas described above and to meet North Carolina's goals for 2015, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 7th 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 FY2015, GHSP will be funding teams in Buncombe, Brunswick, Forsyth, Guilford, Mecklenburg, New Hanover, Robeson, and Wake counties. Collectively, these eight counties accounted for almost 30 percent of the alcohol-involved fatalities in North Carolina during the past five years. By focusing proven enforcement strategies in this select group of counties, GHSP expects to maximize the impact with the resources



available. In addition, GHSP will encourage more communities that are overrepresented in alcohol-related fatalities to be involved in the DWI Enforcement Team approach. GHSP will 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. Data will be provided to other areas of the State as well, in order to assist them with focusing their enforcement efforts in the most appropriate locations and times.

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 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. During FY2015, GHSP is adding four new B.A.T. Mobile Units to meet demand for on-site impaired driver processing by law enforcement. This will allow for units to be deployed regionally assuring additional checking station coverage throughout the State.

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. During FY2015, GHSP plans to support Dedicated DWI Courts in four counties (Buncombe, Cumberland, Forsyth, and Wake). DWI Courts deal only with impaired driving cases and are proven to reduce recidivism among offenders. GHSP plans to establish and implement more DWI Courts and will evaluate assistance in other counties where GHSP funds dedicated DWI Enforcement Teams. During FY2015, GHSP will also be supporting a DRE coordinator, who will schedule trainings across the state to help officers detect impaired driving 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.

Currently, approximately 10,000 alcohol interlocks are installed in the vehicles of DWI offenders in North Carolina. During 2015, GHSP will provide funding to DMV for hardware and software improvements to upgrade the interlock system. DMV is responsible for monitoring and overseeing the ignition interlock program in the state. With more participants, vendors and legislative mandates, the ignition interlock program has increased exponentially over the past several years. The DMV is having difficulty maintaining the overall effectiveness of the program because it is still a manual process. The goal is to streamline this process by creating an automated system. The new web based system will integrate with the different vendors and will increase efficiency and effectiveness in collecting and monitoring the data that is reported to the state.

The North Carolina State Bureau of Investigation (SBI) laboratory does the blood alcohol testing for the majority of law enforcement agencies in North Carolina. 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. During FY2015, GHSP will fund laboratories in Wake County, Pitt County, and Wilmington to expand their existing blood alcohol testing facilities and to expedite the blood alcohol analysis.



GHSP has worked with the office of Governor Pat McCrory to establish a Statewide Impaired Driving Task Force. The Task Force met on five occasions during the first two quarters of 2014. In June, the Task Force approved an updated Impaired Driving Plan for FY2015. The purpose of the Plan is to provide a comprehensive strategy for preventing and reducing alcohol-impaired driving in North Carolina.

Finally, GHSP is requesting a NHTSA Impaired Driving Assessment during FY2015. GHSP will be the lead agency on this Assessment.

MEDIA PLAN

GHSP will support all of the fore mentioned FY2015 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 FY2015 campaigns, seeking earned media attention that will be gained from partnerships with NC DOT Communications Office, MADD, NC State Highway Patrol, 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, 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 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.

FY2015 ALCOHOL-IMPAIRED DRIVING 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 FY2015 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-15-02-02
Project Title: Breath Alcohol Testing Mobile Unit Program
Budget: \$2,792,477
Local/State Match: \$0
Project Description: This is a continuation project with North Carolina Department of Human Services/Forensic Tests for Alcohol. The Blood Alcohol Testing (BAT) program provides the BAT Mobile Units across the state. North Carolina currently has five of these mobile testing units and are requesting an additional four BAT units this year. This project also includes the salary for three existing BAT coordinators. This project will enhance their ability to assist law enforcement agencies across the state in their efforts to remove impaired drivers from the highways by conducting checkpoints upon request from law enforcement agencies.
CMTW: Chapter 1, Section 2.1

Agency: City of Raleigh Police Department
Project Number: 154AL-15-02-04
Project Title: Raleigh Police Department DWI Squad
Budget: \$339,293
Local/State Match: \$59,875
Project Description: This is the 2nd year for funding for the City of Raleigh Police Department, whose sole purpose is to capture DWI offenders to decrease impaired driving in Raleigh. One of the best methods for reducing impaired driving is a combination of high-visibility enforcement (To include Checking Stations). Since mid-December 2013, the Raleigh Police Department DWI Squad has cited 321 drivers with driving while impaired. The Raleigh DWI Squad is looking forward to continue working with the Wake County Task Force, Governor's Highway Safety Program and achieving specific goals/objectives in FY15.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: N. C. Judicial Dept., AOC - Forsyth County
Project Number: 154AL-15-02-05
Project Title: Forsyth DWI Prosecution
Budget: \$154,926
Local/State Match: \$0
Project Description: The Forsyth County DWI Task Force which is funded by GHSP continues to be diligent in their specific duties of DWI arrests. Law enforcement's efforts to make Forsyth's roads safer by focusing on the impaired driver, has resulted in increased DWI filings as evidenced by AOC statistics. With the cooperation of the Forsyth Clerk of Court and the Chief District Court Judge, a DWI court was established in February 2013. In order to assist those offenders that truly want help with their alcohol addiction problem, the Forsyth County DA's Office



proposes implementation of a treatment component to the simultaneous prosecution of these offenders.

CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: N. C. Judicial Dept., AOC - Wake County
Project Number: 154AL-15-02-07
Project Title: Special DWI Court
Budget: \$157,964
Local/State Match: \$0
Project Description: Wake County's population will soon reach one million by end 2014, with this population growth; DWI cases compose about 10% of all motor vehicle crashes. For FY13, 1,443 DWI cases were disposed in the Special DWI Court. Wake County Special DWI Court operates five days a week to dispose of backlogged DWI cases. During FY12/FY13, 5,000 new DWI cases were filed in Special DWI Court. There are specific goals and objectives which AOC Wake County will continue to pursue in FY15 as they look forward to implementing a DWI Treatment court in the near future.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: Asheville Police Department
Project Number: 154AL-15-02-08
Project Title: Buncombe County DWI Task Force
Budget: \$349,631
Local/State Match: \$61,700
Project Description: This is the second year of a continuation project with the Buncombe County DWI Task Force. The Driving While Impaired Task Force consists of six officers from two different agencies, Asheville Police Department and Buncombe County Sheriff Office. The goal of the Buncombe County DWI Task force is to reduce the number of alcohol related fatalities and serious injuries. The Task Force will work to take impaired drivers off our roadways by working during the peak night time hours and on weekends. The Task Force will work closely with the local MADD chapter to educate the citizens of Buncombe County about the dangers of drinking and driving.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: Charlotte-Mecklenburg Police Department
Project Number: 154AL-15-02-09
Project Title: CMPD DWI Task Force
Budget: \$563,921
Local/State Match: \$99,516
Project Description: This is the second year of a continuation project with the Charlotte-Mecklenburg Police Department for a DWI Task Force. The Charlotte-Mecklenburg Police Department DWI Task Force consists of seven officers. The goal of the CMPD DWI Task Force is to reduce the number of alcohol related fatalities and serious injuries. They will do this by focusing on driving while impaired suspects during the peak night time hours and on the weekends. The CMPD DWI Task Force will educate teen drivers about the dangers of drinking



and driving. They will accomplish this by working closely with the Carolinas Health Care safe teen driving project.

CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: Lumberton Police Department
Project Number: 154AL-15-02-10
Project Title: Robeson County DWI Multi-agency Task Force
Budget: \$228,920
Local/State Match: \$0
Project Description: This is the initial year of a personnel project. The goal of local law enforcement is to reduce the number of DWI-related crashes which lead to injuries and fatalities in Robeson County. To help achieve this goal, the Red Springs Police Department, Robeson County Sheriff's Office and Lumberton Police Department will collaborate together to start up a Multi-agency DWI Task Force in Robeson County. The Task Force will be deployed during the peak night time hours when impaired drivers are known to be on the road. Along with their enforcement efforts, the Task Force will also 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 decrease the number of traffic-related fatalities by 15% and alcohol-related fatalities by 30% from the 2011-2013 averages in Robeson County.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: North Carolina Division of Motor Vehicles
Project Number: 154AL-15-02-11
Project Title: Ignition Interlock Program Management System
Budget: \$500,633
Local/State Match: \$0
Project Description: This is new project with the North Carolina Division of Motor Vehicles. The North Carolina Division of Motor Vehicles is responsible for monitoring and overseeing the ignition interlock program in the state. With more participants, vendors and legislative mandates, the ignition interlock program has increased exponentially over the past several years. The NCDMV is having difficulty maintaining the overall effectiveness of the program because it is still a manual process. The goal of the NCDMV is to streamline this process by creating an automated system. The new web based system will integrate with the different vendors and will be more efficient and effective in collecting and monitoring the data that is being reported to the state.
CMTW: Chapter 1, Section 4.2

Agency: Wake/Raleigh CCBI
Project Number: 154AL-15-02-12
Project Title: Wake County DWI Blood Analysis
Budget: \$356,400
Local/State Match: \$0
Project Description: This is a new project for blood alcohol analysis. The North Carolina State Bureau of Investigation (SBI) laboratory does the blood alcohol 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. Currently, the Wake County blood laboratory turnaround time for the blood alcohol testing results is 40 days. Initially, when the lab first opened in 2012 the turnaround time was 32 days. The cause for the additional testing days was increased submission. Another cause was the lack of backup instrumentation for increased submissions. Whenever the instrument was taken out of service for repairs or maintenance, analysis is halted and not resumed until the instrument has been recalibrated. The goal of the Wake County CCBI Blood Laboratory is to expand their existing blood alcohol testing facility so as to expedite the blood alcohol analysis. They will accomplish this by adding two additional Chemists, one blood alcohol gas chromatograph and equipment for alcohol blood testing.

Agency: North Carolina Dept. of Commerce-ABC Commission
Project Number: 154AL-15-02-16
Project Title: ABC Computer Project
Budget: \$88,000
Local/State Match: \$0
Project Description: This is a new project with the ABC Commission. The goal of the ABC Commission is to decrease the frequency of underage drinking. The ABC Commission will collect data from supporting agencies in the state, i.e., NCDMV, Bureau of Licensing and Theft, etc. The ABC Commission will use the data and the information that is collected to better understand how to prevent underage alcohol consumption. The ABC Commission will develop a system to track False Identification and a data-driven approach to address enforcement. The ABC Commission will then relay this information to law enforcement agencies within the state to help prevent the use of fake identifications by minors.
CMTW: Chapter 1, Section 6.4

Agency: Wilmington Police
Project Number: 154AL-15-02-17
Project Title: Regional Laboratory Expansion
Budget: \$210,140
Local/State Match: \$0
Project Description: This is a continuation project for blood alcohol analysis. The North Carolina State Bureau of Investigation (SBI) laboratory does the blood alcohol testing for the majority of law enforcement agencies in our state. Because of a recent court decision that requires the right to confront you 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. Currently, the Wilmington blood laboratory has a turnaround time for the blood alcohol testing results in less than 10 days. The goal of the



Wilmington Police Blood Laboratory is to expand their existing blood alcohol testing facility for their county and the Tri-County region area. Their current laboratory serves a total of 16 local and state agencies within their region. With the additional personnel they will increase that to a total of 34 agencies in the New Hanover, Brunswick and Pender counties.

Agency: Carolinas Medical Center
Project Number: AL-15-01-03
Project Title: WIN BIG-Year 2
Budget: \$86,393
Local/State Match: \$0
Project Description: This is the 2nd year of GHSP funding for this 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. Year one analysis found out that 67% of students were passengers and 22% did not wear seatbelts. This project will continue to target seatbelt usage, DWI, distracted driving, speeding and acceptance of positive behaviors as well as other goals/objectives in FY15.
CMTW: Chapter 2, Section 6.1; Chapter 3, Section 4.1; Chapter 4, Section 2.2

Agency: New Hanover County Sheriff's Office
Project Number: K8-15-03-02 / M2HVE-15-08-08
Project Title: Operation DWI/SB
Budget: \$140,672
Local/State Match: \$140,672
Project Description: This is the fourth 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 15% while also reducing alcohol-related and unrestrained fatalities during Fiscal Year 2015.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Agency: Buncombe County DWI Treatment & Prevention Court
Project Number: K8-15-03-05
Project Title: Buncombe County DWI Treatment Court
Budget: \$109,576
Local/State Match: \$0
Project Description: This is a continuation project for Buncombe County. Buncombe County is the 7th most populated County in North Carolina; however it has a higher conviction rate for Habitual DWI offenders in comparison with other counties which have a larger population. Buncombe County has stepped forward and is aggressively targeting 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 Treatment Court Coordinator will be responsible in



contacting these individuals, as well work along with personnel from the companion application with AOC.

CMTW: Chapter 1, Section 3.1

Agency: Mothers against Drunk Driving- MADD North Carolina
Project Number: K8-15-03-06
Project Title: Drunk Driving and Underage Prevention Outreach
Budget: \$230,956
Local/State Match: \$0
Project Description: This is a continuation project with MADD North Carolina. MADD North Carolina trains and educates the public about the destructive decisions associated with drinking and driving. The project will continue to fund the Program Specialist position along with the promotional items, materials and events. The project will add a Court Monitor Specialist position for FY15. The main duty of the Court Monitor Specialist will be to train volunteers to observe pending DWI cases and note their outcomes. The trained Court Monitors will serve as a reminder that the public has a vested interest in the outcome of pending DWI court cases. 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: Cumberland County DWI Treatment Court
Project Number: K8-15-03-08 / 154AL-15-02-20
Project Title: DWI Treatment/Prevention Court
Budget: \$92,176
Local/State Match: \$0
Project Description: This is a continuation project for Cumberland County. Cumberland County has one of the highest per capita arrest rates for DWI charges in North Carolina. Cumberland County has stepped forward and is aggressively targeting repeat offenders with a DWI Treatment Court. Part of the overall process is to identify Level 1 and Level 2 offenders who are eligible to participate in the program. The Sobriety Court Coordinator is responsible for contacting these individuals, as well as working with personnel from the other agencies and stakeholders to make sure that these offenders are actively engaged and are participating in the program.
CMTW: Chapter 1, Section 3.1

Agency: Guilford County Sheriff's Office
Project Number: M2HVE-15-08-03 / M5HVE-15-04-02
Project Title: DWI Task Force
Budget: \$388,996
Local/State Match: \$116,699
Project Description: This is a continuation project focused on impaired driving enforcement. With a population of 500,879 residents, the total number of impaired driver and unrestrained passengers of motor vehicles in Guilford County has become a



monumental concern to not only law enforcement-but also to citizens who must travel within this area. In 2012, the Governor's Highway Safety Program funded a DWI Taskforce which has worked to improve traffic safety within this jurisdiction. Through cooperation between three law enforcement agencies (The Guilford County Sheriff's Office, Greensboro Police Department and High Point Police Department), the Taskforce has begun to make strides to improve public safety within this jurisdiction. The DWI Taskforce boasts the following achievements with reference to stated grant goals as well as the overall goals of the Governor's Highway Safety Program: Seat Belt Citation increase: 22% increase in seat belt violations, DWI Citations increase: approximately 15.5% increase, Speeding Citations decrease: a little more than an 27% decrease, PS Citation increase: 119% increase.

CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Agency: Winston Salem Police
Project Number: M2HVE-15-08-07 / M5HVE-15-04-06
Project Title: Forsyth County DWI Task Force
Budget: \$121,500
Local/State Match: \$364,500
Project Description: This is a continuation of the DWI Task Force. In the past ten years, the county's population has increased by more than 14%, and so have the number of impaired drivers on roadways in Forsyth County. Since 2010 the total number of incidents involving impaired drivers has remained high, with over 104 traffic fatalities. In 2010 the three primary law enforcement agencies in Forsyth County formed a multi-agency task force to address driver impairment and traffic safety. After four years, the task force (comprised of officers from the Winston-Salem Police Department, Forsyth County Sheriff's Office, and Kernersville Police Department) continues to make a positive impact on the safety of Forsyth County citizens through DWI enforcement.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5

Agency: NC Department of Health & Human Services (FTA)
Project Number: M5CS-15-04-02
Project Title: Standardized Field Sobriety Testing
Budget: \$165,600
Local/State Match: \$0
Project Description: This is a continuation project with North Carolina Department of Human Services/Forensic Tests for Alcohol. This project provides training to law enforcement officers for SFST (Standardized Field Sobriety Testing) and ARIDE (Advanced Roadside Impaired Driving Enforcement) across the state. The goal of the SFST grant is to use specialized instructors trained to instruct law enforcement officers in the detection and apprehension of drivers impaired by alcohol and other impairing substances. They will accomplish this by increasing the number of SFST/ARIDE trained law enforcement officers across the state and to provide continuing education for SFST/ARIDE instructors and practitioners.
CMTW: Chapter 1, Section 2.1



Agency: NC Department of Health & Human Services (FTA)
Project Number: M5CS-15-04-03
Project Title: Drug Recognition Expert
Budget: \$310,685
Local/State Match: \$0
Project Description: This is a continuation project with North Carolina Department of Human Services/Forensic Tests for Alcohol. This project 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

Agency: NC Department of Health & Human Services (FTA)
Project Number: M5CS-15-04-04
Project Title: Science
Budget: \$770,705
Local/State Match: \$0
Project Description: This is a continuation project with North Carolina Department of Human Services/Forensic Tests for Alcohol. This project provides and maintains all the breath alcohol testing instruments for law enforcement officers statewide. The project also provides all the training for law enforcement officers on these instruments. The goal of the Science grant is to maintain a minimum of 6,000 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 1,200 law enforcement officers statewide on the EC/IR II instrument. The Science grant project will purchase 30 additional EC/IR II instruments to supplement the existing instruments.
CMTW: Chapter 1, Section 2.3

Agency: N. C. Judicial Dept., AOC, Conference of District Attorneys
Project Number: M5CS-15-04-05
Project Title: Traffic Safety Resource Prosecutor
Budget: \$548,226
Local/State Match: \$0
Project Description: Continue in FY15 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. This will be provided through individualized and joint trainings as well as publications and technical support.

Agency: NC State Highway Patrol
Project Number: 154AL-15-02-22
Project Title: NCSHP DWI Taskforce
Budget: \$1,157,438
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 Troopers and one Sergeant. The goal of the North Carolina Highway Patrol is to reduce the number of alcohol related fatalities and serious injuries in Troop B. The counties the NCSHP will target in this troop are Bladen, Columbus and Cumberland and Roberson. They will do this by focusing on driving while impaired suspects during the peak night time hours and on the weekends.

Agency: Guilford County SO
Project Number: 154AL-15-02-18
Project Title: Guilford County Multi-Agency DWI Task Force Educator Position
Budget: \$150,780
Local/State Match: \$0
Project Description: This is an initial GHSP funding for this project which looks to effectively reduce the alcohol involved crash rate and/or injuries that have been occurring in Guilford County through media attention of the Guilford County DWI Task Force and public education/outreach. This project will fund a DWI Task Force educator position that will work with all agencies involved in the task force to enhance awareness of impaired driving issues.



Occupant Protection

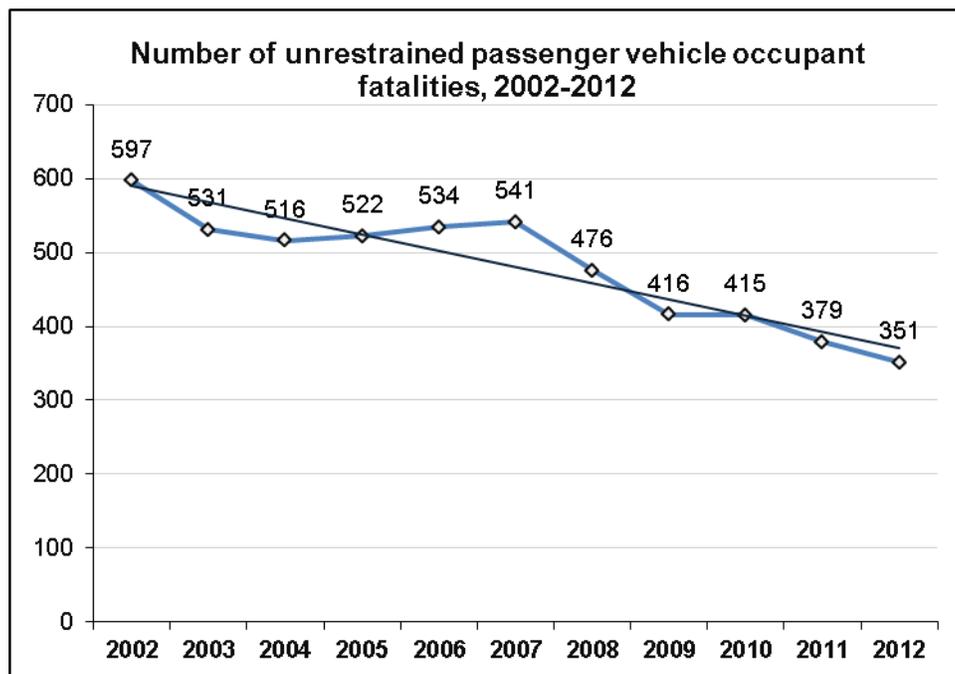
TARGETS:

- GHSP's goal is to reduce unrestrained fatalities by 25 percent from the 2008-2012 average of 407 to 305 by 2015.
- GHSP's goal is to increase observed seat belt use by drivers and right front occupants from the 2009-2013 average of 88.9% to 92% by 2015.

EVIDENCE CONSIDERED

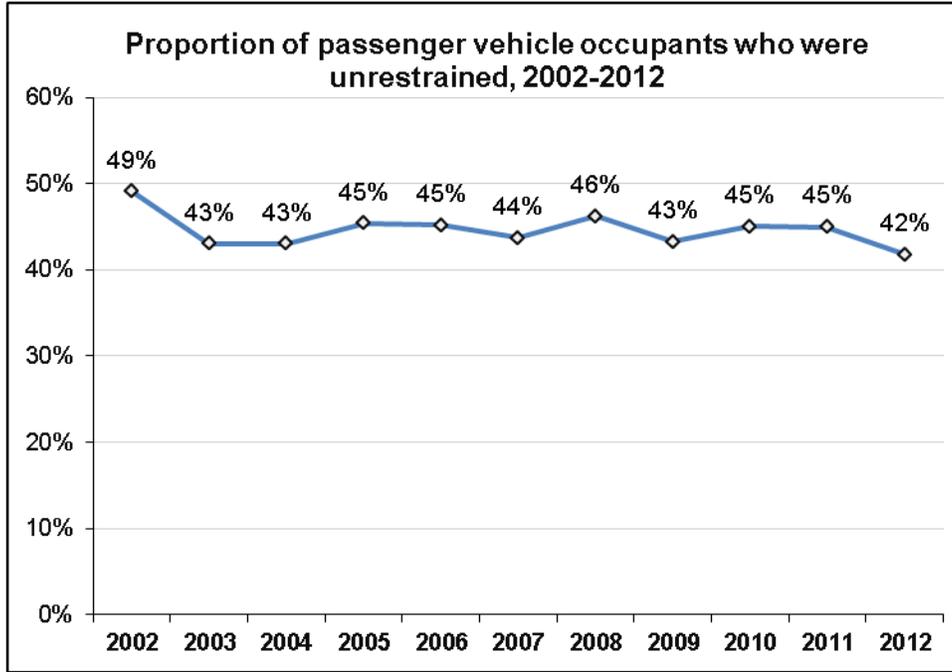
Crashes, Deaths, and Injuries

In 2012, there were 351 fatalities in North Carolina involving an unrestrained passenger vehicle occupant. This was a 7.4% decrease from the 379 unrestrained fatalities in 2011. As shown in the figure below, there has been a steady decline in unrestrained fatalities, especially since 2007.



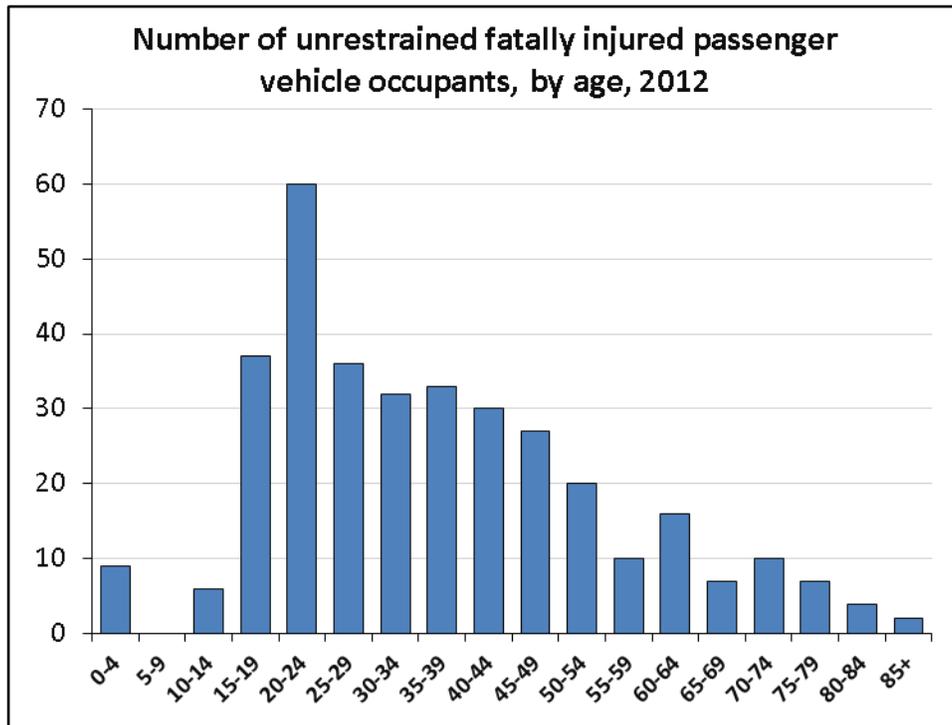
Source: FARS 2002 - 2012

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 2002 - 2012

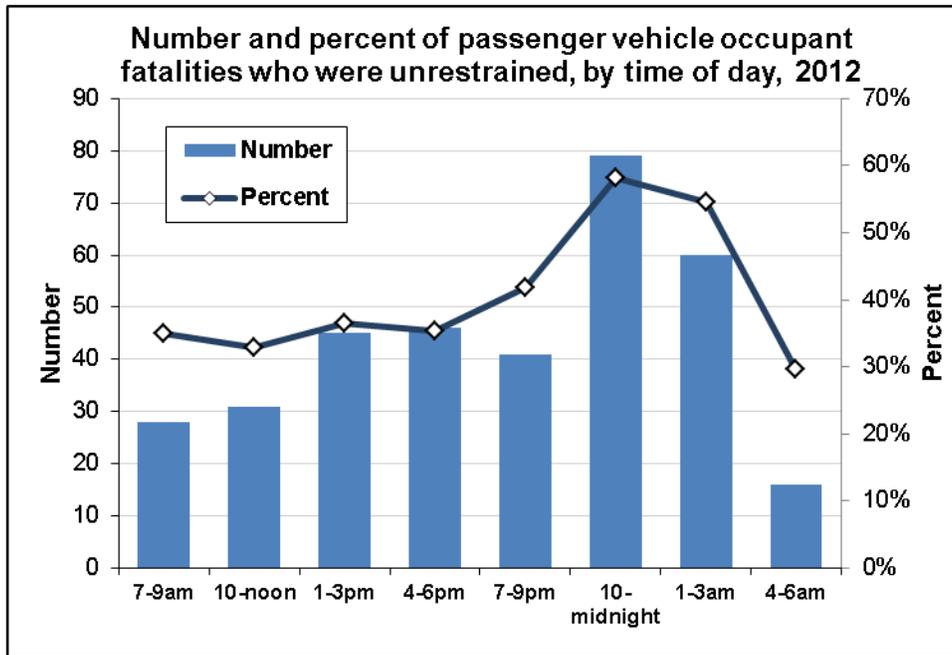
During 2012, there were more than twice as many unrestrained fatalities among males as females (246 vs. 100). Unrestrained fatalities also vary by age, as shown below. Unrestrained fatalities are most common among those ages 20 to 24. By comparison, unrestrained fatalities are relatively rare among those younger than 15 and those 65 and older. Thirty-four passenger vehicle occupants ages 14 and under were killed in 2012. Of these, 44% were unrestrained.



Source: FARS 2012



The figure below shows both the number and percent of fatally injured passenger vehicle occupants by time of day. During 2012, 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 2012

For the county-specific analyses, counts of fatally injured unrestrained passenger vehicle occupants from 2008 to 2012 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.¹ Eight counties had at least 50 unrestrained passenger vehicle fatalities from 2008 to 2012. In total, the 40 counties listed in the table represent 74% of all unrestrained fatally injured passenger vehicle occupants in North Carolina from 2008 to 2012. Many of the counties with the highest number of unrestrained fatalities also have large populations (for instance, Mecklenburg, Wake, and Guilford 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).

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



Unrestrained Passenger Vehicle Occupant Fatalities, 2008 2012

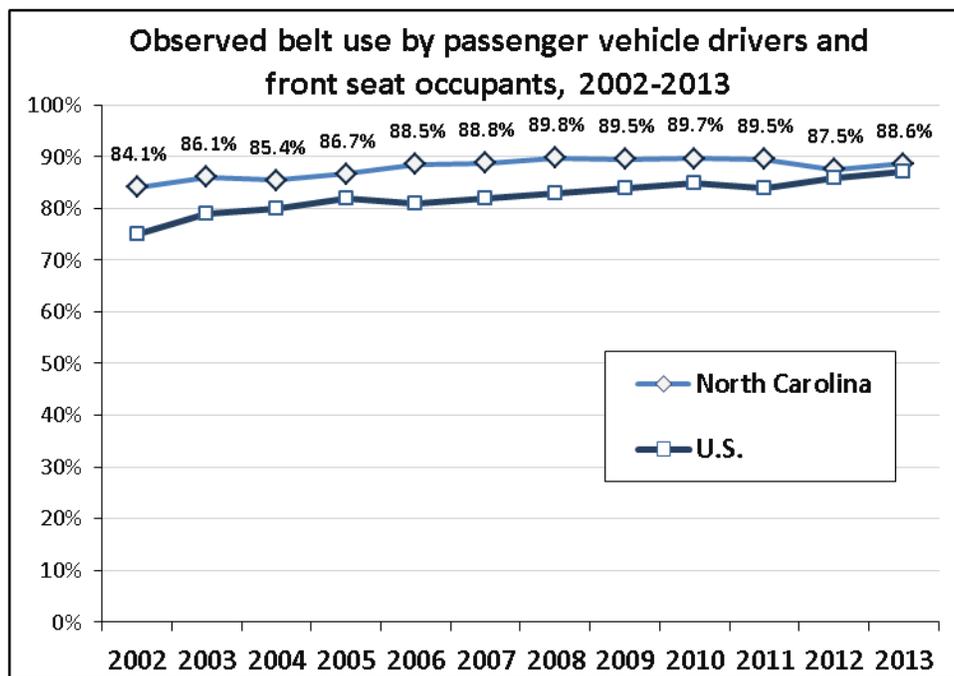
County	Total Unrestrained Fatalities	Percent of Total County Fatalities Who Were Unrestrained	Percent of Total NC Unrestrained Fatalities
Robeson	101	62.3%	5.0%
Mecklenburg	93	51.7%	4.6%
Guilford	81	44.5%	4.0%
Wake	76	34.4%	3.8%
Cumberland	61	43.6%	3.0%
Columbus	50	51.0%	2.5%
Forsyth	50	47.2%	2.5%
Johnston	50	44.6%	2.5%
Davidson	47	49.5%	2.3%
Brunswick	44	54.3%	2.2%
Rockingham	40	55.6%	2.0%
Rowan	39	49.4%	1.9%
Buncombe	38	46.9%	1.9%
Wayne	38	46.3%	1.9%
Nash	37	46.8%	1.8%
Gaston	36	45.6%	1.8%
Onslow	34	44.7%	1.7%
Harnett	33	40.7%	1.6%
Durham	32	50.0%	1.6%
Sampson	32	45.1%	1.6%
Union	31	41.9%	1.5%
Iredell	29	42.0%	1.4%
Cleveland	28	59.6%	1.4%
Catawba	27	33.3%	1.3%
Wilkes	27	52.9%	1.3%
New Hanover	26	46.4%	1.3%
Pitt	26	36.6%	1.3%
Duplin	25	46.3%	1.2%
Granville	25	52.1%	1.2%
Lee	25	54.3%	1.2%
Surry	25	46.3%	1.2%
Alamance	23	52.3%	1.1%
Randolph	23	37.1%	1.1%
Pender	22	51.2%	1.1%
Wilson	22	52.4%	1.1%
Beaufort	20	46.5%	1.0%
Cabarrus	20	29.9%	1.0%
Franklin	20	54.1%	1.0%
Halifax	19	43.2%	0.9%
Moore	19	47.5%	0.9%



Behaviors

North Carolina's most recent annual seat belt use survey for which data is available was conducted in June 2013 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 2013 observed belt use rate for drivers and front seat occupants was 88.6%. This is slightly higher than the June 2012 rate (87.5%). 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.



Source: North Carolina's annual seat belt use survey



In June 2013, belt use was higher among drivers (89.6%) than front seat passengers (84.9%). 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 driving in rural areas, and drivers of pickup trucks. Belt use was also somewhat lower among those driving in the coastal and Piedmont parts of the state.

Observed Seat Belt Use Rates, June 2013	
	Weighted Use (%)
Overall	
Driver	89.6%
Passenger	84.9%
Combined	88.6%
Sex of Driver	
Male	87.9%
Female	92.4%
Age of Driver	
16-24	85.5%
25-64	90.2%
65+	87.5%
Urban/Rural	
Urban	90.8%
Rural	86.1%
Vehicle Type	
Car	90.3%
Minivan	93.9%
Pickup Truck	84.5%
Sport-Utility Vehicle	92.8%
Region	
Mountain	93.0%
Piedmont	88.2%
Coast	87.5%



Seatbelt observations were conducted in 15 counties. As shown below, observed belt use differed somewhat across counties, from a low of 81.2% in Robeson County, to a high of 93.6% in Catawba County.

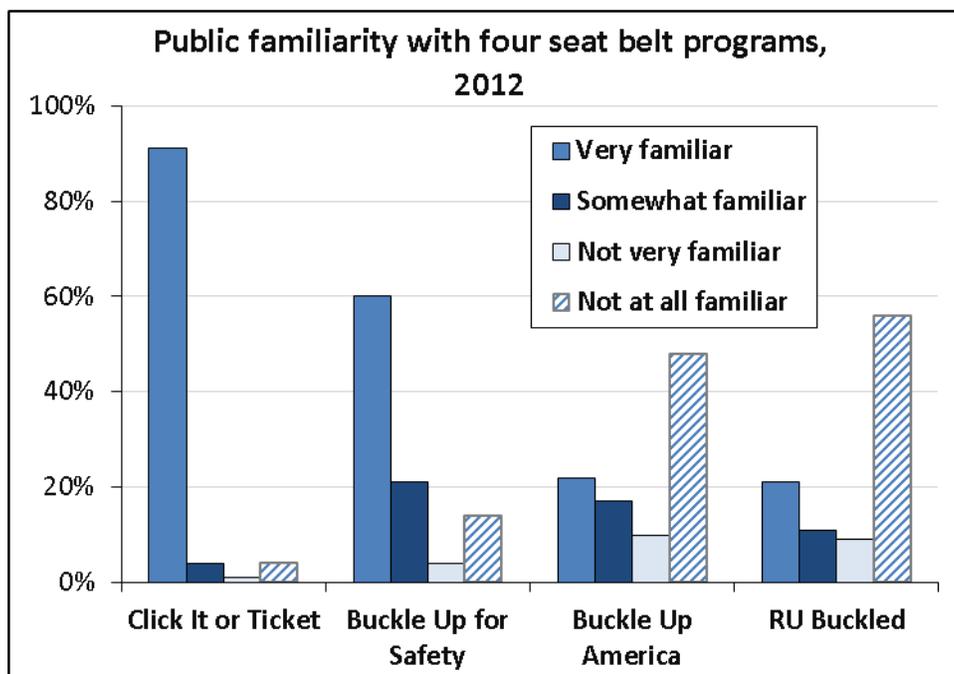
Observed Seat Belt Use Rates by County, June 2013	
County	Observed Belt Use
Alamance	87.1%
Cabarrus	90.6%
Caldwell	93.4%
Catawba	93.6%
Columbus	90.7%
Franklin	86.5%
Guilford	86.9%
Harnett	89.4%
Johnston	89.7%
Mecklenburg	92.2%
Nash	89.0%
Onslow	89.9%
Robeson	81.2%
Rowan	91.7%
Wake	87.4%

Attitudes & Awareness

The Governor’s Highway Safety Program conducted a statewide telephone survey in December, 2012, 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

Comprehensive Occupant Protection Program Development

North Carolina participated in a comprehensive NHTSA-facilitated assessment of all elements of the North Carolina occupant protection program from July 7-12, 2013. The Assessment Team examined 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.

The Assessment Team made some key recommendations including:

- Develop and implement occupant protection programs focusing on high priority audiences
- Develop and implement a three-to-five year occupant protection for children plan to continue, expand or develop programs targeting children, tweens, teens and their parents/caregivers.
- Implement a Law Enforcement Executive Advisory Council
- Develop minimum work performance expectations for officers performing grant-funded seat belt enforcement
- Provide law enforcement agencies overtime funding to provide targeted seat belt high visibility enforcement, and
- Create and implement a strategic media marketing campaign plan



NC GHSP will continue to thoroughly review the Assessment Team’s final report that includes a narrative review of the strengths and weaknesses of North Carolina’s occupant protection program and that includes specific recommendations from the assessment team for improving the North Carolina occupant protection program. The statewide campaigns, programs, and countermeasures that will be implemented in the next few years are likely to reflect the recommendations of the assessment team.

One of the key recommendations in the OP Assessment was that the NC GHSP “implement an occupant protection coalition or subcommittee that will focus on occupant protection issues and projects, provide collaboration and communication among existing partners, generate additional participation, and raise the visibility and priority of occupant protection in the State.”

In response to this recommendation, the North Carolina Governor’s Highway Safety Program worked with other Occupant Protection Program partners to establish a Statewide OP Task Force. Members of the OP Task Force represent a number of state agencies, university research centers, law enforcement, and healthcare. Membership is expected to expand or otherwise be modified on an ongoing basis to include additional agencies and/or advocacy and non-profit groups whose missions include addressing occupant protection issues, to add expertise from many of the agencies already represented on the Task Force, and to increase representation for all geographic areas of the State.

The Task Force was convened in May 2014 to discuss occupant protection issues, challenges that need to be addressed, ongoing and planned initiatives, potential new strategies for further consideration, and then finally, as a result of this process, develop an OP Strategic Plan.

Child Passenger Safety Programs

North Carolina is very active in the field of child passenger safety. As of June 2014, North Carolina had 2,709 certified child passenger safety technicians – including 53 Technician Proxies - and 52 certified instructors in 99 of North Carolina’s 100 counties. (Northampton County does 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, 2014 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 FY2013 and through the first six months of FY2014, over 3,350 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 FY2013 and through the first six months of FY2014, 957 child passenger safety events were held and 6,013 seats were checked for 5,400 families in local communities through BUK programs.

Presently there are 156 permanent checking station programs, with over 180 locations in 66 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 FY2013 and through the first six months of FY2014, NC PCS programs served over 10,900 families and checked more than 12,300 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 2013, law enforcement agencies in North Carolina conducted three waves of enforcement concerning occupant protection:

- Spring *Click it or Ticket* (May 20-June 2)
- Child passenger safety week (September 15-21)
- Thanksgiving *Click it or Ticket* (November 25-December 1)

Across all three enforcement waves, 13,735 citations were issued for violations of the seat belt law and 1,982 for violations of the child passenger safety law, for a total of 15,717 occupant restraint citations. Thus far in 2014, 14,600 occupant restraint citations were issued during the Spring 2014 (May 19-June 1) *Click it or Ticket* Campaign.





Seat Belt and Child Passenger Safety Law Citations			
Campaign / Violations	2014	2013	2012
Spring <i>Click it or Ticket</i> campaign			
Seat belt violations	13,204	9,738	10,288
Child passenger safety law violations	1,396	1,200	1,183
Total	14,600	10,938	11,471
Child passenger safety week campaign			
Seat belt violations	na	824	514
Child passenger safety law violations	na	289	230
Total	na	1113	744
Thanksgiving <i>Click it or Ticket</i> campaign			
Seat belt violations	na	3,173	3,289
Child passenger safety law violations	na	493	492
Total	na	3,666	3,781
Totals			
Seat belt violations	13,204	13,735	14,091
Child passenger safety law violations	1,396	1,982	1,905
Total	14,600	15,717	15,996

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

An additional 25,423 seat belt violations and 4,396 child passenger safety law violations were issued in 2013 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 May 2014 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, Buncombe, Cumberland, Davidson, Forsyth, Gaston, Rockingham, Sampson, Union, and Wayne) were included in this group. These counties accounted for 54% 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 reducing unrestrained injuries and fatalities in their county. During the two week “Click It or Ticket” 25-4-92 Campaign a total of 6,883 occupant restraint citations were written in the 25 counties. This represented an 18% increase in the number of citations written in the 25 focus counties in the 2013 “Click It or Ticket - 25-4-92” 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 2012, unrestrained passenger vehicle occupant fatalities decreased by 7.7%.

Observed restraint use for drivers and front seat occupants in North Carolina currently stands at 88.6%. This is higher than the national average and an increase from 2012, 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 Cumberland). 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 2015. In addition, GHSP has set a goal to increase observed seat belt use among drivers and right front occupants to 92% as measured by the 2015 surveys.

COUNTERMEASURES AND FUNDING PRIORITIES

To address the problem areas described above and to meet North Carolina's goals for 2015, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 7th 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 involved in an ongoing process to implement a comprehensive occupant protection program through a strategic plan developed by a statewide occupant protection task force. This strategic plan is based in part on the recommendations from the July 2013 NHTSA-facilitated occupant protection program assessment. The statewide campaigns, programs, and countermeasures that follow may change as needed in response to additional recommendations generated by the statewide 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 continuing goal of GHSP to collect and share data and county maps with agencies in occupant restraint focus counties that are either survey counties or overrepresented in unrestrained fatalities. Data shared with the counties will include the locations of these fatal crashes, the day of the week and the time of day they are occurring. Enforcement (citation) data for each county will also be presented and correlated with unrestrained fatality rates. These collaborative meetings with our partners will be used to focus 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 continuing to fund light towers for a number of communities to aid in conducting nighttime seatbelt enforcement activities.

GHSP will review the 2014 observational seat belt use data in conjunction with fatality data to target counties needing additional attention similar to the “mini-mobilization” conducted in May, 2014.

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

GHSP will support all FY2015 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 will be planned for all FY2015 campaigns. These kickoff events will be designed to seek earned media attention that will be gained from partnerships with NC DOT Communications Office, NCSHP, local law enforcement, Safe Kids North Carolina, etc. Typically, these 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 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’s Carolina Hurricanes to address seat belt use with their fan base. This will consist of venue signage visible to all fans in attendance or watching on television.

GHSP will secure additional advertising 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, Child Passenger Safety and Thanksgiving mobilization periods.

FY2015 OCCUPANT PROTECTION 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 FY2015 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*).

Occupant Protection



Agency: North Carolina Department of Public Safety – State Highway Patrol
Project Number: M2HVE-15-08-02
Project Title: NCSHP “Click It or Ticket” Enforcement Project
Budget: \$250,000
Local/State Match: \$0
Project Description: Decreasing the number of unrestrained fatalities and injuries is a top priority for the North Carolina State Highway Patrol. The seat belt usage rate in North Carolina is 88.6% and the percentage of motor vehicle fatalities that are unrestrained is consistently around 44% from year to year. Using High Visibility Enforcement through the ‘Click It or Ticket’ model has been proven to be effective in getting motorists to wear their seat belts. The NCSHP will support the ‘Click It or Ticket’ program with increased, sustained enforcement in the 25 Occupant Protection Focus Counties designated by GHSP throughout the year. Select waves of overtime enforcement will be conducted during the May “Click It or Ticket” campaign and other periods throughout Fiscal Year 2015.
CMTW: Chapter 2, Section 2.1, 2.2, 2.3

Agency: Western North Carolina Safe Kids
Project Number: OP-15-06-02
Project Title: Safe Transportation for All Children 2014-2015
Budget: \$122,605
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 and maintain the base of CPS Technicians trained in Special Needs Transportation. During this grant cycle Western North Carolina Safe Kids will continue to offer the “Transporting Children with Special Needs” CPS enrichment course 2-3 times per year in different regions of the state. Conferences will be attended including BuckleUpNC, Safe Kids NC, FLSE, Life Savers and Edu Pro: Transporting Children with Disabilities. Tweens and teens will now also be educated through program objectives to be safe passenger now, as well as in the future as drivers.
CMTW: Chapter 2, Section 7.3

Agency: UNC – Chapel Hill, HSRC
Project Number: OP-15-06-03
Project Title: Continued Development of the BuckleUpNC Resource Center
Budget: \$175,100
Local/State Match: \$0
Project Description: This is an ongoing continuation project to continue to maintain and update the website: www.buckleupnc.org. This grant will provide consumer information to the public through a toll free number, website, brochures and flyers. Program and technical assistance to CPS advocates and administrators will be provided by keeping curriculum current. HSRC will support the North Carolina Occupant Protection Task Force and continue to collaborate with GHSP and OSFM on Occupant Protection issues.
CMTW: Chapter 2, Section 6.1, 6.2, 7.3

Occupant Protection



Agency: North Carolina Department of Insurance
Project Number: OP-15-06-04
Project Title: Buckle Up Kids and Beyond: Occupant Protection Program
Budget: \$440,500
Local/State Match: \$0
Project Description: This is an ongoing continuation project that will allow NC DOI/OSFM/Safe Kids NC 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 and occupant protection programs. NC DOI/OSFM will also continue to oversee the expansion of the child passenger safety diversion program through partnerships with the District Attorneys Offices, child passenger safety programs and law enforcement. A new aim of this project will be to develop an overview of a county process for a seat belt diversion program that can be implemented throughout the state.
CMTW: Chapter 2, Section 7.3

Agency: Research Triangle Institute
Project Number: OP-15-06-05
Project Title: 2015 North Carolina Seat Belt Survey
Budget: \$216,790
Local/State Match: \$0
Project Description: This is an ongoing project to conduct the annual seat belt survey in 2015 as required by NHTSA. Funding includes training, supplies and implementation of the survey.
CMTW: Chapter 2, Section 1

Agency: UNC – Chapel Hill, HSRC
Project Number: SA-15-17-03
Project Title: Statewide Initiative Targeting Restraint Use among Tweens and Young Teens
Budget: \$102,274
Local/State Match: \$0
Project Description: This is an initial GHSP funding project which will eventually address the need for a statewide initiative targeting children 8-15 regarding Child Passenger Safety issues. The goal will be to prepare CPS Technicians to address issues pertaining to this age group and the importance of restraints for tweens and young teens. There are other goals/objectives which will also be part of the FY15 time table.
CMTW: Chapter 2, Section 6.1, 6.2

Agency: Fayetteville Police Department
Project Number: K2-15-07-02 / K8-15-03-10
Project Title: 2014 FPD Special Traffic Operations Program (S.T.O.P.)
Budget: \$415,552
Local/State Match: \$62,333
Project Description: This project will provide four traffic officers salary and equipment to the city. These officers will assist in the daily operations with identifying high traffic crash locations, analyzing data and applying problem solving mechanisms to resolve



traffic problems. Fayetteville is the home of Fort Bragg and as such is one of the largest military bases in the U. S. This four person unit in addition to the existing traffic unit will be able to do a better job of enforcing the DWI and seatbelt laws.

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: K8-15-03-11 / M2HVE-15-08-09
Project Title: DWI/SB Enforcement Unit
Budget: \$241,635
Local/State Match: \$42,641
Project Description: This is the second year of a 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 going out into the community and speaking with civic groups, students and other citizens around the county. The unit aims to decrease the number alcohol-related fatalities by 35% and unrestrained fatalities by 25% from the 2011-2013 averages in Brunswick County.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Agency: Pineville Police Department
Project Number: M2HVE-15-08-06 / M5HVE-15-04-05
Project Title: Traffic Team
Budget: \$238,335
Local/State Match: \$35,750
Project Description: This is a new project with the Pineville Police Department for traffic safety. This project includes the salary and equipment for two officers. The goal of the Pineville Police Department is to reduce alcohol and speed related traffic crashes and injuries in the City of Pineville. They will accomplish this by enforcement and education efforts. The Pineville 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 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2



Police Traffic Services

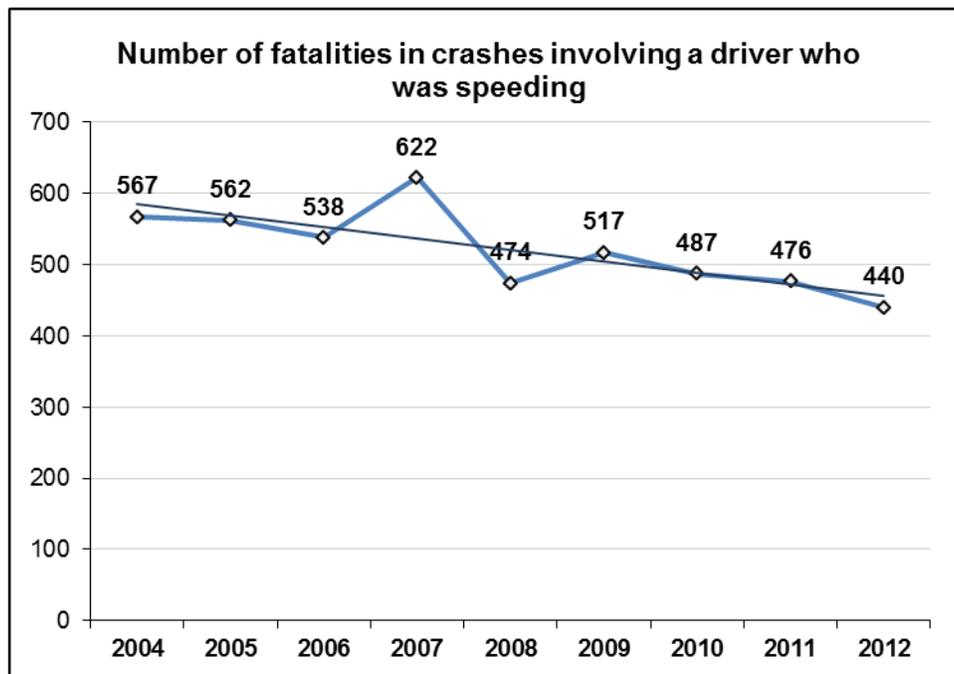
TARGET:

- GHSP's goal is to reduce speed-related fatalities by 25 percent from the 2008-2012 average of 479 to 305 by 2015.

EVIDENCE CONSIDERED

Crashes, Deaths, and Injuries

In 2012, 440 persons were killed in crashes in North Carolina involving a driver who was speeding. This is an 8% decrease from the 476 speed-related fatalities in 2011. As shown in the figure below, speed-related fatalities have declined steadily over the past decade. Speed-related fatalities are at their lowest level in more than 10 years.



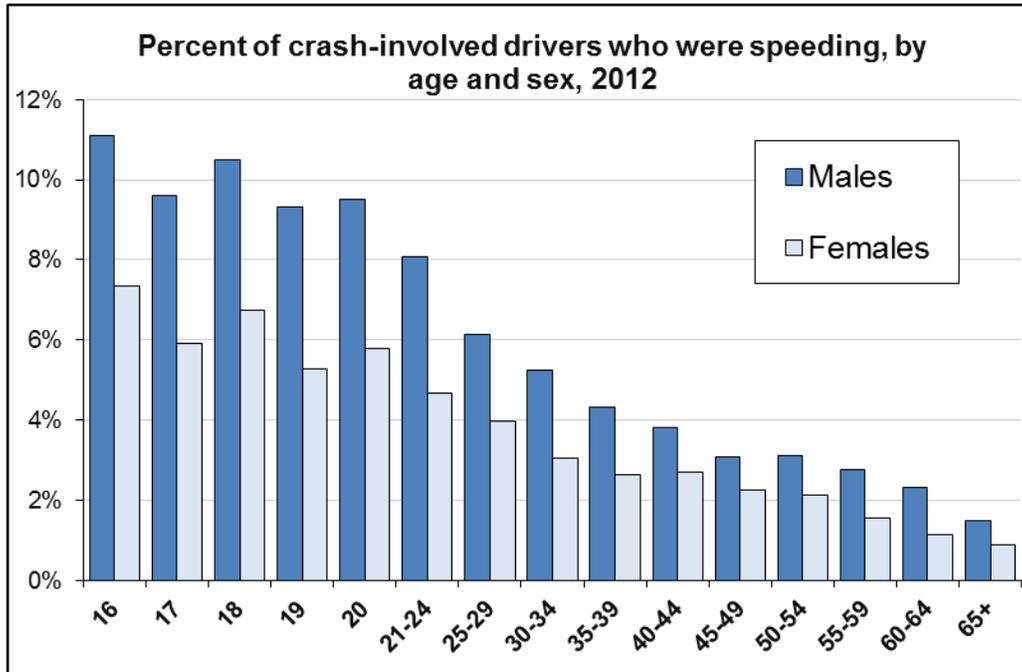
Source: FARS 2004 - 2012

The percent of fatalities involving a driver who was speeding has remained fairly level over time. During 2012, 34% of fatalities were speed-related. This was down from the 39% of fatalities in 2011, and also slightly lower than the average of 36% for the period from 2004-2012.

Speed is less often involved in non-fatal crashes. Among all drivers in crashes in North Carolina during 2012, 4.2% were speeding (compared to 4.6% in 2011). Speeding varies by the sex and age of the driver,

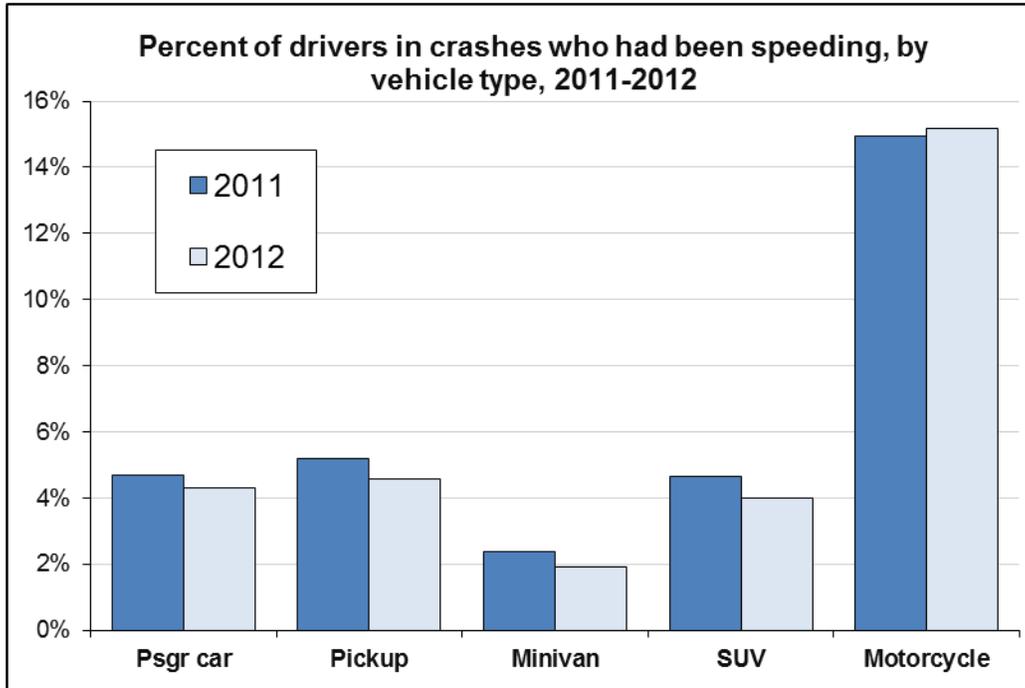


as shown below. Male drivers are substantially more likely to be involved in a speed-related crash than female drivers. Among crash-involved drivers in 2012, 5.1% of males were speeding compared to 3.2% of females. Speed involvement in crashes also tends to be highest among the youngest drivers, and gradually decreases with age.



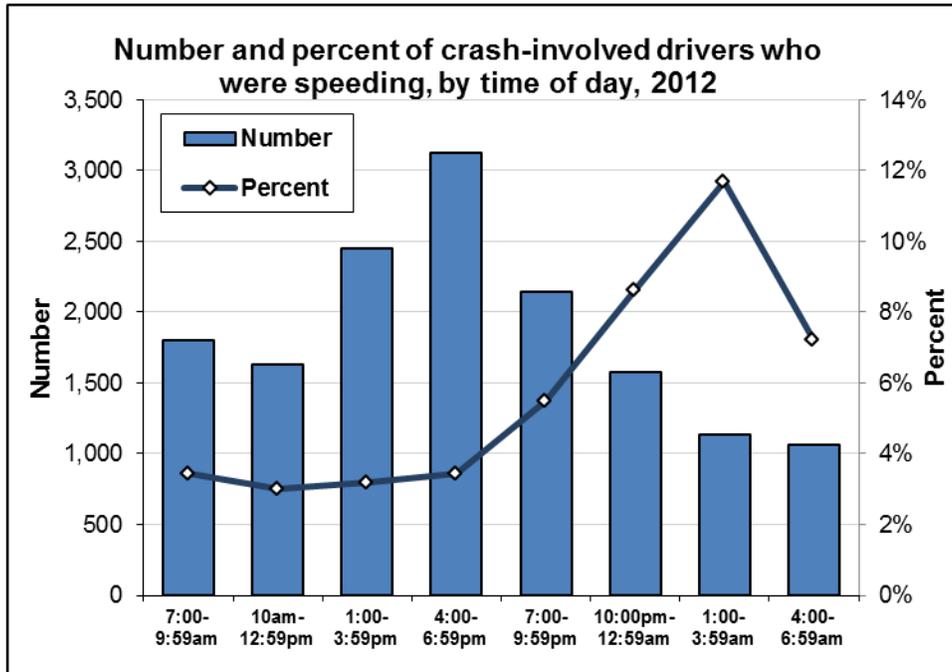
Source: NC Motor Vehicle Crash Data 2012

Speeding is also substantially more common in rural crashes than urban crashes. During 2012, 7.6% of drivers in crashes on rural roads were speeding, compared to 2.2% of drivers who crashed on urban roads. As shown in the figure below, speeding is also quite frequent among crash-involved motorcycle riders. During 2012, 15.2% of crash-involved motorcycle riders were speeding. This is substantially higher than the rate of speeding for drivers of other types of vehicles.



Source: NC Motor Vehicle Crash Data 2011-2012

The figure below shows the number and percent of drivers in crashes who were speeding by time of day. The number of crash-involved drivers who were speeding is highest in the afternoon, especially during the hours of 4:00-6:59pm (i.e., rush hour). However, the *percent* of crash-involved drivers who were speeding is highest late at night, peaking between 1:00 and 3:59 a.m. In other words, the majority of speed-related crashes occur during the day when there are more drivers on the roadway, but crashes occurring late at night are more likely than daytime crashes to involve speeding.



Source: NC Motor Vehicle Crash Data 2012

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 2008 through 2012. Wake County had the highest number of speed-involved fatalities during this period, followed by Mecklenburg, Guilford, Cumberland and Robeson counties. These 40 counties are among the largest counties in North Carolina, accounting for 77% of the state's total population. In total, the 40 counties listed in the table account for three-fourths (75%) of all speed-related fatalities in North Carolina from 2008 to 2012.

The table also shows fatalities per 10,000 population. When looking at speed-related fatalities per capita, the counties that stand out include Columbus (2.05), McDowell (1.54), Robeson (1.22), Johnston (1.07), Wilkes (1.04) and Sampson (1.03). These counties are well above the overall NC per capita rate of 0.59. Several of the counties with high rates of fatalities per capita are located in the eastern part of the state.



Fatalities in Crashes Involving a Driver Who Was Speeding, 2008 2012

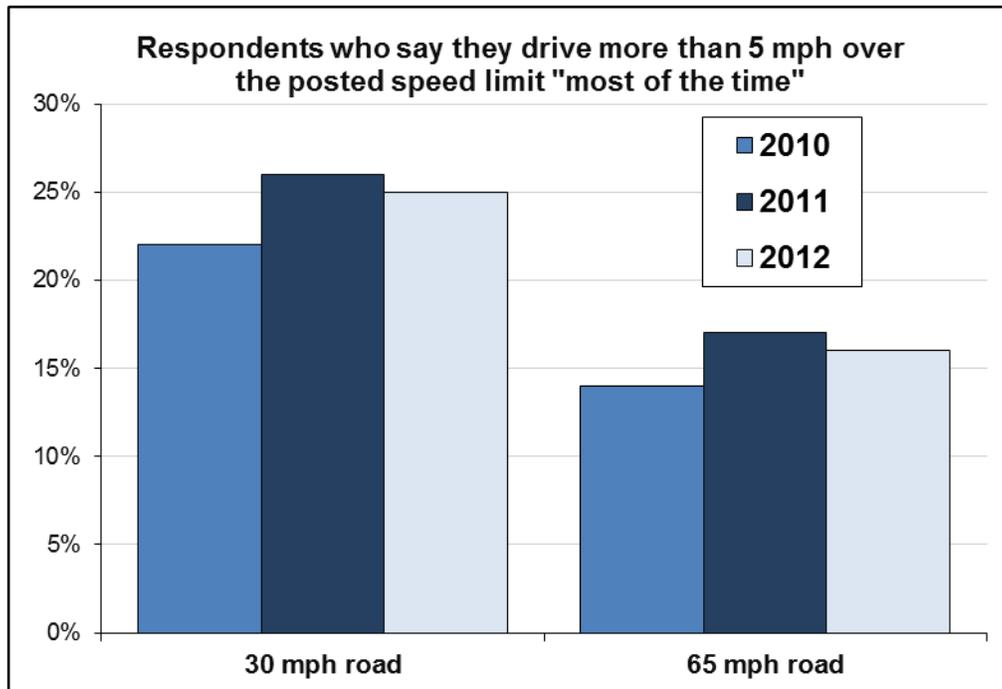
County	Fatalities in alcohol involved crashes	Fatalities per 10,000 population	% of all alcohol involved fatalities
Wake	137	0.44	5.73%
Mecklenburg	110	0.32	4.60%
Guilford	103	0.49	4.30%
Cumberland	87	0.57	3.64%
Robeson	75	1.22	3.13%
Johnston	65	1.07	2.72%
Columbus	56	2.05	2.34%
Forsyth	52	0.34	2.17%
Buncombe	51	0.49	2.13%
Durham	49	0.44	2.05%
Onslow	49	0.65	2.05%
Randolph	47	0.72	1.96%
Harnett	45	0.99	1.88%
Union	43	0.69	1.80%
Catawba	42	0.59	1.76%
Gaston	42	0.44	1.76%
Nash	41	0.94	1.71%
Iredell	40	0.65	1.67%
Davidson	36	0.49	1.50%
Wayne	36	0.63	1.50%
Pitt	35	0.52	1.46%
Rowan	35	0.54	1.46%
Brunswick	34	0.93	1.42%
Rockingham	34	0.74	1.42%
Wilkes	34	1.04	1.42%
Craven	31	0.68	1.30%
Sampson	31	1.03	1.30%
Surry	31	0.87	1.30%
Cabarrus	30	0.46	1.25%
Caldwell	28	0.72	1.17%
New Hanover	28	0.35	1.17%
Orange	28	0.48	1.17%
Cleveland	27	0.56	1.13%
Franklin	25	1.06	1.04%
Halifax	24	0.84	1.00%
Alamance	23	0.35	0.96%
Granville	23	0.95	0.96%
McDowell	23	1.54	0.96%
Henderson	22	0.49	0.92%
Richmond	22	0.94	0.92%



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 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.



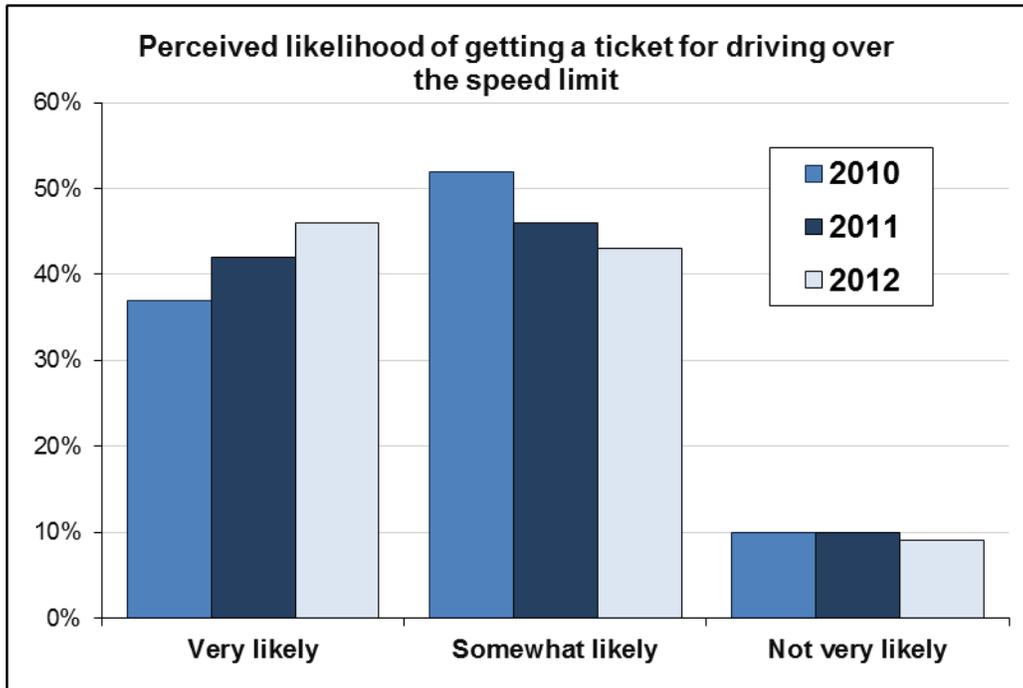
The percent of respondents who report frequently exceeding the speed limit increased between 2010 and 2011, but decreased slightly between 2011 and 2012. One in four (25%) said in 2012 that they drive more than 5 mph "most of the time" on roads with a speed limit of 30 mph, down 1 percentage point from 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.

During 2013, law enforcement agencies in North Carolina conducted the No Need 2 Speed campaign from March 25 – 31. Over the course of the campaign, 4,343 checkpoints and saturation patrols were conducted resulting in 14,542 speeding





citations. The number of checkpoints and patrols in 2013 was substantially greater than during the 2012 No Need 2 Speed campaign.

Checkpoints and Speeding Citations		
	2013	2012
Spring <i>No Need to Speed</i>		
Checkpoints and saturation patrols	4,343	3,205
Speeding citations	14,542	13,435

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

In addition to speeding citations, the No Need to Speed campaign resulted in 3,744 occupant restraint charges, 1,111 drug violations, 929 fugitives arrested, and 2,772 citations for driving without a license. During 2013, a total of 131,603 additional speeding citations were issued during other enhanced enforcement periods (e.g., Booze It and Lose It and Click It or Ticket). This was almost identical to the 131,547 speeding citations issued during other enhanced enforcement periods in 2012.

SUMMARY

The number of fatalities in crashes involving a driver who was speeding has decreased over the last decade in North Carolina. In 2012, there was an 8% drop in speeding-related fatalities compared to 2011. Nonetheless, speeding is still a factor in one-third (34%) of all motor vehicle fatalities in the state. Speed involvement in crashes is highest among males, young drivers, motorcycle riders, and drivers on rural roadways. Speed also plays a factor in a large percentage of nighttime crashes. The counties that account for the most speed-involved fatalities are Wake, Mecklenburg, Guilford, Cumberland 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 2015.

COUNTERMEASURES AND FUNDING PRIORITIES

To address the problem areas described above and to meet North Carolina's goals for 2015, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 7th 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 FY2015 Highway Safety Plan. This



information will include the locations of these crashes, day of week, and 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.

MEDIA PLAN

GHSP will support the FY2015 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 FY2015 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.

GHSP will continue to explore the use of technologies, such as variable message signs or boards, 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.

FY2015 POLICE TRAFFIC SERVICES 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 FY2015 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*).

Agency: Tabor City Police Department
Project Number: PT-15-09-01
Project Title: Traffic Safety Unit
Budget: \$90,609
Local/State Match: \$15,990
Project Description: This is an initial year project that will fund a dedicated traffic enforcement officer along with all equipment for the position. The Tabor City Police Department will team with other agencies in Columbus County in enforcement and education activities. Through this grant, enforcement efforts will greatly increase in Tabor City and throughout Columbus County. The goal will be to reduce traffic-related fatalities in Columbus County by 15% during Fiscal Year 2015.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3, Chapter 3, Section 2.2, 2.3

Agency: Town of Holly Springs Police Department
Project Number: PT-15-09-02
Project Title: Traffic Safety Unit Addition



Budget: \$193,992
Local/State Match: \$34,234
Project Description: The Holly Springs Police Department is submitting a new application for GHSP funding stream. This will be additional personnel to the current traffic safety team. Holly Springs is a town in Wake County that has seen a population surge since 2006. The current population is around 28,000 and the growth will continue to increase as new residential and commercial developments arise within the town limits. Several major roads and highways are within driving distance such as Highway 55 and the I-540 outer loop. The current two man traffic unit has been effective with respect to Speed, Seatbelt, DWI, and CPS violators and their visibility in Holly Springs has been noticed. Totals for FY13 included 107 DWI charges, 280 Seatbelt citations, 22 Child Safety Restraint citations, 489 Speed citations.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3, Chapter 3, Section 2.2, 2.3

Agency: Leland Police Department
Project Number: PT-15-09-09
Project Title: Traffic Enforcement Officers
Budget: \$99,033
Local/State Match: \$42,442
Project Description: This is the second year of a personnel continuation project. This grant will continue to fund two full time traffic enforcement officers on a traffic enforcement unit within the Leland Police Department. A decrease in unrestrained fatalities, alcohol-related fatalities and alcohol-related crashes in Brunswick County will be goals for this project. The unit will also work along with the Sheriff's Office and other agencies conducting checking stations and seat belt initiatives throughout the fiscal year.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3

Agency: City of Monroe Police Department
Project Number: PT-15-09-16
Project Title: Traffic Enforcement Officers
Budget: \$226,586
Local/State Match: \$39,986
Project Description: The City of Monroe is located in Union County, which is one of the fastest growing counties in North Carolina. On an average day, there are about 60,000 vehicles that travel through HWY 74 which is a major connector to Charlotte and other popular destinations. The City of Monroe Police Department cannot properly enforce traffic related issues such as Seatbelt, DWI and Speed violators. This initial traffic unit would allow them to have a visible presence in Monroe and the roadways which go through the city and focus on the traffic issues and problems have overwhelmed the police department.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: NC Department of Justice / North Carolina Justice Academy



Project Number: PT-15-09-21
Project Title: Law Enforcement Training
Budget: \$157,000
Local/State Match: \$0
Project Description: This is a continuation project with the North Carolina Department of Justice/North Carolina Justice Academy. This project provides training to law enforcement officers statewide for crash investigation and radar instructor certification. The Justice Academy will deliver multiple courses taught by the instructional staff of nationally recognized training facilities that will provide a highly advanced level of training to officers selected to attend the training. The Justice Academy's goal is to seek out experts in the crash investigation and radar instruction fields to supplement the training programs offered to North Carolina law enforcement officers.

Agency: NC Governor's Highway Safety Program
Project Number: PT-15-09-32
Project Title: GHSP Support and Programs
Budget: \$1,000,000
Local/State Match: \$0
Project Description: The Governor's Highway Safety Program (GHSP) conducts various enforcement campaigns throughout the year including several "Booze It & Lose It" campaigns and a "Click It or Ticket" campaign over the Memorial Day holiday. During each campaign GHSP requires law enforcement agencies with grant funding to report their citation totals via online reporting on a weekly basis. GHSP also solicits non-grant funded agencies to participate in these campaigns and report as well. In February 2007, GHSP launched a points based incentive program and has decided to continue the program given its success. This program allows law enforcement agencies to receive points based on several point earning activities such as checkpoints, educational and enforcement events. Agencies are able to accumulate points all year and "redeem" their points for the following items. Agencies can also choose to carry over their points from year to year. Increase agency participation during campaigns through awarding points for checkpoints. Throughout the year, agencies can receive points for conducting checkpoints and other traffic safety related activities. Increase agency reporting during campaigns by awarding points for online reporting. Each week an agency reports via online reporting they can receive points, if agencies report 100% all year long they receive "extra" points for excellent reporting. Provide traffic equipment to agencies that are eligible and have been dedicated to traffic safety. GHSP will award agencies with a piece of equipment that they qualify for to use to promote traffic safety in their community.
CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: Morganton Police Department
Project Number: PT-15-09-34
Project Title: Traffic Officers
Budget: \$79,584



Local/State Match: \$34,107

Project Description: The Morganton Department of Public Safety through GHSP grant funding has recently implemented a dedicated traffic unit. Early results in year one have been positive. For example during January, the first month of full implementation, the unit was responsible for 7 DWI arrests, 35 occupant restraint citations, 33 speed violations, and a total of 132 traffic offenses. This application will allow our department to continue these enforcement efforts along with conducting public education concerning traffic safety. These efforts would not be possible without year two funding from GHSP. In addition this project includes out of state travel funds to send the DRE certified traffic officer to the DRE National Conference.

CMTW: Chapter 1, Section 2.1, 2.2, 2.5; Chapter 2, Section 2.1, 2.2, 2.3; Chapter 3, Section 2.2, 2.3

Agency: N C Sheriffs' Association Inc.

Project Number: PT-15-09-39

Project Title: 2014 Legislative Update Training

Budget: \$49,460

Local/State Match: \$0

Project Description: During the 2014 session of the North Carolina General Assembly, a large number of laws will be passed, changed, or amended that have a direct impact on the ability of North Carolina law enforcement officers to perform their duties. Many of these changes are reflected in Motor Vehicle Laws. There are currently more than 600 law enforcement agencies in North Carolina of which approximately 25 have attorneys employed by the agency to provide not only legal advice, but also legal training for the more than 25,000 officers in the state of North Carolina. Without this type of training, officers are often left to their own interpretation of the law, or without the knowledge that many of these changes have taken place. With the growing highway safety issues and crime problems, it is important that statutory changes be provided to law enforcement officers. The North Carolina Sheriffs' Association seeks funding to inform Sheriffs, deputies and other law enforcement officers of these critically important legislative changes.

CMTW: Chapter 3, Section 2.2, 2.3



Young Drivers

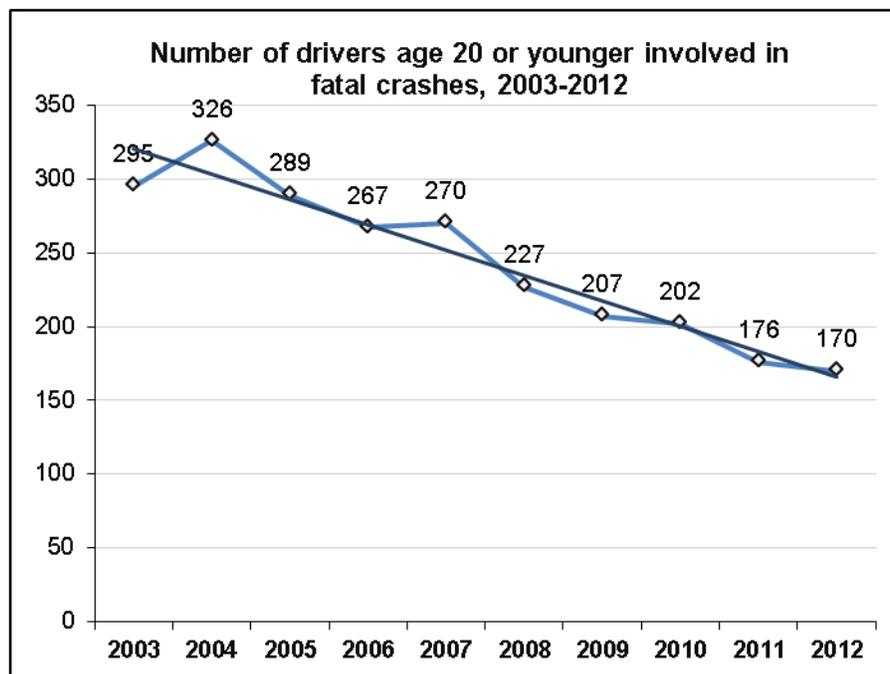
TARGET:

- GHSP's goal is to reduce the number of young drivers involved in fatal crashes by 25 percent from the 2008-2012 average of 196 to 147 by 2015.

EVIDENCE CONSIDERED

Crashes, Deaths, and Injuries

Motor vehicle crashes are the leading cause of death among young people in North Carolina. During 2012, 170 drivers 20 years of age or younger were involved in a fatal crash, a decrease of 3% from 2011. The figure below shows the number of young drivers involved in fatal crashes in North Carolina from 2003 to 2012. As illustrated, North Carolina has seen substantial reductions in fatal crashes involving young drivers. From 2003 to 2012, fatal crashes dropped by 42%.

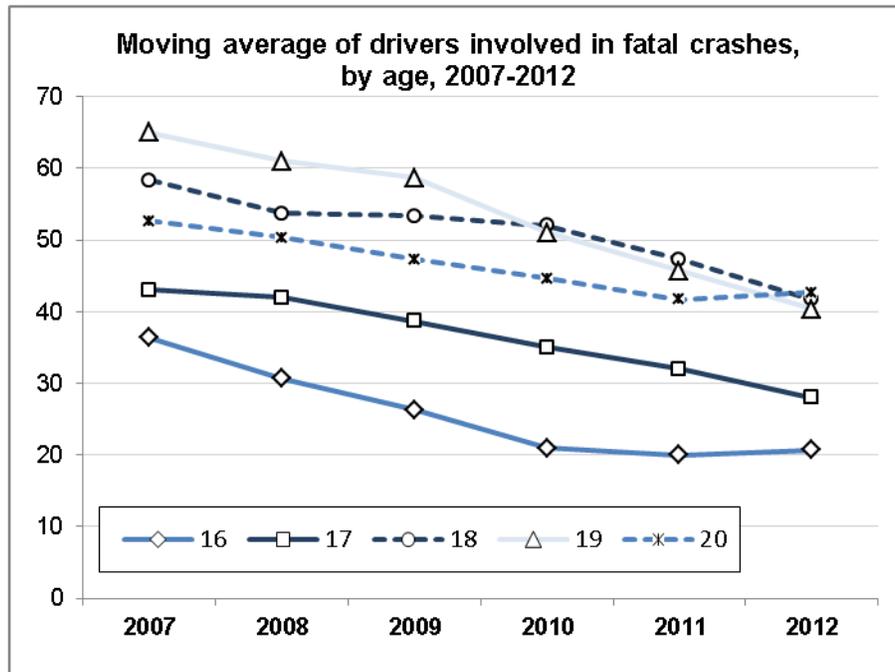


Source: FARS 2003 – 2012

Involvement in fatal crashes has 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

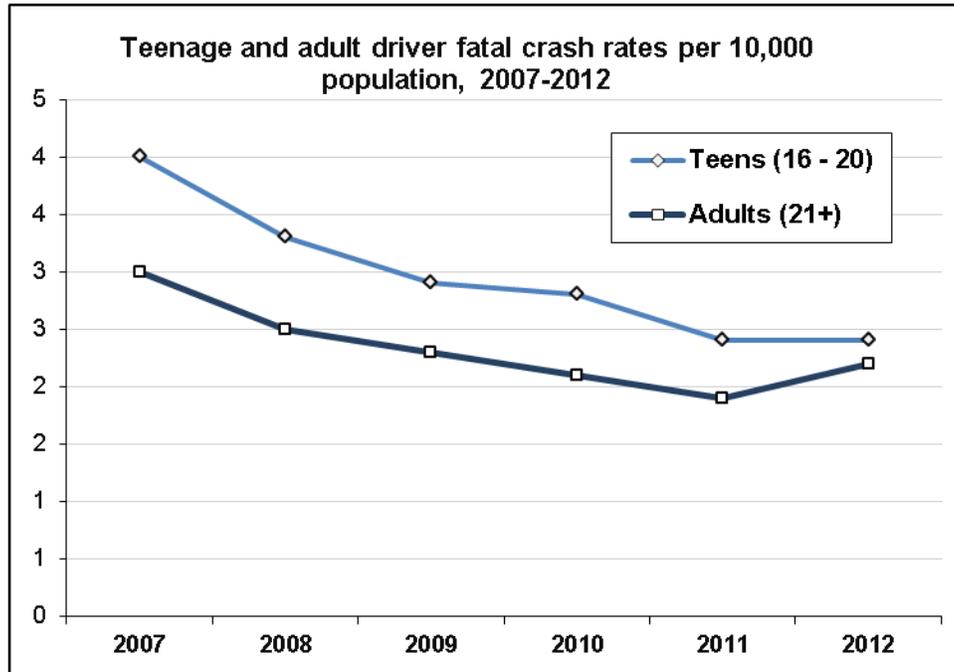


used to smooth out the yearly fluctuations in fatalities for each individual age. Generally, 16-year-old drivers experience fewer fatal crashes than their older counterparts. Drivers age 17 have slightly higher involvements in fatal crashes, while involvement is higher still for ages 18 to 20. This is 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 2007 for young drivers of all ages.



Source: FARS 2007 – 2012

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 40% from 2007 to 2012. A similar downward trend is also evident among adult drivers, especially from 2007 onwards. However, among adult drivers the fatal crash involvement rate per 10 thousand population increased 16% from 2011 to 2012.

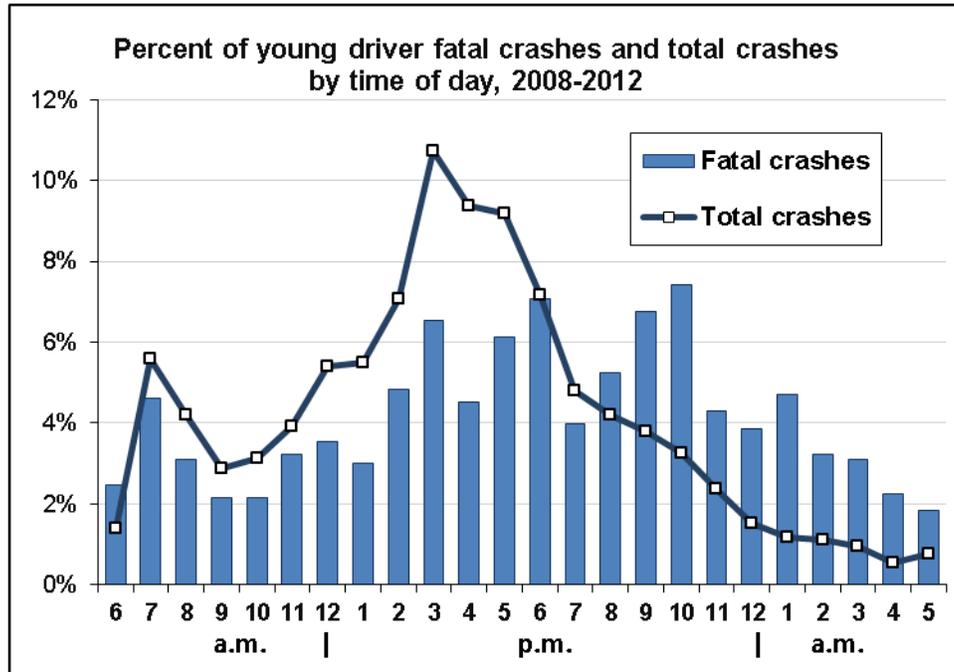


Source: FARS 2002 – 2011 and U.S. Census Bureau

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 2012, 16 to 20-year-olds comprised 7% of the population in North Carolina, yet they accounted for 13% of all crashes and 9% of fatal crashes.

During 2012, young drivers 16 to 20 years old were involved in 45,517 crashes in North Carolina. 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 (67%), followed by SUVs (17%) and pickup trucks (12%). In addition, more young driver crashes occurred on urban roads (58%) than rural roads (42%).

Young driver crashes also vary by time of day. The figure below shows the time of day of fatal crashes and total crashes from 2008 to 2012. When looking at total crashes (the line in the figure), there are distinct peaks near 7 a.m. and 3 p.m. This coincides with times when teens are driving to and from school. Young driver crashes drop off in the evening, and are very low late at night. By comparison, fatal crashes occur at all times of the day, including evening and late at night.



The table on the next page lists the counties with the highest numbers of young drivers involved in fatal crashes from 2008 to 2012. Wake County had the most fatal crashes (59), followed by Mecklenburg County (49), Guilford County (41), Cumberland County (33), and Robeson County (30). In total, the 40 counties listed in the table account for 78% of all young drivers involved in fatal crashes in North Carolina from 2008 to 2012. 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 (12.31), Bladen (8.11), Harnett (6.32), Brunswick (6.18) and Lee (6.07). Many of these counties are located in the southeast (coastal) part of the state.

Young Drivers



Young drivers involved in fatal crashes, 2008 2012

County	Young drivers involved in fatal crashes	Rate per 10,000 population	% of all 16 20 involved in fatal crashes
Wake	59	1.87	6.33%
Mecklenburg	49	1.64	5.26%
Guilford	41	2.12	4.40%
Cumberland	33	2.56	3.54%
Robeson	30	5.43	3.22%
Harnett	28	6.32	3.00%
Johnston	28	4.97	3.00%
Rowan	24	4.90	2.58%
Columbus	23	12.31	2.47%
Pitt	23	2.55	2.47%
Union	21	2.90	2.25%
Davidson	19	3.57	2.04%
Forsyth	19	1.54	2.04%
Onslow	19	1.97	2.04%
Orange	18	2.26	1.93%
Brunswick	17	6.18	1.82%
Cabarrus	16	2.58	1.72%
Rockingham	16	5.49	1.72%
Wayne	16	3.74	1.72%
Buncombe	15	2.08	1.61%
Randolph	15	3.09	1.61%
Catawba	14	2.67	1.50%
Nash	14	4.27	1.50%
Durham	13	1.33	1.39%
Iredell	12	2.16	1.29%
Lee	12	6.07	1.29%
New Hanover	11	1.48	1.18%
Sampson	11	4.91	1.18%
Surry	11	4.41	1.18%
Alamance	10	1.71	1.07%
Chatham	10	5.88	1.07%
Cleveland	10	2.67	1.07%
Duplin	10	5.27	1.07%
Wilkes	10	4.89	1.07%
Bladen	9	8.11	0.97%
Edgecombe	9	4.39	0.97%
Gaston	9	1.29	0.97%
Richmond	9	4.86	0.97%
Halifax	8	4.04	0.86%
Henderson	8	2.91	0.86%



STATEWIDE CAMPAIGNS/PROGRAMS

As mentioned in the Occupant Protection Chapter, young occupants who are fatally injured are less likely to be restrained. In fact, 60% of young drivers and passengers age 16 to 20 killed in crashes in North Carolina during 2012 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 on campus parking privileges. Participating schools are provided 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 were listed as participants in Click It or Ticket, Securing Your Future in 2012. The program is currently being revamped and reestablished in schools across North Carolina.



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 they need 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 crash 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

North Carolina has seen a substantial reduction in fatal crashes involving young drivers over the past decade. Between 2003 and 2012, fatal crashes decreased by 42%, with a drop of 3.4% in 2012 alone. 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. The counties that account for the highest number of young drivers involved in fatal crashes are Wake, Mecklenburg, Guilford, Cumberland and Robeson counties. Columbus County is particularly 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 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 young drivers involved in fatal crashes 25% by 2015.

COUNTERMEASURES AND FUNDING PRIORITIES

To address the problem areas described above and to meet North Carolina's goals for 2015, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 7th 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 training young drivers, developing statewide initiatives to increase restraint use among young occupants, and offering evidence based resources and technical assistance to key stakeholders in North Carolina interested in improving young driver safety.

During FY2013, the GHSP funded the UNC Highway Safety Research Center (HSRC) to begin a formal evaluation of the StreetSafe program. Questionnaires were administered to hundreds of participants at StreetSafe sessions across the state to measure short-term changes in participants' knowledge, beliefs and behaviors. In FY2014, the UNC Highway Safety Research Center (HSRC) began a randomized control trial to examine and to measure long-term behavioral outcomes of StreetSafe participants. The evaluation will continue through FY2015.

GHSP will also fund a project to address the need for a statewide initiative targeting restraint use among children 8-15 years old. The goal will be to prepare CPS Technicians to address issues pertaining to this age group and the importance of restraints for tweens and young teens.

GHSP will continue to fund the North Carolina Teen Driver Resource Center (NCTDRC). The NCTDRC is an information resource center for five community sectors that can play a central role in improving young driver safety in North Carolina: law enforcement, state agencies, community organizations, parents of teenage drivers, and policy-makers. During FY2013, the UNC Highway Safety Research Center (HSRC) conducted fundamental work to inform the development of the NCTDRC. The HSRC examined the current teenage driver crash problem in North Carolina, documented the effects of several policies implemented to reduce teenage driver crashes, conducted interviews with over 500 parents of teen drivers, and developed a catalogue of programs currently being conducted in North Carolina to address teenage driver crashes and assessed the evidence for effectiveness of these programs. The NCTDRC is being launched in FY2014 and will continue to be expanded during FY2015.

GHSP is also evaluating a novel, evidence-based orientation session for parents of new drivers. *Time to Drive* was developed by HSRC to provide guidance to parents who will be supervising a novice teen driver. *Time to Drive* is the first parent program to employ unscripted video of real parent-teen interactions while driving. An evaluation of the program was launched during FY2014 and will continue in FY2015. Parents are being randomly assigned to the *Time to Drive* session or a comparison group. Parents complete questionnaires after the program to examine their knowledge and understanding of key issues related to teen driver safety (e.g., the importance of teens getting lots of practice in a wide



variety of driving settings). Additionally, telephone interviews are being conducted with parents and teens several months following the session to examine the effect of the program on parent supervisory behaviors.

Finally, GHSP is requesting a NHTSA Assessment of Driver Education during FY2015. GHSP will fund the North Carolina Department of Public Instruction to lead the assessment.

MEDIA PLAN

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

FY2015 YOUNG DRIVER 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 FY2015 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*).

Agency: Street Safe Solutions Inc
Project Number: DE-15-10-02
Project Title: Street-Safe Teen Driving Program
Budget: \$181,325
Local/State Match: \$0
Project Description: This is a continuation GHSP funding project which will expand services to the Orange, Washington, and Beaufort County area in North Carolina with equipment and 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 FY15 which this project wants to accomplish within these counties as well as current counties which project is working in.
CMTW: Chapter 1, Section 6.5; Chapter 2, Section 6.1, 7.1; Chapter 4, Section 2.2

Agency: UNC – Chapel Hill, HSRC
Project Number: DE-15-10-03
Project Title: Evaluate Street Safe Inc. Driver Training Program 2015
Budget: \$73,290
Local/State Match: \$0
Project Description: This is the 3rd year of GHSP funding for UNC-HSRC in evaluating the effectiveness, productivity and outcome of the Street-Safe Inc. Program. This evaluation will enable GHSP to have a better understanding of the program and how it affects teen drivers.
CMTW: Chapter 6, Section 2.1, 2.2

Agency: UNC – Chapel Hill, HSRC



Project Number: DE-15-10-04
Project Title: UNC “Time to Drive” Parent Coaching Session
Budget: \$84,824
Local/State Match: \$0
Project Description: This is the 2nd year of GHSP funding for UNC-HSRC utilizing the “Time to Drive” model approach, during 2nd year; they will continue to interview participants to measure longer-term effects of the program. Several groups with approximately 180 parents will participate in the education portion and provide feedback regarding the effectiveness of the model.
CMTW: Chapter 6, Section 3.1

Agency: UNC – Chapel Hill, HSRC
Project Number: DE-15-10-06
Project Title: Reducing Teenage Driver Crashes and Fatalities-What Do we Do Next 2015
Budget: \$127,784
Local/State Match: \$0
Project Description: This is the 3rd 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 three of this project will focus on the availability of the website which will be needed to increase public awareness of the resource. Continue to identifying teen driver programs in NC that need to be evaluated and provide guidance, assistance, advice and information that will enhance and address teen driver safety. There are other goals/objectives which will also be part of the FY15 time table.
CMTW: Chapter 6, Section 1.1, 2.1, 2.2, 3.1, 4.1

Agency: Department of Public Instruction
Project Number: DE-15-10-07
Project Title: Driver Education Assessment
Budget: \$30,000
Local/State Match: \$0
Project Description: This is an initial project with Department of Public Instruction where the department will conduct a Driver Education Assessment to assess the Driver Education curricula which was developed to provide current information and techniques on teaching novice drivers the basics of motor vehicle operation.
CMTW: Chapter 6, Section 2.1, 2.2

Agency: UNC – Chapel Hill, HSRC
Project Number: SA-15-17-03
Project Title: Statewide Initiative Targeting Restraint Use among Tweens and Young Teens
Budget: \$102,274
Local/State Match: \$0
Project Description: This is an initial GHSP funding project which will eventually address the need for a statewide initiative targeting children 8-15 regarding Child Passenger Safety issues. The goal will be to prepare CPS Technicians to address issues pertaining



to this age group and the importance of restraints for tweens and young teens. There are other goals/objectives which will also be part of the FY15 time table.

CMTW: Chapter 2, Section 6.1, 6.2

Agency:	Pitt Memorial Hospital Foundation
Project Number:	SA-15-17-05
Project Title:	Teen Safe Drivers: Expanding Teen Safe Driving Initiatives in Pitt County
Budget:	\$72,252
Local/State Match:	\$0
Project Description:	This is the 2nd year of GHSP funding for this project which looks to effectively reduce the teen driving crash rate and/or injuries that have been occurring in Pitt County as it relates to teen drivers. The NC Crash data base documents Pitt County as one of the most dangerous counties in the state for young drivers. This project will continue to target seatbelt usage, DWI, distracted driving, speeding and acceptance of positive behaviors as well as other goals/objectives in FY15.
	CMTW: Chapter 1, Section 6.4; Chapter 2, Section 6.1, 7.1; Chapter 3, Section 4.1; Chapter 4, Section 2.2



Motorcycle Safety

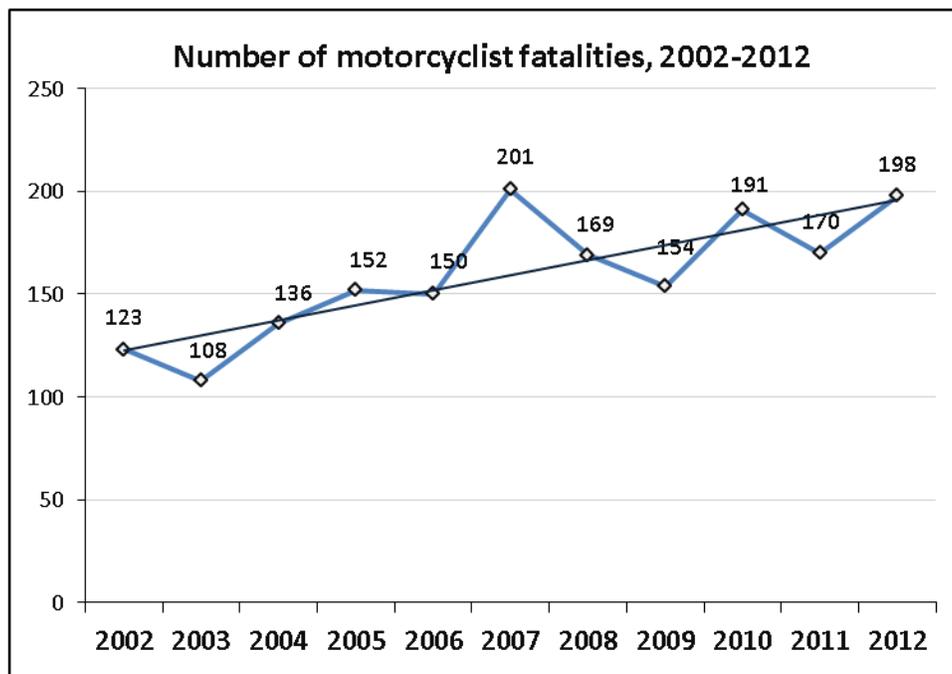
TARGETS:

- GHSP's goal is to reduce motorcycle fatalities by 20 percent from the 2008- 2012 average of 177 to 141 by 2015.
- GHSP's goal is to keep unhelmeted motorcyclist fatalities below the current 2008-2012 average of 15.

EVIDENCE CONSIDERED

Crashes, Deaths, and Injuries

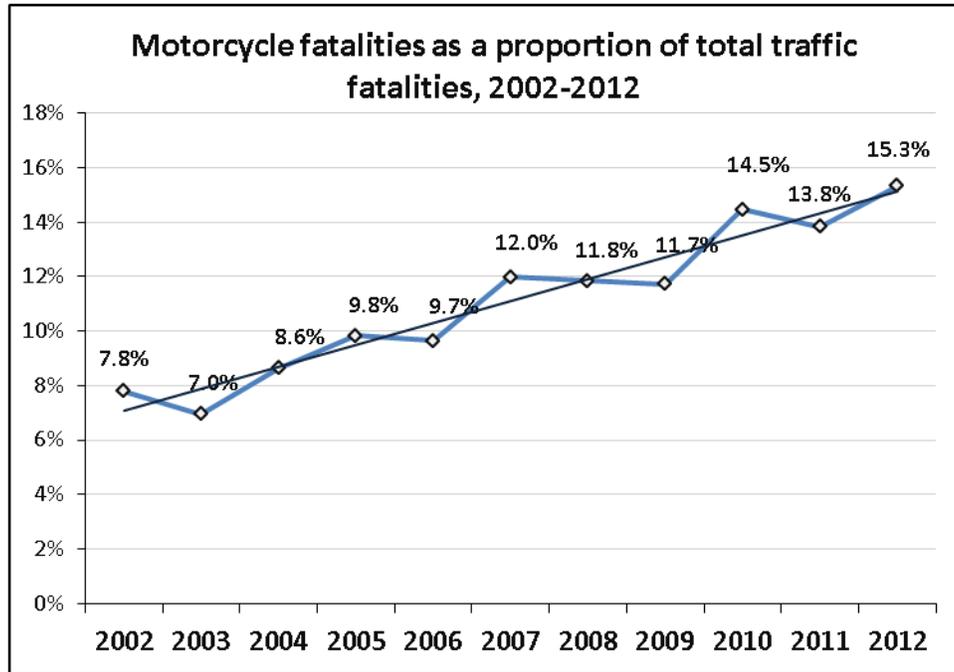
In 2012, there were 198 motorcycle rider fatalities in North Carolina. This includes 190 motorcycle operators and 6 passengers (and 2 whose role was unknown). Motorcycle fatalities increased by 16.5% in 2012 compared to 2011. During the past decade, year to year fluctuations in the total number of motorcyclist fatalities have been occurring. However, as illustrated below, motorcycle rider fatalities have been gradually increasing in North Carolina during this time.



Source: FARS 2002 - 2012



An additional concern is that motorcyclists represent an increasing proportion of traffic fatalities in North Carolina. Motorcyclists currently account for 15% of traffic fatalities, up from 8% of traffic fatalities in 2002.

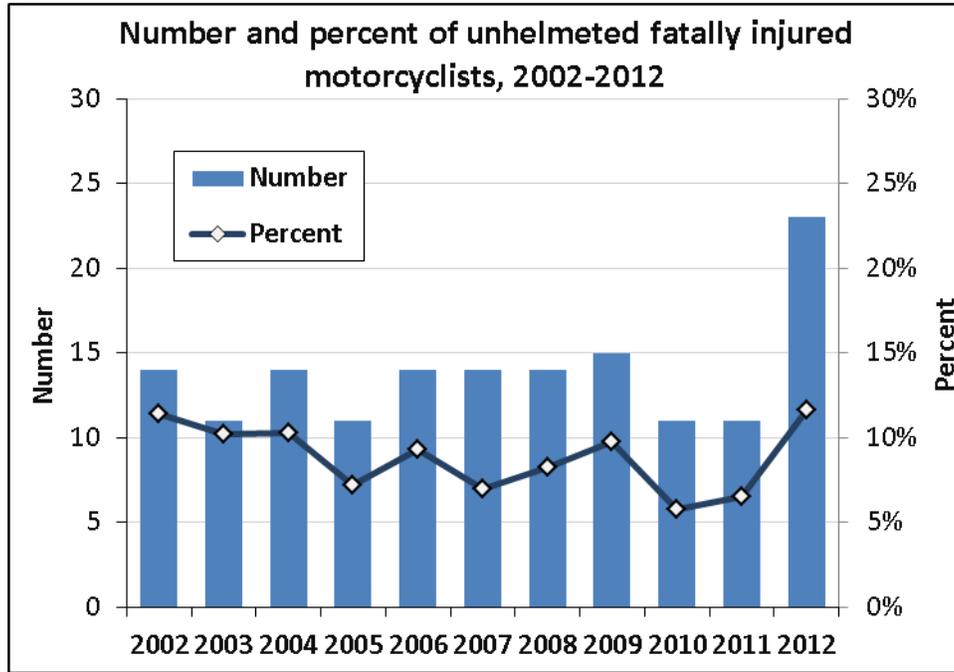


Source: FARS 2002 - 2012

The types of motorcycles involved in fatal crashes have changed over time. Prior to 2008, less than 10 moped riders per year were killed in North Carolina. In 2012, however, there were 38 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 all likelihood, there would have been many more fatalities if North Carolina did not have a universal helmet law and a high rate of helmet use. In 2012, 23 fatally injured motorcycle riders were not wearing a helmet. While the number of unhelmeted fatalities has risen since 2011, the percent of unhelmeted motorcyclist fatalities has remained relatively consistent and low since 2002.

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.



Source: FARS 2002 – 2012

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 2001, as shown below. This indicates that the increase in motorcyclist fatalities in recent years is due primarily to the increase in riders.

Motorcycle Crash and Fatality Rates Per Registered Motorcycle, 2001-2012

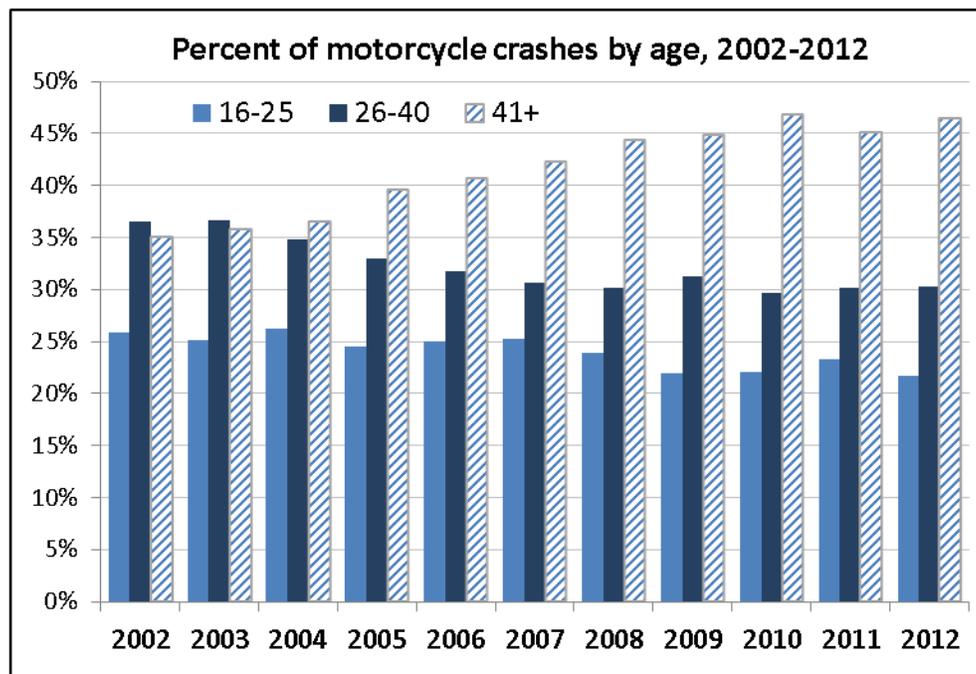
Year	Total Crashes	Total Fatalities	Registered Motorcycles*	Crash Rate Per 1,000 Registered Motorcycles	Fatality Rate Per 10,000 Registered Motorcycles
2001	2541	109	111,051	22.9	10.00
2002	2606	123	121,047	21.0	10.24
2003	2904	108	131,991	20.8	8.18
2004	3350	136	145,450	21.3	9.69
2005	3664	152	160,420	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	170	191,732	24.8	8.76
2012	4805	198	194,471	24.7	10.18

*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 male. Not surprisingly, the vast majority (87%) of crash-involved motorcycle riders in 2012 were male. The majority (56%) of motorcycle crashes were single vehicle crashes, and more than half (56%) occurred on rural roads. Alcohol use continues to be an important contributing factor to motorcycle crashes. Alcohol use was suspected in 10% of all motorcyclist crashes in 2012 – 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 2012, this figure had increased to 61%. This corresponds to the national trend where fatalities have increased within this motorcyclist age group by 78 percent from 2001-2011 (NHTSA Motorcycles Traffic Safety Facts, May 2013).



Source: NC Motor Vehicle Crash Data 2002-2012

Motorcycle crashes and fatalities tend to be most common during the afternoon and early evening, peaking from 3-6 p.m. Twenty-eight percent (28%) of all motorcycle crashes in 2012 occurred between 3-6 p.m., while 23% of fatal crashes occurred during this time period.

The table on the next page shows the 30 counties with the highest number of motorcyclist fatalities from 2008-2012. The counties with the most fatalities include Wake, Guilford, Cumberland, Mecklenburg, and Robeson. Many of the counties with the highest number of motorcyclist fatalities are also highly populated areas. The 30 counties listed in the table account for nearly three-fourths (72%) of motorcyclist fatalities in the state.



Motorcyclist Fatalities, by County, 2008 2012

County	Motorcyclist Fatalities	Percent of Total Motorcyclist Fatalities
Wake	52	6.00%
Guilford	40	4.61%
Cumberland	39	4.50%
Mecklenburg	36	4.15%
Robeson	33	3.81%
Johnston	28	3.23%
Catawba	25	2.88%
Forsyth	24	2.77%
Iredell	23	2.65%
Randolph	23	2.65%
New Hanover	22	2.54%
Onslow	21	2.42%
Rowan	21	2.42%
Davidson	19	2.19%
Alamance	17	1.96%
Buncombe	17	1.96%
Burke	16	1.85%
Cabarrus	16	1.85%
Union	16	1.85%
Brunswick	15	1.73%
Pitt	15	1.73%
Durham	14	1.61%
Caldwell	13	1.50%
Wayne	13	1.50%
Craven	11	1.27%
Graham	11	1.27%
Harnett	11	1.27%
Vance	11	1.27%
Wilkes	11	1.27%
Macon	9	1.04%

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 (mountainous) part of the state.



Top 10 Counties With Highest Rate of Crash Involved Motorcyclists Per Registered Motorcycle, 2008 2012

County	Motorcyclist Fatalities		Motorcycles Involved in Crashes		Registered Motorcycles		Crash Involved Motorcycles Per 1000 Registered Motorcycles
	2008	2012	2008	2012	2008	2012	
Graham	11		406		1252		324.28
Swain	8		172		2533		67.90
Macon	9		199		5194		38.31
Vance	11		126		3455		36.47
Durham	14		502		14144		35.49
New Hanover	22		578		16741		34.53
Transylvania	5		144		4270		33.72
Jackson	4		139		4205		33.06
McDowell	1		202		6168		32.75
Alleghany	2		46		1416		32.49

STATEWIDE CAMPAIGNS/PROGRAMS

BikeSafe NC is an initiative of the Governor’s Highway Safety Program in partnership with law enforcement agencies and the motorcycle community to be proactive in reducing crashes and fatalities in North Carolina. The program offers training in riding techniques and discusses safety topics. The training is conducted by law enforcement motor officers in a non-threatening and non-enforcement environment. Students are typically experienced riders who are interested in improving their riding skills. The training 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. Currently the program is hosted by 34 agencies throughout North Carolina. Due to high demand for classes – and to help expand agency participation across the state – the BikeSafe program has been divided into five regions: Great Smoky Mountain, Triad, Triangle, Eastern, and Southeast region. Each region has a Regional Coordinator who is dedicated to promoting the BikeSafe program and recruiting other agencies in the area to become involved. Currently GHSP plans to host advanced training for Bike Safe Assessors in September 2014.

The 2012 state-wide telephone survey (most recent survey available) 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 was included 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. GHSP plans to conduct a more comprehensive survey of motorcyclists during FY2015.

SUMMARY

Motorcycles remain a popular form of transportation in North Carolina. From 2000 to 2009, motorcycle registrations per capita increased 72%. Since 2009, there has been a small decrease in motorcycle registrations per capita; however, registrations per capita remains 61% higher in 2012 than in 2000. Not surprisingly, the number of motorcyclist fatalities is higher also. Motorcyclists now account for 15% of all traffic fatalities in North Carolina, up from 7% of traffic fatalities in 2001.

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 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 2015. In addition, GHSP has set a goal to keep unhelmeted motorcyclist fatalities at, or below, the currently low five-year average.

COUNTERMEASURES AND FUNDING PRIORITIES

To address the problem areas described above and to meet North Carolina’s goals for 2015, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 7th 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 FY2015, GHSP will be expanding the *Bike Safe 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 FY2011. 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

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 2015. GHSP will seek earned media attention gained from partnerships with NC DOT Communications Office, SHP, local law enforcement, rider groups, Camp Lejeune Military Base, etc. Typically, the kickoff event will feature the GHSP Director, state law enforcement, local law enforcement, and Camp Lejeune's Marine General. Bike Safe will conduct training in conjunction with the event.

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.

FY2015 MOTORCYCLE SAFETY 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 FY2015 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*).

Agency:	Lenoir Community College
Project Number:	M9MT-15-13-03
Project Title:	Motorcycle Education Program
Budget:	\$64,000
Local/State Match:	\$64,000
Project Description:	This is a continuation Motorcycle Safety Grant. The North Carolina Motorcycle Safety Education Program strives to offer rider training to meet the needs of a growing population of motorcyclists. Motorcycle registrations have increased and many military personnel are coming to NC and are required to complete an



MSF class. North Carolina is also requiring anyone under 18 to have the class in order to receive a motorcycle endorsement. We are training more students and offering more classes. MSF is introducing a new curriculum so the North Carolina Rider Coaches will be required to be certified in "Basic Rider Course 2014.

CMTW: Chapter 1, Section 3.2

Agency: Lenoir Community College
Project Number: M9MT-15-13-02
Project Title: Team of Rider Coaches
Budget: \$57,000
Local/State Match: \$0
Project Description: Despite our efforts to educate riders, crashes continue to be a problem. Through the Quality Assurance team and the summer update, we will continue to provide quality training to help minimize crashes and fatalities. MSF requires the ranges to be evaluated and repainted so that all the lines are completely visible to students. To continue to evaluate our Quality Control System by having the Quality Assurance Team make Quality Assurance visits to our training sites. We will contract with the Team to make visits to all of our sites. The State Director and Quality Assurance Manager would oversee the QA team activities.
CMTW: Chapter 1, Section 3.2

Agency: UNC – Chapel Hill, HSRC
Project Number: MC-15-11-10
Project Title: Problem Identification and Highway Safety Needs of Powered Two-Wheeled Vehicles in NC
Budget: \$127,003
Local/State Match: \$0
Project Description: Motorcycling has become increasingly popular in the past decade across the U.S., and North Carolina is no exception. The number of registered motorcycles in North Carolina has increased dramatically, from 111,051 in 2001 to 191,732 in 2011 (a 73% increase). With this growth has also come an increase in motorcycle crashes and motorcyclist fatalities. There is also concern that potential changes to the helmet law could have unintended and harmful consequences for children and adolescents, who often ride motorcycles and scooters as passengers rather than operators. To guide future program development (or targeting) and other efforts to maintain or improve the safety of PTW riders, a comprehensive assessment of the current rider population, their behaviors, knowledge, and beliefs as well as their crash experience is needed.
CMTW: Chapter 5, Section 1.1, 3.1, 3.2

Agency: Town of Garner Police Department
Project Number: MC-15-11-02
Project Title: BikeSafe NC
Budget: \$42,500
Local/State Match: \$0



Project Description: The Garner Police Department is located in Wake County just outside of Raleigh, NC. With a population of over 26,000 residents we are starting to get more requests in the area of motorcycle safety. Over the next year our traffic counts will greatly increase on US 70, our major east/west artery, due to the Fortify Raleigh road construction project. This increase in traffic congestion will also bring an increase in motorcycle usage in our Town. From January 1, 2010 to October 31, 2013, we had 48 motorcycle crashes which resulted in one (1) fatality and 44 injuries. Ninety-four percent of all motorcycle crashes in Garner resulted in injury. We are currently a BikeSafe host agency. This grant will provide the capability of training two additional officers on motorcycles as BikeSafe Assessors to provide BikeSafe training on a monthly basis. This will help meet our goal of reducing motorcycle crashes by 12%.
CMTW: Chapter 1, Section 3.2

Agency: Wilson Police Department

Project Number: K6-15-12-01

Project Title: BikeSafe NC

Budget: \$74,600

Local/State Match: \$0

Project Description: Over the past few years, Wilson Police Department has seen an increase in the number of motorcycle riders throughout the City. Of the 95 motorcycle accidents reported in the last five years, 5 involved speed and 3 involved alcohol. The addition of motorcycles and trained motor officer operators would serve in union with the Traffic Unit and work in conjunction with the Public Information Officer to provide motorcycle safety awareness and instruction to motorcyclist and the general public.
CMTW: Chapter 1, Section 3.2

Agency: Wake Forest Police

Project Number: K6-15-12-02

Project Title: BikeSafe NC

Budget: \$85,000

Local/State Match: \$0

Project Description: The town of Wake Forest has the fourth largest population in Wake County and the 28th largest population in North Carolina. Within the last year there has been a vast increase of motorcycle and motor-scooter operators on our roadways due to the rise in gas prices and the versatility those vehicles offer. This has led to more inexperienced drivers of motorcycles on our roadways. The Wake Forest Police Department supports the Bike Safe Program but lacks the equipment to participate and/or assist other agencies. By purchasing motorcycles and equipment through the funding offered in this grant we hope to drastically lower motorcycle crashes by offering much needed education and training. The Wake Forest Police Department currently has no motorcycles in its fleet. This makes it impossible for us to conduct proper training and provide instruction for students.
CMTW: Chapter 1, Section 3.2



Agency: Durham Police Department
Project Number: MC-15-11-07
Project Title: BikeSafe NC
Budget: \$60,000
Local/State Match: \$0
Project Description: In the past couple of years there has been a significant increase in motorcycle operators. In order to ensure that the number of motorcycle serious injury crashes and fatalities do not increase the Durham Police Department's Motorcycle Unit is planning to increase its campaign to educate motorcycle operators about motorcycle safety. Currently the Durham Police Department has six (6) assessors but only two motorcycles dedicated to conduct BikeSafe trainings. By purchasing enough motorcycles to have one assigned to each assessor the Unit would be able to increase the number of trainings they conduct and special events attended to promote BikeSafe. Also by having the additional motorcycles the Unit can conduct more seat belt enforcement activities because it is easier to identify seat belt violators on a motorcycle than in a vehicle.
CMTW: Chapter 1, Section 3.2

Agency: Town of Clayton Police Department
Project Number: M9MT-15-13-04
Project Title: BikeSafe NC
Budget: \$42,000
Local/State Match: \$0
Project Description: In recent years Clayton and the surrounding areas have experienced an increase as it pertains to motorcyclist, which initially was attributed to the rise in gas prices. Currently Johnston County has over 4,100 motorcycles registered. Clayton Police Department is the only agency in Johnston County that has a motor unit and has been a supporter of the BikeSafe Program for many years. This support has been shown by participating in Bike Safe events in Wake County, conducting Motorcycle Safety Booths in the Town of Clayton, and conducting motorcycle safety presentations for various groups within the town. Through attaining a BikeSafe Grant the Clayton Police Department will start a BikeSafe Program in Johnston County, as currently there are not any of these programs being utilized. The goal would to develop a "Bike Safe Team" utilizing other departments (Raleigh, Apex, Holly Springs, and Cary) that have certified assessors, with the hopes of gaining support from Johnston County agencies that are interested in starting a motor unit.
CMTW: Chapter 1, Section 3.2



Traffic Records

TARGET:

- **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 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 (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, 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's 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 2013 NC TR Strategic Plan submitted last July 1, 2013 and the 2014 NC TR Strategic Plan submitted this July 1, 2014.

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 and 405 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 continue, 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 and a new project for linking EMS, ED, and NC patient data to the NC crash data. The NC TRCC and NC GHSP are currently reviewing a pilot project proposal as a demonstration effort for North Carolina.

NC TRAFFIC RECORDS STRATEGIC PLANNING

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 need the most attention by NC traffic safety agencies, advocates, and LE.

NC TRCC CURRENT ACTIVITIES

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 Brian Mayhew of the NC Department of Transportation Traffic Safety Unit and UNC Highway Safety Research Center Data Specialist Eric Rodgman.

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 appointed Frank Hackney, a senior Highway Safety Specialist (HSS) at NC GHSP, as the new NC Traffic Records Coordinator in the fall of 2012. In this role, Frank is responsible for coordinating and planning the TRCC meetings. In addition, Frank planned and completed the 2012 Traffic Records Assessment (January 2012), provided input in the development of the new, completely revamped 2014 Traffic Records Strategic Plan (June 2014) prepared by UNC HSRC, and helped prepare and submit the FY 2014 Section 405 (c) Traffic Records Data Improvement Application (July 1, 2014).



NEWLY DEFINED GOALS OF THE NC TRCC

Recently, the NC TRCC decided to better identify the goals of the committee, further define the performance measures, and bring them up-to-date. At an all-day meeting on May 7, 2014, the TRCC met, updated each goal and the performance measure objectives in the 2014 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 23 to 32 of the updated 2014 NC TR Strategic Plan to be submitted on July 1, 2014) and the performance measures to be used:

TRCC Objective	Performance measure(s)
Ensure that the membership of the TRCC consists of all key stakeholders, including the owners, stewards and users of the data in NC.	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.	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.	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.	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.	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.	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.	Review of state highway safety plan.



FY2015 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 FY2015 North Carolina Highway Safety Plan to address traffic records. 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.

Agency: UNC – Chapel Hill, HSRC
Project Number: K9-15-15-03
Project Title: Web Site using NC Crash Data
Budget: \$59,656
Local/State Match: \$0
Project Description: To continue an interactive web site of 2001 – 2014 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 – Chapel Hill, HSRC
Project Number: K9-15-15-04
Project Title: Integration of Crash and EMS Data: a Demonstration project
Budget: \$82,467
Local/State Match: \$0
Project Description: The Traffic Records Coordinating Committee (TRCC) established a goal of evaluating the need for and feasibility of a statewide surveillance injury system in its 2013 Traffic Safety Information Systems Plan. A specific objective toward meeting this goal was the conduct of a demonstration project that links injury surveillance data with crash data. The overall project goal is to link crash data with medical data to facilitate analysis and reporting activities against injury severity reported by the police and that reported by the medical community downstream. This first year will conduct a needs assessment and develop a work plan for the integration effort.

Agency: N. C. Judicial Dept., AOC
Project Number: M3DA-15-16-03
Project Title: eCitation Software Updgrade
Budget: \$282,804
Local/State Match: \$0
Project Description: The eCitation software platform was developed fifteen years ago and has served the state well. However, its development platform is no longer supported and an upgrade in the program is needed. This grant will be the impetus for the start of that upgrade to current standards.
CMTW: Chapter 3, Section 2.2, 2.3

Agency: N. C. Judicial Dept., AOC
Project Number: M3DA-15-16-05
Project Title: eCitation Printers
Budget: \$303,050
Local/State Match: \$0



Project Description: This grant would provide printers for those law enforcement agencies unable to purchase them and therefore increase the number of law enforcement officers on eCitation and would increase the percentage of eCitations versus paper citations.

CMTW: Chapter 3, Section 2.2, 2.3

Agency: N. C. State University - ITRE

Project Number: M3DA-15-16-06

Project Title: A performance-based web analytic for NCSHP Operational Planning Decision Support

Budget: \$135,648

Local/State Match: \$0

Project Description: This multi-year project delivers an online performance tracking and data visualization decision support system to both the NC State Highway Patrol (NCSHP) and the GHSP for continuously monitoring shared crash reduction goals common to both organizations. By utilizing online analytic tools (CoverLab) the Patrol in partnership with GSHP can flexibly change enforcement strategies to more effectively improve traffic safety. The system will eventually provide user-specific “views” for different audiences based on geographic areas of responsibility (statewide, troop, county and city). The goal is to provide all law enforcement agencies in the state with views specific for their needs.

Agency: UNC – Chapel Hill, HSRC

Project Number: TR-15-14-02

Project Title: Motor vehicle crashes in Wake County, Exploring available and potential data sources

Budget: \$135,430

Local/State Match: \$0

Project Description: In 2012, almost 12,000 visits were made to Wake County emergency departments for injuries sustained in motor vehicle traffic crashes (MVTCs), according to data available through the NC Disease Event Tracking and Epidemiologic Collection Tool (NCDETECT), the states electronic public health surveillance system. Statewide, approximately one-third of MVTC injury related Emergency Department (ED) visits arrived at the ED via Emergency Medical Services (EMS) transport (air and ground ambulance combined). It is unknown what proportion of MVTC injury related ED visits have a NC DOT crash report for the incident. A pilot-demonstration project is needed to determine what each potential data source brings to the picture of MTVC injury in NC. By focusing on one county (Wake) we can also determine if local EMS data are useful in this linkage. This project will be of great usefulness in the direction taken by the statewide study project also being run by HSRC.



Other Highway Safety Priorities

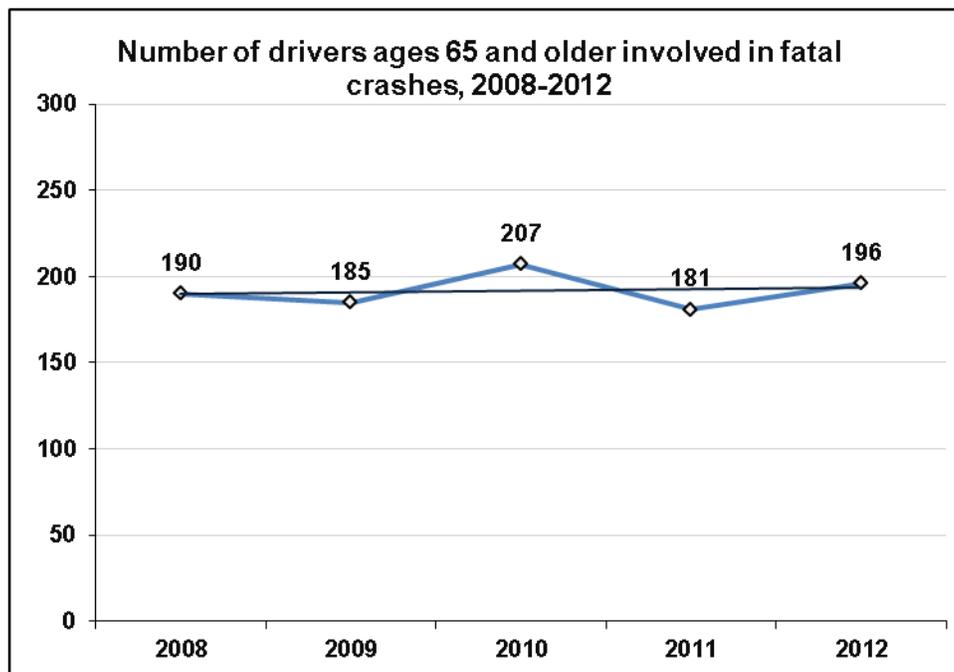
TARGETS:

- GHSP's goal is to reduce the number of older drivers involved in fatal crashes by 10 percent from the 2008-2012 average of 192 to 173 by 2015.
- GHSP's goal is to reduce pedestrian fatalities by 20 percent from the 2008-2012 average of 167 to 133 by 2015.
- GHSP's goal is to reduce bicyclist fatalities by 20 percent from the 2008-2012 average of 25 to 20 by 2015.

OLDER DRIVERS

Evidence Considered

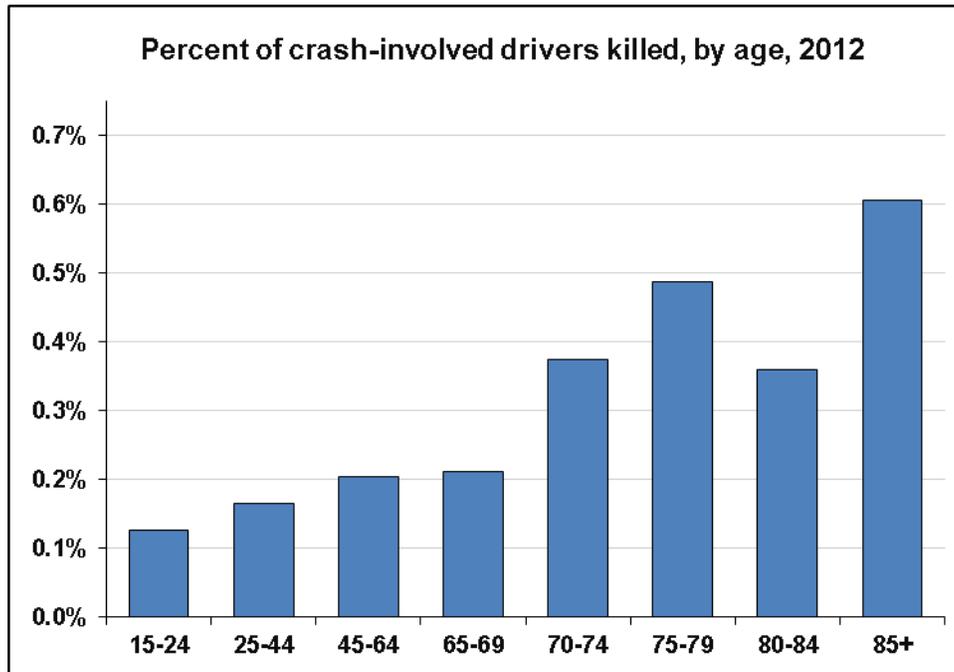
In 2012, there were 196 drivers age 65 and older involved in fatal crashes in North Carolina. This was an 8% increase from the 181 older drivers involved in fatal crashes in 2011 but a 5% decrease from the 207 drivers involved in 2010. The figure below shows fatal crashes involving older drivers for the years 2008 to 2012. Fatal crash involvement has fluctuated somewhat over recent years, but the trend has been a relatively constant number of older drivers involved in fatal crashes each year.



Source: FARS 2008 - 2012



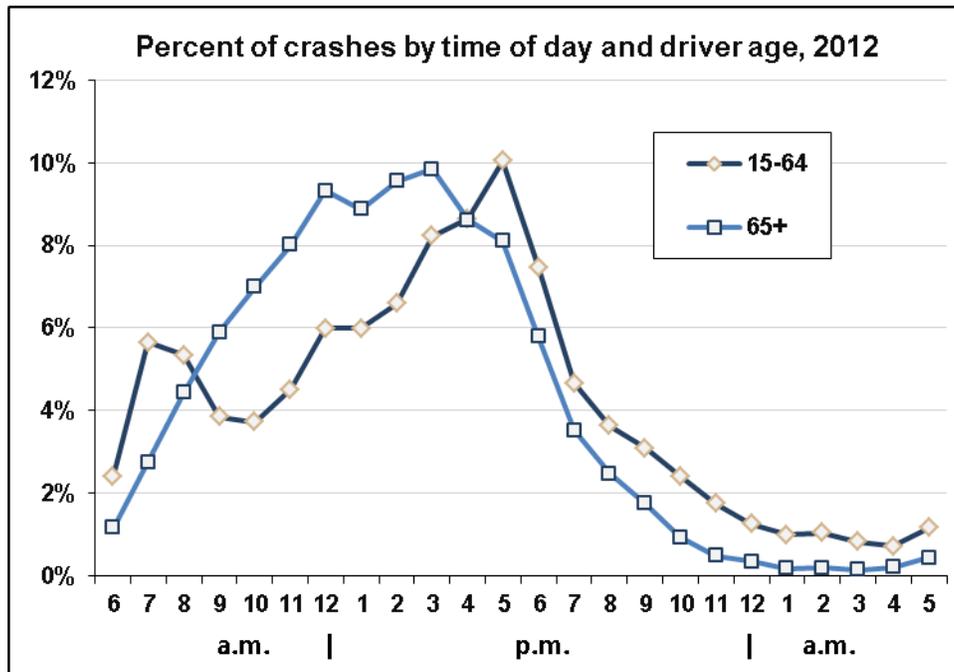
When older drivers are involved in a crash, they are more likely than their younger counterparts to be killed. The figure below shows the percent of crash-involved drivers in North Carolina who were killed, based on the age of the driver. Drivers age 65 to 69 are no more likely to be killed in a crash 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 2012

In 2012, there were 31,797 drivers age 65 and older involved in a crash in North Carolina. Although drivers age 65 and older represent 13.8% of the driving age population, they accounted for only 9.5% of drivers in crashes during 2012.

Older driver crashes in North Carolina differ from their younger counterparts in the time of day, as shown below. 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.



Source: FARS 2012

The table below lists the 40 counties with the highest number of older driver fatal crashes from 2008 to 2012. The five counties with the most fatal crashes include Wake County (38), Mecklenburg County (35), Guilford County (30), Buncombe County (27), and Davidson County (25). 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 (4.37), Columbus (3.58), Duplin (3.06), Watauga (2.86), Sampson (2.71), Halifax (2.60), and Nash (2.51) counties, many of which are located in the eastern (coastal) part of the state. In total, the 40 counties listed in the table account for 72.5% of all older driver fatal crashes.



Older drivers (65+) involved in fatal crashes, 2008 2012

County	Older drivers involved in fatal crashes	Rate per 10,000 population	% of all 65+ involved in fatal crashes
Wake	38	0.87	3.96%
Mecklenburg	35	0.77	3.65%
Guilford	30	0.92	3.13%
Buncombe	27	1.30	2.81%
Davidson	25	1.99	2.60%
Cumberland	22	1.31	2.29%
Johnston	22	2.26	2.29%
Iredell	21	1.89	2.19%
Rowan	21	2.01	2.19%
Wayne	21	2.45	2.19%
Cabarrus	20	1.84	2.08%
Forsyth	20	0.82	2.08%
Brunswick	19	1.39	1.98%
New Hanover	19	1.22	1.98%
Henderson	18	1.42	1.88%
Nash	18	2.51	1.88%
Robeson	18	2.20	1.88%
Catawba	17	1.45	1.77%
Columbus	17	3.58	1.77%
Union	17	1.56	1.77%
Randolph	16	1.49	1.67%
Durham	15	1.03	1.56%
Pitt	15	1.65	1.56%
Surry	15	2.34	1.56%
Duplin	14	3.06	1.46%
Bladen	13	4.37	1.35%
Caldwell	13	1.91	1.35%
Gaston	13	0.89	1.35%
Onslow	13	1.69	1.35%
Sampson	13	2.71	1.35%
Burke	12	1.56	1.25%
Chatham	12	1.78	1.25%
Cleveland	12	1.54	1.25%
Halifax	12	2.60	1.25%
Alamance	11	0.95	1.15%
Beaufort	11	2.29	1.15%
Moore	11	1.02	1.15%
Carteret	10	1.43	1.04%
Lenoir	10	2.00	1.04%
Watauga	10	2.86	1.04%



Older Driver Summary and Countermeasures

The number of fatalities in North Carolina involving a driver age 65 and older has remained steady for the last five years. However, the fatality rate for drivers age 70 and older involved in crashes is two to three times higher than the rate for drivers less than 70 years old. 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, Buncombe and Davidson.

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 10% from the 2008-2012 average of 192 to 173 by 2015.

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, including evidence-based enforcement. 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.

Media Plan

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 FY2015, 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

Evidence Considered

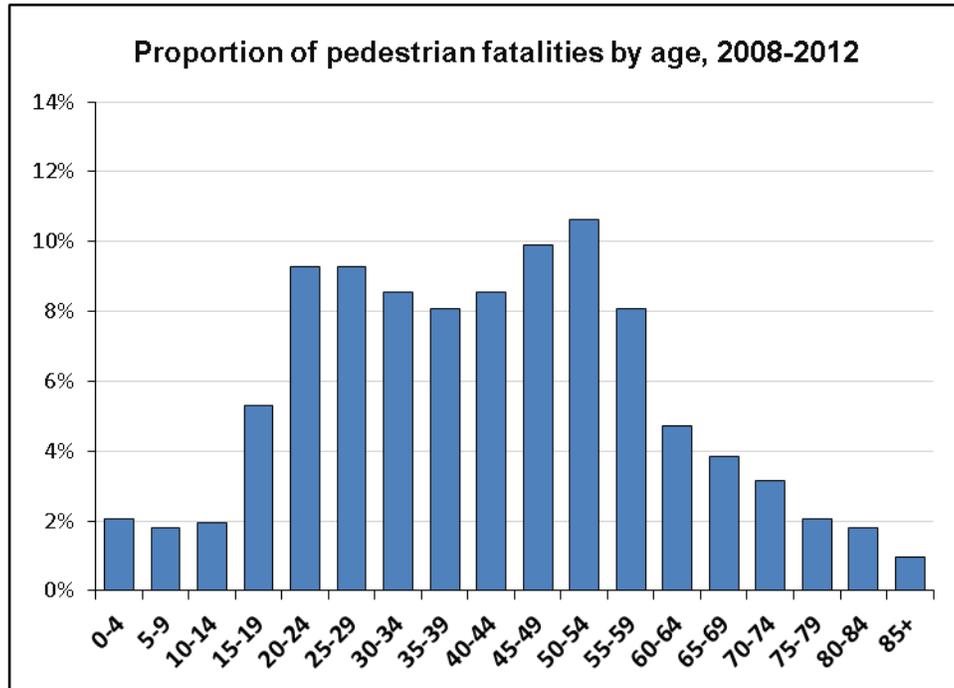
In 2012, 197 pedestrians were killed in pedestrian-motor vehicle crashes in North Carolina. This represents an increase of 22% from the 161 fatalities in 2011. Overall, the number of pedestrians killed each year in North Carolina has gradually increased over the past decade, as shown in the figure below, and has averaged 167 for the five year period 2008-2012.



Source: FARS 2003 - 2012

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 accounted for 13% of all traffic fatalities during the years 2008 - 2012. The reason why pedestrian fatalities are over-represented is in part because pedestrians are at a greater risk of injury than are vehicle drivers in a pedestrian/vehicle crash. In addition, the faster the vehicle is traveling, the greater the risk is to the pedestrian. 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 2012, males accounted for almost three times as many pedestrian fatalities as females (145 versus 52). 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 2008 - 2012

It is not uncommon for alcohol to be involved in pedestrian fatalities. During the years 2008 through 2012, 44% of pedestrians who were killed in crashes in North Carolina had a BAC of .08 or above (among those with a known BAC). Other factors involved in pedestrian crashes in North Carolina, based on 2011 FARS data, include pedestrians who were not visible (e.g., dark clothing; 27% of fatalities), pedestrians who were in the roadway improperly (e.g., standing, lying or playing; 22%), those who failed to yield the right of way (14%), and pedestrians who darted into the road (12%). “No improper action” was noted as a contributing factor at the time of the crash for 12% of the pedestrian killed.

Pedestrian fatalities also vary by time of day. Pedestrian fatalities are much more common during the nighttime hours. During the years 2008 through 2012, 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 and 30% occur on rural roads. However, pedestrian *fatalities* are equally split between urban and rural roads. Between 2008 and 2012, 50% 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 below shows the top 40 counties with the most pedestrian fatalities from 2008 through 2012. Mecklenburg County had the highest number of pedestrian fatalities during this period (93 fatalities), followed by Wake County (59), Robeson County (42), Cumberland County (42) and Guilford County (33). In total, the 40 counties listed in the table account for 82% of all pedestrian fatalities in North Carolina during this time period. The counties with the highest numbers of pedestrian fatalities are generally

Other Priorities



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 as well as relatively high counts of pedestrian fatalities include Bladen, Currituck, Dare, Columbus, Halifax, Sampson, Duplin, and Nash counties. Note that a number of these counties are in the eastern (Coastal) part of the state.

Pedestrian fatalities, 2008 2012			
County	Pedestrian fatalities	Fatalities per 100,000 population	% of all pedestrian fatalities
Mecklenburg	93	2.01	11.2%
Wake	59	1.30	7.1%
Robeson	42	6.34	5.0%
Cumberland	42	2.63	5.0%
Guilford	33	1.35	4.0%
New Hanover	24	2.38	2.9%
Forsyth	22	1.24	2.6%
Onslow	19	2.13	2.3%
Buncombe	19	1.60	2.3%
Wayne	17	2.84	2.0%
Davidson	17	2.11	2.0%
Durham	16	1.18	1.9%
Nash	15	3.15	1.8%
Catawba	15	1.92	1.8%
Johnston	15	1.77	1.8%
Cleveland	13	2.64	1.6%
Brunswick	13	2.40	1.6%
Columbus	12	4.25	1.4%
Sampson	12	3.77	1.4%
Orange	12	1.81	1.4%
Alamance	12	1.59	1.4%
Iredell	12	1.50	1.4%
Union	12	1.19	1.4%
Gaston	12	1.16	1.4%
Halifax	11	4.03	1.3%
Pitt	11	1.33	1.3%
Bladen	10	5.88	1.2%
Craven	10	1.96	1.2%
Harnett	10	1.71	1.2%
Duplin	9	3.16	1.1%
Dare	8	4.66	1.0%
Wilson	8	2.00	1.0%
Stokes	7	2.99	0.8%
Lee	7	2.37	0.8%
Carteret	7	2.12	0.8%
Henderson	7	1.32	0.8%
Randolph	7	0.99	0.8%
Currituck	6	4.99	0.7%
Pasquotank	6	2.94	0.7%
Richmond	6	2.59	0.7%



Pedestrian Safety Summary and Countermeasures

The number of pedestrian fatalities in North Carolina has gradually increased 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, Cumberland and Guilford 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 by 20% from the 2008-2012 average of 167 to 133 by 2015.

Where appropriate, NC GHSP and its partners will use evidence based enforcement tactics in these areas as well.

Media Plan

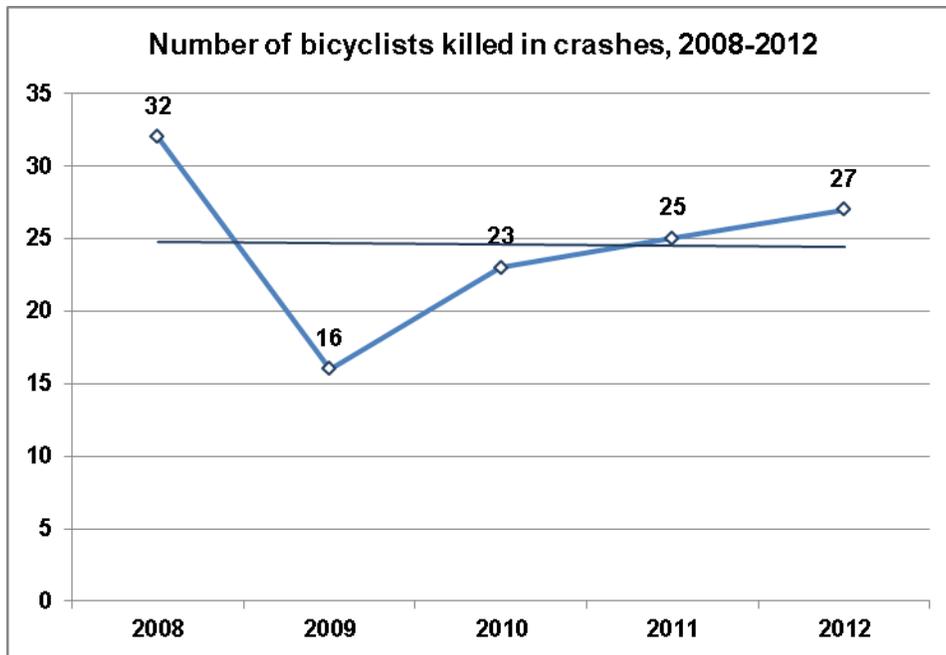
GHSP will seek opportunities with pedestrian safety partners to draw media attention to the issues of pedestrian safety, particularly in counties where pedestrian incidents and injuries are most prevalent. GHSP does not have any planned media events or advertising scheduled for FY2015, but will evaluate opportunities in the coming months. GHSP will also explore non-traditional media opportunities to bring attention and awareness to pedestrian safety.



BICYCLISTS

Evidence Considered

In 2012, there were 27 bicyclists killed in fatal crashes in North Carolina. This was a slight increase from the 25 bicyclists killed in crashes in 2011 and the 23 bicyclists killed in 2010. As illustrated in the figure below, bicyclist fatalities in North Carolina have fluctuated from year to year, although the general trend has been no change in fatalities.

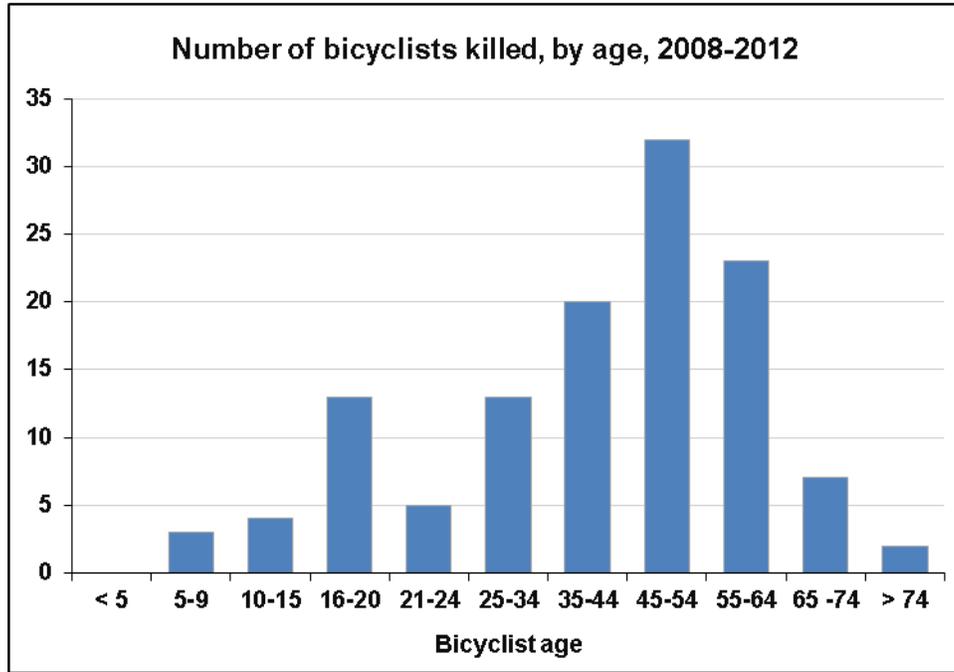


Source: FARS 2008 - 2012

Bicyclist fatalities are fairly evenly distributed between the days of the week and time of day when daytime (6:00am-5:59pm) and nighttime (6:00pm-5:59am) fatalities are compared.

Most bicyclist fatalities occur at places other than intersections. Between 2008 and 2012, only 12% of bicyclist fatalities occurred at intersections, whereas 88% occurred at non-intersections. For nearly a third (30%) of the bicyclists killed, there were no “improper actions” on the part of the bicyclists noted as being factors that contributed to the crash. Among the bicyclists where there was a contributing factor noted, the most common factors involved: failure to yield the right of way (14%); not being visible (e.g., dark clothing, no lighting, 14%); being inattentive (6%); wrong-way riding (5%); and failure to obey traffic signs, signals, or officer (5%).

As shown in the figure below, bicyclist fatalities involving young children are relatively rare in North Carolina. Instead, bicyclist fatalities are most common among teenagers (16-20) and riders ages 25 to 64. Many of these individuals probably use bicycles as their primary means of transportation for getting to work, school, etc.



Source: FARS 2008 - 2012

The table below lists the 15 counties with the highest number of bicyclist fatalities from 2008 to 2012. The counties with the most bicyclist fatalities include Robeson, Mecklenburg, Wake, Pitt, and Onslow counties. No other county had more than 5 bicyclist fatalities during the five year period. Several of the counties near the top of the table also have large populations. In total, the 15 counties listed in the table account for more than half (59%) of the bicyclist fatalities in North Carolina.

Bicyclist fatalities, 2008 2012			
County	Bicyclist fatalities	Fatalities per 100,000	% of all bicyclist fatalities
Robeson	9	0.13	7.32%
Mecklenburg	9	0.02	7.32%
Wake	7	0.01	5.69%
Pitt	6	0.07	4.88%
Onslow	6	0.06	4.88%
Nash	5	0.10	4.07%
New Hanover	5	0.05	4.07%
Orange	4	0.06	3.25%
Dare	3	0.17	2.44%
Duplin	3	0.10	2.44%
Brunswick	3	0.05	2.44%
Harnett	3	0.05	2.44%
Davidson	3	0.04	2.44%
Union	3	0.03	2.44%
Guilford	3	0.01	2.44%



Bicyclist Safety Summary and Countermeasures

The number of bicyclist fatalities in North Carolina is less the number of fatalities involving pedestrians, motorcyclists and other types of road users. However, bicyclist fatalities still present a serious problem. Bicyclist fatalities most commonly occur at non-intersections on weekdays. The victims are typically teenagers or adults between the ages of 25 and 64. The factors which contribute most to bicyclist fatalities include: failure to yield the right of way; not being visible (e.g., dark clothing, no lighting); being inattentive; wrong-way riding; and failure to obey traffic signs, signals, or officer. However, it should be noted that for nearly a third of the bicyclists killed, there were no “improper actions” on the part of the bicyclists noted as being factors that contributed to the crash.

We believe reductions in bicyclist 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 bicyclist fatalities 20% from the 2008-2012 average of 25 to 20 by 2015.

Where appropriate, NC GHSP and its partners will use evidence based enforcement tactics in these areas as well.

Media Plan

GHSP will seek opportunities with bicycle safety partners to draw media attention to the issues of bicyclist safety, particularly in counties where bicyclist incidents and injuries are most prevalent. GHSP does not have any planned media events or advertising scheduled for FY2015, but will evaluate opportunities in the coming months. GHSP will also explore non-traditional media opportunities to bring attention and awareness to bicyclist safety.



DISTRACTED DRIVING

Evidence Considered

Distraction from the primary task of driving occurs when a driver diverts his or her attention away from the roadway. This can include secondary activities such as operating vehicle controls, eating/drinking, attending to personal hygiene, or operating a cell phone. Drivers can also be distracted by other vehicle occupants, or by outside persons, objects, or events. Driving while daydreaming or lost in thought is identified as distracted driving by NHTSA, but physical conditions and/or impairments (such as fatigue, alcohol, and medical conditions) or psychological states (such as anger or depression) are not. NHTSA's Fatality Analysis Reporting System (FARS) data includes fields that identify one or more attributes which may indicate inattention just prior to the impending critical event. NHTSA has included these distraction variables since 2010.

According to 2012 FARS data, there were 101 fatal crashes in North Carolina where one or more driver distractions were reported. These "distraction" crashes accounted for 8.3% of the total fatal crashes reported for the year in North Carolina. As shown in the following Table, the North Carolina distracted driving crash rate in 2012 was smaller than the proportion of fatal crashes involving distractions throughout the U.S. (11.7%).

The number of fatal crashes in North Carolina in 2012 where a distraction was recorded (101) represents an 18.9% decrease when compared to the previous two years (2010-2011) average; this is in contrast to a 16.9% increase seen for Region 3 and a 2.3% increase nationwide.

North Carolina, Region 3, and National Distracted Driving Fatal Crashes: 2010-2012								
Geographic Region	2010		2011		2012		% Change: 2012 vs. 2010	% Change: 2012 vs. Prior 2-Yr Avg.
	Crashes	% of Total Crashes	Crashes	% of Total Crashes	Crashes	% of Total Crashes		
North Carolina (N=3,583)	136	11.2%	113	9.9%	101	8.3%	-25.7%	-18.9%
Region 3 (N=10,393)	542	15.7%	594	17.5%	664	18.8%	22.5%	16.9%
Nation (N=90,963)	3,527	11.6%	3,497	11.7%	3,593	11.7%	1.9%	2.3%

Source: FARS 2010-2012

The table below shows that of the 101 distracted driving related fatal crashes in North Carolina in 2012, three-quarters (77.2%) were recorded as distraction/inattention, details unknown and almost half (46.5%) were recorded as unaware/did not see. Other distractions for which details were known were recorded at a much lower frequency. In comparison to North Carolina for 2012, distraction/inattention, details unknown was also the most frequently recorded distraction in Region 3, accounting for 70.3% of the distractions recorded for 2012. Nationally, 53.5% of the distractions in fatal crashes in 2012 were

Other Priorities



recorded as distraction/inattention, details unknown, while 38.6% were recorded as unaware/did not see and 10.5% as cell phone.

North Carolina, Region 3, and National Distracted Driving Fatal Crashes by Behavior: 2010 2012				
Distracted*		2010	2011	2012
Distraction/Inattention, Details Unknown**	North Carolina	48.5%	37.2%	77.2%
	Region	32.5%	39.7%	70.3%
	Nation	37.6%	41.7%	53.5%
Unaware/Did not see	North Carolina	34.6%	46.0%	46.5%
	Region	41.9%	38.4%	6.0%
	Nation	26.8%	23.0%	38.6%
No Driver Present	North Carolina	10.3%	9.7%	11.9%
	Region	4.6%	4.6%	3.6%
	Nation	5.8%	5.9%	6.6%
Distracted by Other Occupants	North Carolina	0.0%	2.7%	2.0%
	Region	1.9%	1.7%	1.7%
	Nation	4.7%	3.9%	4.1%
Distracted by Objects in Vehicle/Vehicle Controls	North Carolina	0.0%	2.7%	2.0%
	Region	1.9%	2.7%	1.7%
	Nation	4.3%	4.2%	4.4%
Cell Phone	North Carolina	3.7%	4.4%	2.0%
	Region	4.8%	3.9%	4.5%
	Nation	10.4%	10.1%	10.5%
Distracted by Outside Person/Object/Event	North Carolina	0.7%	0.1%	0.1%
	Region	2.6%	1.7%	3.2%
	Nation	5.8%	5.4%	5.1%
Other Distraction	North Carolina	2.9%	0.0%	0.0%
	Region	11.6%	10.6%	8.0%
	Nation	6.7%	7.4%	6.3%
Eating/Drinking/Smoking	North Carolina	0.0%	0.0%	1.0%
	Region	1.5%	0.1%	0.8%
	Nation	1.9%	1.9%	1.5%

Source: FARS 2008-2012

NOTE: Each crash may have involved multiple distractions (distractions recorded at the vehicle level).



- * Percentage of distracted crashes in which the distraction was recorded in at least one vehicle.
- ** This category includes the variables: Distraction (Distracted), Details Unknown; Distraction/Inattention; Distraction/Careless; Careless/Inattentive; and Inattention (Inattentive), Details Unknown, as per 2012 FARS User Manual.

Distracted Driving Summary and Countermeasures

GHSP is concerned about the issue of distracted driving. A goal is to raise awareness of the dangers of distracted driving and to reduce the occurrence of distracted driving with its corresponding risk to vehicle occupants and non-occupants such as pedestrians and bicyclists.

GHSP recognizes that distracted driving results at least in part from lifestyle choices and is intertwined with greater societal issues rather than just issues related to driving. Consequently, few highway safety countermeasures that are behavioral in nature have been shown to reduce distracted driving. There are, however, new countermeasures targeting distracted driving being developed and evaluated in the U.S. One example is high visibility cell phone/text messaging enforcement. GHSP will explore potential countermeasures including evidence-based enforcement, and will look for opportunities to implement and evaluate countermeasures that might reduce distracted driving among North Carolina drivers.

Media Plan

GHSP will seek opportunities with highway safety partners to draw media attention to the issues of distracted driving. GHSP does not have any planned media events or advertising scheduled for FY2015, but will evaluate opportunities in the coming months. GHSP will also explore non-traditional media opportunities to bring attention and awareness to the dangers of distracted driving.

FY2015 OTHER HIGHWAY SAFETY PRIORITIES 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 FY2015 North Carolina Highway Safety Plan to address older drivers, pedestrians, bicyclists, 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:	Mobile Cinema Park Project Mobile Cinema Park Project
Project Number:	DD-15-19-02
Project Title:	Teen Driving Multi-Media Program
Budget:	\$140,000
Local/State Match:	\$0
Project Description:	This is an initial project with Mobile Cinema Park which will create a real-world experience for High School students new to driving or are on the verge to drive by having a 3D experience session which centers around three young adults and how their decision made during the course of one night changes their lives. The project will educate families, youth and their peers on the dangers of underage drinking, not wearing seatbelts, speeding and other destructive decisions which affect the 15-19 year old targeted audience.
	CMTW: Chapter 6, Section 2.1, 2.2



Agency: NC DOT
Project Number: PS-15-20-02
Project Title: “Watch For Me NC” Safety Education and Enforcement Statewide Campaign
Budget: \$250,000
Local/State Match: \$0
Project Description: This is a new project with the North Carolina Department of Transportation. This project will provide funding to a research institution to assist in the management of the overall statewide program. This will include partnering with statewide communications to get out the message. The grant application also includes education and training for law enforcement agencies throughout the state on bicycle and pedestrian laws. The goal of the project is to reduce the number of injuries and deaths associated with pedestrian and bicycle traffic crashes. They will accomplish this by changing the general behaviors of pedestrians, bicyclists and the motoring public.
CMTW: Chapter 8, Section 4.4; Chapter 9, Section 3.3

Agency: UNC – Chapel Hill, HSRC
Project Number: SA-15-17-04
Project Title: Senior Driver Information and Materials Development Delivery
Budget: \$80,230
Local/State Match: \$0
Project Description: Analyses of North Carolina crash data and NHTSA’s FARS data reveals that the number of fatalities involving a driver age 65 and older has gradually decreased during the last decade in North Carolina. Most recently, there were 182 drivers age 65 and older involved in fatal crashes in North Carolina in 2011. 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. However, when older drivers are involved in a crash, they are more likely than their younger counterparts to be killed. 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.
CMTW: Chapter 7, Section 1.2

Agency: N. C. State University - ITRE
Project Number: SA-15-17-06
Project Title: Reducing Aggressive Driving Behavior, Using Real-Time Feedback
Budget: \$91,910
Local/State Match: \$0
Project Description: 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. Officers that will be participating will have the ability to track some of these performance measures in real-time from video algorithm’s and use them for enforcement



efforts. Collaboration efforts with the NCSHP are to conduct a 1-2 day wave a few times a year and see if project can sustain the effect on driving behavior. 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 2.2, 2.3

Agency: North Carolina Department of Public Instruction – Transportation Services
Project Number: SB-15-18-02
Project Title: School Bus Safety
Budget: \$58,900
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) and the analysis/technology transferring for the Stop Arm Camera project. Funding will also allow the purchase and deployment of additional ‘Buster the Bus’ units to help in the education of school bus safety throughout North Carolina. This program will promote school bus safety to citizens across the State of North Carolina through on-site and web-based training/information sharing.

Agency: UNC-Chapel Hill Highway Safety Research Center
Project Number: SA-15-17-07
Project Title: GHSP Website and Point System
Budget: \$86,850
Local/State Match: \$0
Project Description: This project provides continued funding for development and hosting of the GHSP Online Enforcement Activity Reporting Points System.

Agency: NC State University-ITRE
Project Number: SA-15-17-08
Project Title: Vision Zero
Budget: \$60,148
Local/State Match: \$0
Project Description: This is the 2nd year of funding for this Vision Zero. The goal of project is to create a common ground to unite key stakeholders to move toward zero fatalities in North Carolina as it pertains to traffic related incidents. A collaborative approach will be used to promote efforts to increase the visibility of Vision Zero and the anticipation of generating a website to educate the public on efforts as it relates to Vision Zero.



NC HIGHWAY SAFETY MEDIA PLAN

NC HIGHWAY SAFETY MEDIA PLAN

Crashes, Deaths, and Injuries

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 FY2015. 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 2014 – Jan 2015). 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, 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
154AL-15-02-02	NC Department Of Health & Human Services FTA-BAT	4	BAT Mobile Units	\$625,000	\$2,500,000
154AL-15-02-06	Iredell County Sheriff's Office	3	Blood Alcohol Evidence Refrigerators	\$5,329	\$15,987
154AL-15-02-10	Lumberton Police Department	2	Patrol Vehicle	\$35,000	\$70,000
154AL-15-02-10	Lumberton Police Department	2	MDT (Mobile Data Terminal)	\$6,000	\$12,000
154AL-15-02-10	Lumberton Police Department	2	In-Car Video System	\$6,000	\$12,000
154AL-15-02-12	Wake / Raleigh CCBI	1	Blood Alcohol Gas Chromatograph	\$95,000	\$95,000
154AL-15-02-12	Wake / Raleigh CCBI	1	Biological Safety Cabinet	\$16,000	\$16,000
154AL-15-02-12	Wake / Raleigh CCBI	2	Blood Alcohol Evidence Refrigerators	\$7,000	\$14,000
154AL-15-02-17	Wilmington Police Department	1	Hydrogen Generator	\$11,000	\$11,000
154AL-15-02-18	RedSprings Police Department	1	Patrol Vehicle	\$35,000	\$35,000
154AL-15-02-18	RedSprings Police Department	1	MDT (Mobile Data Terminal)	\$6,000	\$6,000
154AL-15-02-18	RedSprings Police Department	1	In-Car Video System	\$6,000	\$6,000
154AL-15-02-18	RedSprings Police Department	1	Equipment Trailer	\$5,000	\$5,000
154AL-15-02-18	RedSprings Police Department	2	Light Tower	\$8,000	\$16,000
154AL-15-02-19	Robeson County Sheriff's Office	2	Patrol Vehicle	\$35,000	\$70,000
154AL-15-02-19	Robeson County Sheriff's Office	2	MDT (Mobile Data Terminal)	\$6,000	\$12,000
154AL-15-02-19	Robeson County Sheriff's Office	2	In-Car Video System	\$6,000	\$12,000
154AL-15-02-21	Guilford County Sheriff's Office	1	Patrol Vehicle	\$35,000	\$35,000
154AL-15-02-21	Guilford County Sheriff's Office	1	MDT (Mobile Data Terminal)	\$6,000	\$6,000
154AL-15-02-21	Guilford County Sheriff's Office	1	DWI Texting Simulator	\$18,000	\$18,000
DE-15-10-02	Street Safe Solutions Inc	2	Equipment Trailer	\$5,000	\$10,000
DE-15-10-02	Street Safe Solutions Inc	1	Generator	\$5,000	\$5,000
DE-15-10-02	Street Safe Solutions Inc	6	Program Cars	\$14,000	\$84,000
DE-15-10-02	Street Safe Solutions Inc	1	Seatbelt Convincer	\$20,500	\$20,500
DE-15-10-05	VIP 4A VIP	1	Tow Vehicle	\$35,000	\$35,000
K2-15-07-02/ K8-15-03-10	Fayetteville Police Department	2	Patrol Vehicle	\$35,000	\$70,000

Equipment Requests



Project #	Agency	Quantity	Description	Unit Amount	Total Amount
K2-15-07-02/ K8-15-03-10	Fayetteville Police Department	2	Motorcycle	\$30,000	\$60,000
K2-15-07-02/ K8-15-03-10	Fayetteville Police Department	4	MDT (Mobile Data Terminal)	\$6,000	\$24,000
K2-15-07-02/ K8-15-03-10	Fayetteville Police Department	2	In-Car Video System	\$6,000	\$12,000
K6-15-12-01	Wilson Police Department	2	Motorcycle	\$30,000	\$60,000
K6-15-12-01	Wilson Police Department	2	MDT (Mobile Data Terminal)	\$6,000	\$12,000
K6-15-12-02	Wake Forest Police Department	2	Motorcycle	\$30,000	\$60,000
K6-15-12-02	Wake Forest Police Department	2	MDT (Mobile Data Terminal)	\$6,000	\$12,000
K8-15-03-03	Wilson Police Department	2	Patrol Vehicle	\$35,000	\$70,000
K8-15-03-03	Wilson Police Department	2	MDT (Mobile Data Terminal)	\$6,000	\$12,000
K8-15-03-03	Wilson Police Department	2	In-Car Video System	\$6,000	\$12,000
M2HVE-15-08-04/ M5HVE-15-04-03	Waxhaw Police Department	1	Patrol Vehicle	\$35,000	\$35,000
M2HVE-15-08-04/ M5HVE-15-04-03	Waxhaw Police Department	1	In-Car Video System	\$6,000	\$6,000
M2HVE-15-08-04/ M5HVE-15-04-03	Waxhaw Police Department	1	MDT (Mobile Data Terminal)	\$6,000	\$6,000
M2HVE-15-08-06/ M5HVE-15-04-05	Pineville Police Department	2	Patrol Vehicle	\$35,000	\$70,000
M2HVE-15-08-06/ M5HVE-15-04-05	Pineville Police Department	2	In-Car Video System	\$6,000	\$12,000
M2HVE-15-08-06/ M5HVE-15-04-05	Pineville Police Department	2	MDT (Mobile Data Terminal)	\$6,000	\$12,000
M5CS-15-05-04	NC Department Of Health & Human Services FTA-Science	30	Intoximeters EC/IR II Instruments	\$5,100	\$153,000
M9MT-15-13-04	Clayton Police Department	1	Motorcycle	\$30,000	\$30,000
M9MT-15-13-04	Clayton Police Department	1	Laptop	\$6,000	\$6,000
M9MT-15-13-05	NC Department Of Public Safety	3	Motorcycle	\$8,000	\$24,000
MC-15-11-02	Garner Police Department	1	Motorcycle	\$30,000	\$30,000
MC-15-11-07	Durham Police Department	2	Motorcycle	\$30,000	\$60,000

Equipment Requests



Project #	Agency	Quantity	Description	Unit Amount	Total Amount
PT-15-09-01	Tabor City Police Department	1	Patrol Vehicle	\$35,000	\$35,000
PT-15-09-01	Tabor City Police Department	1	MDT (Mobile Data Terminal)	\$6,000	\$6,000
PT-15-09-01	Tabor City Police Department	1	In-Car Video System	\$6,000	\$6,000
PT-15-09-02	Holly Springs Police Department	2	Patrol Vehicle	\$35,000	\$70,000
PT-15-09-02	Holly Springs Police Department	2	MDT (Mobile Data Terminal)	\$6,000	\$12,000
PT-15-09-02	Holly Springs Police Department	2	In-Car Video System	\$6,000	\$12,000
PT-15-09-11	Jacksonville Police Department	2	Light Tower	\$8,000	\$16,000
PT-15-09-11	Jacksonville Police Department	1	Variable Message Board	\$10,000	\$10,000
PT-15-09-13	Smithfield Police Department	3	In-Car Video System	\$6,000	\$18,000
PT-15-09-16	Monroe Police Department	2	Patrol Vehicle	\$35,000	\$70,000
PT-15-09-16	Monroe Police Department	2	MDT (Mobile Data Terminal)	\$6,000	\$12,000
PT-15-09-16	Monroe Police Department	2	In-Car Video System	\$6,000	\$12,000
PT-15-09-18	Kenly Police Department	1	Light Tower & Generator	\$8,000	\$8,000
PT-15-09-18	Kenly Police Department	1	Equipment Trailer	\$5,000	\$5,000
PT-15-09-19	Rockingham Police Department	1	Crash Data Retrieval Kit	\$10,700	\$10,700
PT-15-09-19	Rockingham Police Department	1	In-Car Video System	\$6,000	\$6,000
PT-15-09-20	Garner Police Department	1	Crash Recon Software	\$10,065	\$10,065
PT-15-09-25	Dare County Sheriff's Office	8	In-Car Video System	\$6,000	\$48,000
PT-15-09-25	Dare County Sheriff's Office	1	Equipment Trailer	\$5,000	\$5,000
PT-15-09-29	Raleigh Police Department	1	Prismless Total Station	\$15,000	\$15,000
PT-15-09-29	Raleigh Police Department	1	CDR Cables	\$5,100	\$5,100
PT-15-09-29	Raleigh Police Department	4	ARAS 360 Software License	\$5,750	\$23,000
PT-15-09-31	Beulaville Police Department	2	In-Car Video System	\$6,000	\$12,000
PT-15-09-31	Beulaville Police Department	2	MDT (Mobile Data Terminal)	\$6,000	\$12,000
PT-15-09-36	Northampton County Sheriff's Office	1	Generator	\$5,000	\$5,000
PT-15-09-36	Northampton County Sheriff's Office	1	In-Car Video System	\$6,000	\$6,000
PT-15-09-37	Emerald Isle Police Department	2	Light Tower	\$8,000	\$16,000
PT-15-09-41	Morrisville Police Department	1	In-Car Video System	\$6,000	\$6,000
PT-15-09-42	Marion Police Department	2	Laptop	\$6,000	\$12,000
PT-15-09-43	Ayden Police Department	1	Speed Monitor Trailer	\$12,000	\$12,000
PT-15-09-45	Morrisville Police Department	1	Light Tower & Generator	\$8,000	\$8,000

Equipment Requests



Project #	Agency	Quantity	Description	Unit Amount	Total Amount
PT-15-09-45	Morrisville Police Department	1	Equipment Trailer	\$5,000	\$5,000
PT-15-09-49	Jackson County Sheriff's Office	1	In-Car Video System	\$6,000	\$6,000
PT-15-09-51	Columbus County Sheriff's Office	2	Light Tower	\$8,000	\$16,000
PT-15-09-52	Cramerton Police Department	1	Light Tower	\$8,000	\$8,000
PT-15-09-53	Davidson Police Department	1	Equipment Trailer	\$5,000	\$5,000
PT-15-09-53	Davidson Police Department	1	Light Tower	\$8,000	\$8,000
PT-15-09-54	Guilford County Sheriff's Office	1	Speed Monitor Trailer	\$12,000	\$12,000
PT-15-09-55	Pembroke Police Department	1	Light Tower	\$8,000	\$8,000
PT-15-09-55	Pembroke Police Department	1	Equipment Trailer	\$5,000	\$5,000
SB-15-18-02	NCDPI	3	Buster the Bus	\$8,500	\$25,500
TR-15-14-03	Weldon Police Department	6	MDT (Mobile Data Terminal)	\$6,000	\$36,000
154AL-15-02-22	NCSHP / DWI Task Force	8	Patrol Vehicle	\$35,000	\$280,000
154AL-15-02-22	NCSHP / DWI Task Force	8	MDT (Mobile Data Terminal)	\$6,000	\$48,000
154AL-15-02-22	NCSHP / DWI Task Force	8	In-Car Video System	\$6,000	\$48,000

Cost Summary



U.S. Department of Transportation National Highway Traffic Safety Administration
Highway Safety Plan
Cost Summary
2015-HSP-1
For Approval

State: North Carolina

Report Date: 06/18/2014

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2015-00-01-00	GHSP PLANNING & ADMINISTRATION	\$0.00	\$279,233.00	\$0.00	\$279,233.00	\$279,233.00	\$0.00
Planning and Administration Total			\$0.00	\$279,233.00	\$0.00	\$279,233.00	\$279,233.00	\$0.00
Alcohol								
	AL-2015-00-00-00	GHSP	\$0.00	\$0.00	\$0.00	\$5,500,000.00	\$5,500,000.00	\$1,400,000.00
	AL-2015-01-01-00	GHSP BOOZE IT & LOSE IT	\$0.00	\$0.00	\$0.00	\$100,000.00	\$100,000.00	\$0.00
	AL-2015-01-02-00	NC DEPARTMENT OF ADMINISTRATION SADD CONF	\$0.00	\$0.00	\$0.00	\$15,000.00	\$15,000.00	\$15,000.00
	AL-2015-01-03-00	CAROLINAS MEDICAL CENTER	\$0.00	\$0.00	\$0.00	\$86,393.00	\$86,393.00	\$0.00
	AL-2015-01-04-00	NC DEPARTMENT OF PUBLIC SAFETY-ALE	\$0.00	\$0.00	\$0.00	\$55,000.00	\$55,000.00	\$0.00
Alcohol Total			\$0.00	\$0.00	\$0.00	\$5,756,393.00	\$5,756,393.00	\$1,415,000.00
Motorcycle Safety								
	MC-2015-11-01-00	GHSP MOTORCYCLE SAFETY	\$0.00	\$0.00	\$0.00	\$40,000.00	\$40,000.00	\$0.00
	MC-2015-11-02-00	TOWN OF GARNER	\$0.00	\$0.00	\$0.00	\$42,500.00	\$42,500.00	\$42,500.00
	MC-2015-11-03-00	TOWN OF APEX	\$0.00	\$0.00	\$0.00	\$46,500.00	\$46,500.00	\$46,500.00
	MC-2015-11-04-00	CITY OF HENDERSONVILLE	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00
	MC-2015-11-05-00	GUILFORD COUNTY SHERIFF'S OFFICE	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00
	MC-2015-11-06-00	CITY OF DURHAM-BIKESAFE	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00
	MC-2015-11-07-00	CITY OF DURHAM	\$0.00	\$0.00	\$0.00	\$60,000.00	\$60,000.00	\$60,000.00
	MC-2015-11-08-00	CITY OF JACKSONVILLE POLICE DEPARTMENT	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00

Cost Summary



Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
	MC-2015-11-09-00	CITY OF GREENVILLE	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$10,000.00
	MC-2015-11-10-00	UNC HSRC MOTORCYCLE SAFETY	\$0.00	\$0.00	\$0.00	\$127,003.00	\$127,003.00	\$127,003.00
	Motorcycle Safety Total		\$0.00	\$0.00	\$0.00	\$366,003.00	\$366,003.00	\$326,003.00
	Occupant Protection							
	OP-2015-06-01-00	GHSP CLICK IT OR TICKET	\$0.00	\$0.00	\$0.00	\$100,000.00	\$100,000.00	\$0.00
	OP-2015-06-02-00	WNC SAFE KIDS	\$0.00	\$0.00	\$0.00	\$122,605.00	\$122,605.00	\$122,605.00
	OP-2015-06-03-00	UNC HSRC-CPS/OP WEBSITE	\$0.00	\$0.00	\$0.00	\$175,100.00	\$175,100.00	\$0.00
	OP-2015-06-04-00	NC DEPARTMENT OF INSURANCE-SAFEKIDS	\$0.00	\$0.00	\$0.00	\$440,500.00	\$440,500.00	\$0.00
	OP-2015-06-05-00	RESEARCH TRIANGLE INST. SEATBELT SURVEYS	\$0.00	\$0.00	\$0.00	\$216,790.00	\$216,790.00	\$0.00
	Occupant Protection Total		\$0.00	\$0.00	\$0.00	\$1,054,995.00	\$1,054,995.00	\$122,605.00
	Pedestrian/Bicycle Safety							
	PS-2015-20-02-00	NCDOT WALK PROGRAM	\$0.00	\$0.00	\$0.00	\$250,000.00	\$250,000.00	\$0.00
	PS-2015-20-03-00	NC STATE UNIVERSITY	\$0.00	\$2,450.00	\$0.00	\$7,350.00	\$7,350.00	\$7,350.00
	Pedestrian/Bicycle Safety Total		\$0.00	\$2,450.00	\$0.00	\$257,350.00	\$257,350.00	\$7,350.00
	Police Traffic Services							
	PT-2015-09-01-00	TOWN OF TABOR CITY	\$0.00	\$15,990.00	\$0.00	\$90,609.00	\$90,609.00	\$90,609.00
	PT-2015-09-02-00	TOWN OF HOLLY SPRINGS	\$0.00	\$34,234.00	\$0.00	\$193,992.00	\$193,992.00	\$193,992.00
	PT-2015-09-03-00	TOWN OF RICHLANDS	\$0.00	\$13,973.00	\$0.00	\$32,605.00	\$32,605.00	\$32,605.00
	PT-2015-09-04-00	CITY OF HIGH POINT	\$0.00	\$7,006.00	\$0.00	\$7,006.00	\$7,006.00	\$7,006.00
	PT-2015-09-05-00	TOWN OF AYDEN	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2015-09-06-00	CITY OF CONOVER	\$0.00	\$29,737.00	\$0.00	\$29,738.00	\$29,738.00	\$29,738.00
	PT-2015-09-07-00	GUILFORD COUNTY SHERIFF'S OFFICE	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2015-09-08-00	COLUMBUS COUNTY SHERIFF'S OFFICE	\$0.00	\$45,009.00	\$0.00	\$45,009.00	\$45,009.00	\$45,009.00
	PT-2015-09-09-00	TOWN OF LELAND	\$0.00	\$42,442.00	\$0.00	\$99,033.00	\$99,033.00	\$99,033.00
	PT-2015-09-10-00	TOWN OF STALLINGS	\$0.00	\$34,154.00	\$0.00	\$34,154.00	\$34,154.00	\$34,154.00
	PT-2015-09-11-00	CITY OF JACKSONVILLE	\$0.00	\$0.00	\$0.00	\$26,000.00	\$26,000.00	\$26,000.00
	PT-2015-09-12-00	TOWN OF FUQUAY VARINA	\$0.00	\$29,956.00	\$0.00	\$29,956.00	\$29,956.00	\$29,956.00
	PT-2015-09-13-00	TOWN OF SMITHFIELD	\$0.00	\$9,000.00	\$0.00	\$9,000.00	\$9,000.00	\$9,000.00

Cost Summary



Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
	PT-2015-09-14-00	UNION COUNTY SHERIFF'S OFFICE	\$0.00	\$67,000.00	\$0.00	\$67,000.00	\$67,000.00	\$67,000.00
	PT-2015-09-15-00	CITY OF ALBEMARLE	\$0.00	\$17,664.00	\$0.00	\$41,216.00	\$41,216.00	\$41,216.00
	PT-2015-09-16-00	CITY OF MONROE	\$0.00	\$39,986.00	\$0.00	\$226,586.00	\$226,586.00	\$226,586.00
	PT-2015-09-17-00	MACON COUNTY SHERIFF'S OFFICE	\$0.00	\$32,414.00	\$0.00	\$32,414.00	\$32,414.00	\$32,414.00
	PT-2015-09-18-00	TOWN OF KENLY	\$0.00	\$0.00	\$0.00	\$20,990.00	\$20,990.00	\$20,990.00
	PT-2015-09-19-00	ROCKINGHAM POLICE DEPARTMENT	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2015-09-20-00	TOWN OF GARNER	\$0.00	\$6,032.00	\$0.00	\$6,033.00	\$6,033.00	\$6,033.00
	PT-2015-09-21-00	NC DEPARTMENT OF JUSTICE	\$0.00	\$0.00	\$0.00	\$157,000.00	\$157,000.00	\$0.00
	PT-2015-09-22-00	NEW HANOVER COUNTY SHERIFF'S OFFICE	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2015-09-23-00	TOWN OF BISCOE	\$0.00	\$13,560.00	\$0.00	\$31,639.00	\$31,639.00	\$31,639.00
	PT-2015-09-24-00	CITY OF BOILING SPRINGS LAKES	\$0.00	\$24,265.00	\$0.00	\$24,266.00	\$24,266.00	\$24,266.00
	PT-2015-09-25-00	DARE COUNTY SHERIFF'S OFFICE	\$0.00	\$18,250.00	\$0.00	\$54,750.00	\$54,750.00	\$54,750.00
	PT-2015-09-26-00	HOLLY RIDGE POLICE DEPARTMENT	\$0.00	\$26,370.00	\$0.00	\$26,371.00	\$26,371.00	\$26,371.00
	PT-2015-09-27-00	TOWN OF ERWIN	\$0.00	\$23,825.00	\$0.00	\$23,825.00	\$23,825.00	\$23,825.00
	PT-2015-09-28-00	CHARLOTTE MECKLENBURG POLICE DEPARTMENT	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2015-09-29-00	CITY OF RALEIGH	\$0.00	\$15,225.00	\$0.00	\$45,675.00	\$45,675.00	\$45,675.00
	PT-2015-09-30-00	TOWN OF KERNERSVILLE	\$0.00	\$6,285.00	\$0.00	\$6,285.00	\$6,285.00	\$6,285.00
	PT-2015-09-31-00	TOWN OF BEULAVILLE POLICE DEPARTMENT	\$0.00	\$14,500.00	\$0.00	\$14,500.00	\$14,500.00	\$14,500.00
	PT-2015-09-32-00	GHSP POINTS SYSTEM	\$0.00	\$0.00	\$0.00	\$1,000,000.00	\$1,000,000.00	\$1,000,000.00
	PT-2015-09-33-00	CITY OF FAIRMONT	\$0.00	\$21,852.00	\$0.00	\$21,853.00	\$21,853.00	\$21,853.00
	PT-2015-09-34-00	CITY OF MORGANTON	\$0.00	\$34,107.00	\$0.00	\$79,584.00	\$79,584.00	\$79,584.00
	PT-2015-09-35-00	CITY OF GREENSBORO	\$0.00	\$2,976.00	\$0.00	\$8,928.00	\$8,928.00	\$8,928.00
	PT-2015-09-36-00	NORTHAMPTON SHERIFF'S OFFICE	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2015-09-37-00	TOWN OF EMERALD ISLE	\$0.00	\$0.00	\$0.00	\$16,000.00	\$16,000.00	\$16,000.00
	PT-2015-09-38-00	TOWN OF HUDSON	\$0.00	\$0.00	\$0.00	\$17,950.00	\$17,950.00	\$17,950.00
	PT-2015-09-39-00	NC SHERIFF'S ASSOCIATION	\$0.00	\$0.00	\$0.00	\$49,460.00	\$49,460.00	\$49,460.00
	PT-2015-09-40-00	CITY OF ASHEVILLE POLICE DEPARTMENT	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2015-09-41-00	TOWN OF MORRISVILLE	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00

Cost Summary



Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
	PT-2015-09-42-00	CITY OF MARION	\$0.00	\$.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2015-09-43-00	TOWN OF AYDEN	\$0.00	\$3,000.00	\$0.00	\$9,000.00	\$9,000.00	\$9,000.00
	PT-2015-09-44-00	TOWN OF MOREHEAD CITY	\$0.00	\$2,450.00	\$0.00	\$7,350.00	\$7,350.00	\$7,350.00
	PT-2015-09-45-00	TOWN OF MORRISVILLE	\$0.00	\$.00	\$0.00	\$20,580.00	\$20,580.00	\$20,580.00
	PT-2015-09-46-00	TOWN OF KITTY HAWK	\$0.00	\$.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2015-09-47-00	CITY OF GASTONIA	\$0.00	\$3,675.00	\$0.00	\$11,025.00	\$11,025.00	\$11,025.00
	PT-2015-09-48-00	TOWN OF RED SPRINGS	\$0.00	\$24,406.00	\$0.00	\$24,407.00	\$24,407.00	\$24,407.00
	PT-2015-09-49-00	JACKSON COUNTY SHERIFF'S OFFICE	\$0.00	\$.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	PT-2015-09-50-00	CITY OF BEVARD	\$0.00	\$1,325.00	\$0.00	\$3,975.00	\$3,975.00	\$3,975.00
	PT-2015-09-51-00	COLUMBUS COUNTY SHERIFF'S OFFICE	\$0.00	\$.00	\$0.00	\$16,000.00	\$16,000.00	\$16,000.00
	PT-2015-09-52-00	CRAMERTON POLICE DEPARTMENT	\$0.00	\$.00	\$0.00	\$10,500.00	\$10,500.00	\$10,500.00
	PT-2015-09-53-00	TOWN OF DAVIDSON	\$0.00	\$.00	\$0.00	\$16,700.00	\$16,700.00	\$16,700.00
	PT-2015-09-54-00	GUILFORD COUNTY SHERIFF'S OFFICE	\$0.00	\$3,000.00	\$0.00	\$9,000.00	\$9,000.00	\$9,000.00
	PT-2015-09-55-00	TOWN OF PEMBROKE	\$0.00	\$.00	\$0.00	\$16,370.00	\$16,370.00	\$16,370.00
	Police Traffic Services Total			\$0.00 \$663,668.00	\$0.00	\$2,934,334.00	\$2,934,334.00	\$2,777,334.00
	Traffic Records							
	TR-2015-14-02-00	UNC HSRC-TRAFFIC RECORDS	\$0.00	\$.00	\$0.00	\$135,430.00	\$135,430.00	\$.00
	TR-2015-14-03-00	TOWN OF WELDON	\$0.00	\$18,000.00	\$0.00	\$18,000.00	\$18,000.00	\$18,000.00
	Traffic Records Total		\$0.00	\$18,000.00	\$0.00	\$153,430.00	\$153,430.00	\$18,000.00
	Driver Education							
	DE-2015-10-02-00	SSOLUTIONS-STREETS SAFE PROGRAM	\$0.00	\$0.00	\$0.00	\$181,325.00	\$181,325.00	\$181,325.00
	DE-2015-10-03-00	UNC HSRC-EVALUATE STREETS SAFE	\$0.00	\$0.00	\$0.00	\$73,290.00	\$73,290.00	\$.00
	DE-2015-10-04-00	UNC HSRC-TIME TO DRIVE	\$0.00	\$0.00	\$0.00	\$84,824.00	\$84,824.00	\$.00
	DE-2015-10-05-00	VIP FOR VIP PROGRAM	\$0.00	\$0.00	\$0.00	\$35,000.00	\$35,000.00	\$35,000.00
	DE-2015-10-06-00	UNC HSRC-TEENAGE RESEARCH	\$0.00	\$0.00	\$0.00	\$127,784.00	\$127,784.00	\$.00
	DE-2015-10-07-00	DEPARTMENT OF PUBLIC INSTRUCTION	\$0.00	\$0.00	\$0.00	\$30,000.00	\$30,000.00	\$.00
	Driver Education Total		\$0.00	\$0.00	\$0.00	\$532,223.00	\$532,223.00	\$216,325.00

Cost Summary



Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
Safe Communities								
	SA-2015-17-01-00	GHSP P&E	\$0.00	\$0.00	\$0.00	\$775,255.00	\$775,255.00	\$0.00
	SA-2015-17-02-00	UNC HSRC-HSP	\$0.00	\$0.00	\$0.00	\$85,017.00	\$85,017.00	\$0.00
	SA-2015-17-03-00	UNC HSRC-TWEENS	\$0.00	\$0.00	\$0.00	\$102,274.00	\$102,274.00	\$0.00
	SA-2015-17-04-00	UNC HSRC-SR. DRIVERS	\$0.00	\$0.00	\$0.00	\$80,230.00	\$80,230.00	\$0.00
	SA-2015-17-05-00	PITT MEMORIAL	\$0.00	\$0.00	\$0.00	\$72,252.00	\$72,252.00	\$72,252.00
	SA-2015-17-06-00	NC STATE UNIVERSITY-ITRE	\$0.00	\$0.00	\$0.00	\$91,910.00	\$91,910.00	\$0.00
	SA-2015-17-07-00	UNC-CHAPEL HILL HSRC	\$0.00	\$0.00	\$0.00	\$86,850.00	\$86,850.00	\$0.00
	SA-2015-17-08-00	NC STATE UNIVERSITY-ITRE	\$0.00	\$0.00	\$0.00	\$60,148.00	\$60,148.00	\$0.00
	Safe Communities Total		\$0.00	\$0.00	\$0.00	\$1,353,936.00	\$1,353,936.00	\$72,252.00
Pupil Transportation Safety								
	SB-2015-18-02-00	DPI TRANSPORTATION	\$0.00	\$0.00	\$0.00	\$58,900.00	\$58,900.00	\$0.00
	Pupil Transportation Total		\$0.00	\$0.00	\$0.00	\$58,900.00	\$58,900.00	\$0.00
Distracted Driving								
	DD-2015-19-02-00	MOBILE CINEMA PARK	\$0.00	\$0.00	\$0.00	\$140,000.00	\$140,000.00	\$140,000.00
	DD-2015-19-03-00	CITY OF GREENSBORO-TO DIE FOR PROGRAM	\$0.00	\$10,861.00	\$0.00	\$10,862.00	\$10,862.00	\$10,862.00
	Distracted Driving Total		\$0.00	\$10,861.00	\$0.00	\$150,862.00	\$150,862.00	\$150,862.00
	NHTSA 402 Total		\$0.00	\$974,212.00	\$0.00	\$12,897,659.00	\$12,897,659.00	\$5,105,731.00
405 OP SAFETEA-LU								
	K2-2015-07-01-00	GHSP CLICK IT OR TICKET MEDIA BUYS	\$0.00	\$0.00	\$0.00	\$30,000.00	\$30,000.00	\$0.00
	K2-2015-07-02-00	FAYETTEVILLE POLICE DEPARTMENT	\$0.00	\$31,167.00	\$0.00	\$176,610.00	\$176,610.00	\$176,610.00
	K2-2015-07-03-00	BRUNSWICK COUNTY SHERIFF'S OFFICE	\$0.00	\$35,284.00	\$0.00	\$35,284.00	\$35,284.00	\$35,284.00
	405 Occupant Protection Total		\$0.00	\$66,451.00	\$0.00	\$241,894.00	\$241,894.00	\$211,894.00
	405 OP SAFETEA-LU Total		\$0.00	\$66,451.00	\$0.00	\$241,894.00	\$241,894.00	\$211,894.00
408 Data Program SAFETEA-LU								
	K9-2015-15-01-00	GHSP	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$0.00
	K9-2015-15-02-00	UNC HSRC-QUICK RESPONSE	\$0.00	\$0.00	\$0.00	\$44,640.00	\$44,640.00	\$0.00
	K9-2015-15-03-00	UNC HSRC CRASH WEBSITE	\$0.00	\$0.00	\$0.00	\$59,656.00	\$59,656.00	\$0.00

Cost Summary



Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
	K9-2015-15-04-00	UNC HSRC-CRASH & EMS DATA	\$0.00	\$0.00	\$0.00	\$82,467.00	\$82,467.00	\$0.00
	408 Data Program Incentive Total		\$0.00	\$0.00	\$0.00	\$196,763.00	\$196,763.00	\$0.00
	408 Data Program SAFETEA-LU Total		\$0.00	\$0.00	\$0.00	\$196,763.00	\$196,763.00	\$0.00
	410 SAFETEA-LU Alcohol							
	K8-2015-03-01-00	GHSP BOOZE IT & LOSE IT MEDIA	\$0.00	\$0.00	\$0.00	\$400,000.00	\$400,000.00	\$0.00
	K8-2015-03-02-00	NEW HANOVER COUNTY SHERIFF'S OFFICE	\$0.00	\$70,336.00	\$0.00	\$70,336.00	\$70,336.00	\$70,336.00
	K8-2015-03-03-00	CITY OF WILSON POLICE DEPARTMENT	\$0.00	\$38,330.00	\$0.00	\$217,201.00	\$217,201.00	\$217,201.00
	K8-2015-03-04-00	NC DMV FISCAL	\$0.00	\$0.00	\$0.00	\$41,050.00	\$41,050.00	\$0.00
	K8-2015-03-05-00	BUNCOMBE COUNTY-TREATMENT COURT	\$0.00	\$0.00	\$0.00	\$109,576.00	\$109,576.00	\$0.00
	K8-2015-03-06-00	MADD NORTH CAROLINA	\$0.00	\$0.00	\$0.00	\$230,956.00	\$230,956.00	\$230,956.00
	K8-2015-03-07-00	NC JUDICIAL-BUNCOMBE COURT	\$0.00	\$0.00	\$0.00	\$50,143.00	\$50,143.00	\$50,143.00
	K8-2015-03-08-00	CUMBERLAND COUNTY-TREATMENT COURT	\$0.00	\$0.00	\$0.00	\$46,088.00	\$46,088.00	\$46,088.00
	K8-2015-03-09-00	BRUNSWICK COUNTY SHERIFF'S OFFICE	\$0.00	\$35,285.00	\$0.00	\$35,285.00	\$35,285.00	\$35,285.00
	K8-2015-03-10-00	FAYETTEVILLE POLICE DEPARTMENT	\$0.00	\$31,166.00	\$0.00	\$176,609.00	\$176,609.00	\$176,609.00
	K8-2015-03-11-00	BRUNSWICK COUNTY SHERIFF'S OFFICE	\$0.00	\$21,320.00	\$0.00	\$120,817.00	\$120,817.00	\$120,817.00
	410 Alcohol SAFETEA-LU Total		\$0.00	\$196,437.00	\$0.00	\$1,498,061.00	\$1,498,061.00	\$947,435.00
	410 Alcohol SAFETEA-LU Total		\$0.00	\$196,437.00	\$0.00	\$1,498,061.00	\$1,498,061.00	\$947,435.00
	2010 Motorcycle Safety							
	K6-2015-12-01-00	CITY OF WILSON	\$0.00	\$0.00	\$0.00	\$74,600.00	\$74,600.00	\$74,600.00
	K6-2015-12-02-00	WAKE FOREST POLICE DEPARTMENT	\$0.00	\$0.00	\$0.00	\$85,000.00	\$85,000.00	\$85,000.00
	2010 Motorcycle Safety Incentive Total		\$0.00	\$0.00	\$0.00	\$159,600.00	\$159,600.00	\$159,600.00
	2010 Motorcycle Safety Total		\$0.00	\$0.00	\$0.00	\$159,600.00	\$159,600.00	\$159,600.00
	154 Transfer Funds							
	154AL-2015-02-00-00	GHSP	\$0.00	\$0.00	\$0.00	\$4,500,000.00	\$4,500,000.00	\$1,100,000.00
	154AL-2015-02-01-00	GHSP	\$0.00	\$0.00	\$0.00	\$100,000.00	\$100,000.00	\$0.00
	154AL-2015-02-02-00	NC DEPARTMENT OF HEALTH-BATMOBILES	\$0.00	\$0.00	\$0.00	\$2,792,477.00	\$2,792,477.00	\$2,000,000.00
	154AL-2015-02-03-00	TOWN OF GARNER	\$0.00	\$14,721.00	\$0.00	\$83,416.00	\$83,416.00	\$83,416.00
	154AL-2015-02-04-00	CITY OF RALEIGH	\$0.00	\$59,875.00	\$0.00	\$339,293.00	\$339,293.00	\$339,293.00

Cost Summary



Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
	154AL-2015-02-05-00	NC JUDICIAL-FORSYTH COUNTY	\$0.00	\$0.00	\$0.00	\$154,926.00	\$154,926.00	\$0.00
	154AL-2015-02-06-00	IREDELL COUNTY SHERIFF'S OFFICE	\$0.00	\$0.00	\$0.00	\$32,787.00	\$32,787.00	\$32,787.00
	154AL-2015-02-07-00	NC JUDICIAL-WAKE COUNTY	\$0.00	\$0.00	\$0.00	\$157,964.00	\$157,964.00	\$0.00
	154AL-2015-02-08-00	CITY OF ASHEVILLE	\$0.00	\$61,700.00	\$0.00	\$349,631.00	\$349,631.00	\$349,631.00
	154AL-2015-02-09-00	CHARLOTTE MECKLENBURG PD	\$0.00	\$99,516.00	\$0.00	\$563,921.00	\$563,921.00	\$563,921.00
	154AL-2015-02-10-00	CITY OF LUMBERTON	\$0.00	\$0.00	\$0.00	\$228,920.00	\$228,920.00	\$228,920.00
	154AL-2015-02-11-00	NC DMV FISCAL	\$0.00	\$0.00	\$0.00	\$500,633.00	\$500,633.00	\$0.00
	154AL-2015-02-12-00	WAKE CCBI-BLOOD LABS	\$0.00	\$0.00	\$0.00	\$356,400.00	\$356,400.00	\$356,400.00
	154AL-2015-02-13-00	PITT COUNTY-BLOOD LABS	\$0.00	\$14,994.00	\$0.00	\$84,968.00	\$84,968.00	\$84,968.00
	154AL-2015-02-14-00	NC DEPT PUBLIC SAFETY- OVERTIME	\$0.00	\$0.00	\$0.00	\$250,000.00	\$250,000.00	\$0.00
	154AL-2015-02-15-00	WAKE COUNTY SHERIFF'S OFFICE-DWI TEAM	\$0.00	\$50,687.00	\$0.00	\$287,225.00	\$287,225.00	\$287,225.00
	154AL-2015-02-16-00	NC DEPARTMENT OF COMMERCE-ABC	\$0.00	\$0.00	\$0.00	\$88,000.00	\$88,000.00	\$0.00
	154AL-2015-02-17-00	CITY OF WILMINGTON-BLOOD LAB EXPANSION	\$0.00	\$0.00	\$0.00	\$210,140.00	\$210,140.00	\$210,140.00
	154AL-2015-02-18-00	TOWN OF RED SPRINGS	\$0.00	\$0.00	\$0.00	\$152,430.00	\$152,430.00	\$152,430.00
	154AL-2015-02-19-00	ROBESON COUNTY SHERIFF'S OFFICE	\$0.00	\$0.00	\$0.00	\$258,604.00	\$258,604.00	\$258,604.00
	154AL-2015-02-20-00	CUMBERLAND COUNTY TREATMENT COURT	\$0.00	\$0.00	\$0.00	\$46,088.00	\$46,088.00	\$46,088.00
	154AL-2015-02-21-00	GUILFORD COUNTY SHERIFF'S OFFICE	\$0.00	\$0.00	\$0.00	\$150,780.00	\$150,780.00	\$150,780.00
	154AL-2015-02-22-00	NC DEPT OF PUBLIC SAFETY	\$0.00	\$0.00	\$0.00	\$1,157,438.00	\$1,157,438.00	\$0.00
	154 Alcohol Total		\$0.00	\$301,493.00	\$0.00	\$12,846,041.00	\$12,846,041.00	\$6,244,603.00
	154 Paid Media							
	154PM-2015-02-01-00	GHSP BOOZE IT & LOSE IT MEDIA BUYS	\$0.00	\$0.00	\$0.00	\$400,000.00	\$400,000.00	\$0.00
	154 Paid Media Total		\$0.00	\$0.00	\$0.00	\$400,000.00	\$400,000.00	\$0.00
	154 Transfer Funds Total		\$0.00	\$301,493.00	\$0.00	\$13,246,041.00	\$13,246,041.00	\$6,244,603.00
	MAP-21 405b OP Low							
	M2HVE-2015-08-00-00	GHSP	\$0.00	\$0.00	\$0.00	\$1,500,000.00	\$1,500,000.00	\$0.00
	M2HVE-2015-08-01-00	GHSP CLICK IT OR TICKET MEDIA BUYS	\$0.00	\$0.00	\$0.00	\$535,000.00	\$535,000.00	\$0.00
	M2HVE-2015-08-02-00	NC DEPARTMENT OF PUBLIC SAFETY-OVERTIME	\$0.00	\$0.00	\$0.00	\$250,000.00	\$250,000.00	\$0.00
	M2HVE-2015-08-03-00	GUILFORD COUNTY SHERIFF'S OFFICE	\$0.00	\$58,349.00	\$0.00	\$136,148.00	\$136,148.00	\$136,148.00

Cost Summary



Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decr)	Current Balance	Share to Local	
	M2HVE-2015-08-04-00	TOWN OF WAXHAW	\$0.00	\$9,060.00	\$0.00	\$51,338.00	\$51,338.00	\$51,338.00	
	M2HVE-2015-08-05-00	TOWN OF CARY	\$0.00	\$32,663.00	\$0.00	\$32,664.00	\$32,664.00	\$32,664.00	
	M2HVE-2015-08-06-00	PINEVILLE POLICE DEPARTMENT	\$0.00	\$17,875.00	\$0.00	\$101,292.00	\$101,292.00	\$101,292.00	
	M2HVE-2015-08-07-00	CITY OF WINSTON SALEM	\$0.00	\$182,250.00	\$0.00	\$60,750.00	\$60,750.00	\$60,750.00	
	M2HVE-2015-08-08-00	NEW HANOVER COUNTY SHERIFF'S OFFICE	\$0.00	\$70,336.00	\$0.00	\$70,336.00	\$70,336.00	\$70,336.00	
	M2HVE-2015-08-09-00	BRUNSWICK COUNTY SHERIFF'S OFFICE	\$0.00	\$21,321.00	\$0.00	\$120,818.00	\$120,818.00	\$120,818.00	
	M2HVE-2015-08-10-00	GHSP SPORTS MARKETING	\$0.00	\$0.00	\$0.00	\$500,000.00	\$500,000.00	\$0.00	
	405b Low HVE Total		\$0.00	\$391,854.00	\$0.00	\$3,358,346.00	\$3,358,346.00	\$573,346.00	
	MAP-21 405b OP Low Total		\$0.00	\$391,854.00	\$0.00	\$3,358,346.00	\$3,358,346.00	\$573,346.00	
	MAP-21 405c Data Program								
	M3DA-2015-16-00-00	GHSP	\$0.00	\$0.00	\$0.00	\$1,300,000.00	\$1,300,000.00	\$0.00	
	M3DA-2015-16-01-00	GHSP TRAFFIC RECORDS	\$0.00	\$0.00	\$0.00	\$70,000.00	\$70,000.00	\$0.00	
	M3DA-2015-16-02-00	NC JUDICIAL-LAPTOPS FOR BATMOBILE	\$0.00	\$0.00	\$0.00	\$17,600.00	\$17,600.00	\$0.00	
	M3DA-2015-16-03-00	NC JUDICIAL-ECITATION	\$0.00	\$0.00	\$0.00	\$282,804.00	\$282,804.00	\$0.00	
	M3DA-2015-16-04-00	UNC HSRC-STRATEGIC PLAN	\$0.00	\$0.00	\$0.00	\$39,263.00	\$39,263.00	\$0.00	
	M3DA-2015-16-05-00	NC JUDICIAL-PRINTERS	\$0.00	\$0.00	\$0.00	\$303,050.00	\$303,050.00	\$0.00	
	M3DA-2015-16-06-00	NC STATE UNIVERSITY-GPS MAPPING	\$0.00	\$0.00	\$0.00	\$135,648.00	\$135,648.00	\$0.00	
	405c Data Program Total		\$0.00	\$0.00	\$0.00	\$2,148,365.00	\$2,148,365.00	\$0.00	
	MAP-21 405c Data Program Total		\$0.00	\$0.00	\$0.00	\$2,148,365.00	\$2,148,365.00	\$0.00	
	MAP-21 405d Impaired Driving Mid								
	M5HVE-2015-04-00-00	GHSP	\$0.00	\$0.00	\$0.00	\$3,700,000.00	\$3,700,000.00	\$0.00	
	M5HVE-2015-04-02-00	GUILFORD COUNTY SHERIFF'S OFFICE	\$0.00	\$58,350.00	\$0.00	\$136,149.00	\$136,149.00	\$136,149.00	
	M5HVE-2015-04-03-00	TOWN OF WAXHAW	\$0.00	\$9,060.00	\$0.00	\$51,339.00	\$51,339.00	\$51,339.00	
	M5HVE-2015-04-04-00	TOWN OF CARY	\$0.00	\$32,663.00	\$0.00	\$32,663.00	\$32,663.00	\$32,663.00	
	M5HVE-2015-04-05-00	PINEVILLE POLICE DEPARTMENT	\$0.00	\$17,875.00	\$0.00	\$101,293.00	\$101,293.00	\$101,293.00	
	M5HVE-2015-04-06-00	CITY OF WINSTON SALEM POLICE DEPARMENT	\$0.00	\$182,250.00	\$0.00	\$60,750.00	\$60,750.00	\$60,750.00	
	405d Mid HVE Total		\$0.00	\$300,198.00	\$0.00	\$4,082,194.00	\$4,082,194.00	\$382,194.00	

Cost Summary



Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
405d Mid Court Support								
	M5CS-2015-04-02-00	NC DEPARTMENT OF HEALTH	\$0.00	\$0.00	\$0.00	\$165,600.00	\$165,600.00	\$0.00
	M5CS-2015-04-03-00	NC DEPARTMENT OF HEALTH	\$0.00	\$0.00	\$0.00	\$310,685.00	\$310,685.00	\$0.00
	M5CS-2015-04-04-00	NC DEPARTMENT OF HEALTH	\$0.00	\$0.00	\$0.00	\$770,705.00	\$770,705.00	\$0.00
	M5CS-2015-04-05-00	NC JUDICIAL-CONFERENCE OF DAS	\$0.00	\$0.00	\$0.00	\$548,226.00	\$548,226.00	\$0.00
	405d Mid HVE Total		\$0.00	\$0.00	\$0.00	\$1,795,216.00	\$1,795,216.00	\$0.00
405d Mid Paid/Earned Media								
	M5PEM-2015-04-01-00	GHSP SPORTS MARKETING	\$0.00	\$0.00	\$0.00	\$500,000.00	\$500,000.00	\$0.00
	405d Paid/Earned Media Total		\$0.00	\$0.00	\$0.00	\$500,000.00	\$500,000.00	\$0.00
	MAP-21 405d Impaired Driving Mid Total		\$0.00	\$300,198.00	\$0.00	\$6,377,410.00	\$6,377,410.00	\$382,194.00
MAP-21 405f Motorcycle Programs								
	M9MT-2015-13-00-00	GHSP	\$0.00	\$0.00	\$0.00	\$110,000.00	\$110,000.00	\$0.00
	M9MT-2015-13-02-00	LENOIR COMMUNITY COLLEGE	\$0.00	\$0.00	\$0.00	\$57,000.00	\$57,000.00	\$57,000.00
	M9MT-2015-13-03-00	LENOIR COMMUNITY COLLEGE	\$0.00	\$64,000.00	\$0.00	\$64,000.00	\$64,000.00	\$64,000.00
	M9MT-2015-13-04-00	TOWN OF CLAYTON	\$0.00	\$0.00	\$0.00	\$42,000.00	\$42,000.00	\$42,000.00
	M9MT-2015-13-05-00	NC DEPARTMENT OF PUBLIC SAFETY-BIKESAFE	\$0.00	\$0.00	\$0.00	\$41,900.00	\$41,900.00	\$0.00
	405f Motorcycle Training Total		\$0.00	\$64,000.00	\$0.00	\$314,900.00	\$314,900.00	\$163,000.00
	MAP-21 405f Motorcycle Programs Total		\$0.00	\$64,000.00	\$0.00	\$314,900.00	\$314,900.00	\$163,000.00
	NHTSA Total		\$0.00	\$2,294,645.00	\$0.00	\$40,439,039.00	\$40,439,039.00	\$13,787,803.00
	Total		\$0.00	\$2,294,645.00	\$0.00	\$40,439,039.00	\$40,439,039.00	\$13,787,803.00

Cost Summary





Appendix A to Part 1200 – Certification and Assurances

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

State: North Carolina

Fiscal Year: 2015

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) 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. 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.

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)(F))

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).

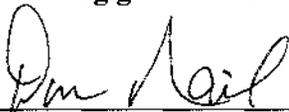
(23 U.S.C. 402(b)(1)(F))

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

6/27/2014

Date

Don Nail

Printed name of Governor's Representative for Highway Safety