

NORTH CAROLINA
Governor's Highway Safety Program
Annual Report
FY2025

Governor Josh Stein
State of North Carolina

Secretary Daniel Johnson
North Carolina Department of Transportation

Director Mark Ezzell
Governor's Highway Safety Program



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About the North Carolina Governor's Highway Safety Program

Mission

The mission of the Governor's Highway Safety Program (GHSP) is to eliminate traffic crashes and fatalities in North Carolina by promoting safe transportation behaviors. GHSP does this by providing grant funding for the planning and execution of data driven safety programs, promoting community awareness and behavioral change, and educating about effective traffic safety policy.



Organizational Structure

The GHSP Director oversees North Carolina's highway safety program and also serves as the Governor's Representative for Highway Safety. The GHSP has a staff of 12 professionals and two full-time and one part-time support staff. The GHSP director is responsible for the program's administration. The Director directly supervises the Programs Director and the Assistant Director, the Task Force Manager/Assistant, and, along with NC DOT Communications, indirectly supervises the communications manager. The Programs Director oversees GHSP's Planning, Programs & Evaluation section, as well as Finance and Administration, and the Assistant Director oversees public engagement and outreach. GHSP's traffic safety marketing efforts are funded through a grant to NCDOT to help leverage and coordinate the state's overall transportation marketing efforts. The North Carolina Governor's Highway Safety Program (GHSP) is housed within the North Carolina Department of Transportation (NCDOT).

Planning, Programs, and Evaluation Section

The Planning, Programs, and Evaluation section develops, implements, manages, monitors, and evaluates a grants program that addresses highway safety concerns identified through an evidence-based analysis of crashes, citations, and other empirical data. The Planning, Programs, and Evaluation section staff includes a manager and five Community Development Specialists (CDS), one of which coordinates and oversees the law enforcement liaison network in addition to a specific program area. Every project is assigned to a specific Community Development Specialist who works directly with the grantees to ensure the project's successful compliance and completion. Community Development Specialists are each responsible for one or more of these areas: traffic records, impaired driving, bicycle/pedestrian safety, occupant protection, youth & young driver safety, motorcycle safety, older driver safety, and speeding.

Finance and Administration Section

The Finance and Administration section manages and coordinates the financial operations and administrative support needs of the GHSP. The Finance and Administration section is currently staffed with a Business Officer and part-time administrative assistant.

Public Information and Education Section

The Public Information and Education section promotes public awareness and visibility of highway safety issues, including public participation & engagement activities. The Public Information and Education section is currently staffed with a Community Development Specialist, a Communications Specialist, and the Office Manager. The Communications Specialist also works closely with the NCDOT Communications Office.

GHSP Staff

Mark Ezzell Director
Warren Smith Programs Director
Cheryl Leonard Assistant Director-External Operations
Jesse Webb Planning, Programs, and Evaluation Manager
Bob Stevens..... Statewide Law Enforcement Liaison
VacantHighway Safety Specialist
VacantHighway Safety Specialist
Kenya Plotnick.....Highway Safety Specialist
Jennifer Delcourt..... Highway Safety Specialist
Jacqueline Mitchell..... Highway Safety Specialist
Kayde-ann Miller Ford..... Task Force Coordinator
Lindsey Poe Communications Specialist
Shanon Daniels.....Business Officer
Vacant Office Manager
Sylvia ThompsonAdministrative Specialist

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Performance Report

NHTSA and the Governor's Highway Safety Association (GHSA) have agreed to a minimum set of performance measures to be used by states in the development and implementation of behavioral highway safety plans and programs. North Carolina's performance measures and targets were developed by GHSP in collaboration with partner agencies including the Division of Motor Vehicles, the Traffic Safety Systems Management Unit of the N.C. Department of Transportation, and the University of North Carolina Highway Safety Research Center.

In this section, we describe North Carolina's progress toward the targets established for the performance measures required by NHTSA and GHSA. The 11 core performance measures and one core behavior measure include:

Core performance measures:

- Traffic fatalities
- Serious injuries
- Fatality rate per 100 million VMT
- Unrestrained passenger vehicle occupant fatalities
- Alcohol-impaired driving fatalities
- Speeding-related fatalities
- Motorcyclist fatalities
- Unhelmeted motorcyclist fatalities
- Drivers age 20 or younger involved in fatal crashes
- Pedestrian fatalities
- Bicyclist fatalities

Core behavior measure:

- Seat belt use rate

For the performance measures related to fatalities, the Fatality Analysis Reporting System (FARS) was used for 2021-2022 data (the latest year data was available), and the North Carolina State Crash Data file for 2023–2025. For 2025, crash data was available through November 30 at the time of this report, with December 2025 data being estimated. The annual seat belt observation survey is the source for seat belt use.

For each performance measure, we first present targets for FY2026 from the FY2024-2026 Triennial Highway Safety Plan and indicate whether progress towards these targets has been met. We then provide figures showing five-year trends for each performance measure. This is followed by a discussion of how North Carolina's activities conducted under the prior year annual grant application contributed to meeting the State's highway safety performance targets. Further, this document explains any strategy adjustments the State plans to make to achieve the performance targets the State has not met or is not on track to meet. If no adjustments are needed to achieve the performance targets, the document explains that as well.

SHSP and HSIP Coordination

In accordance with Federal requirements, GHSP ensures that the overall targets of the North Carolina Highway Safety Plan match the overall targets in the Highway Safety Improvement Program and are aligned with the goals of the North Carolina Strategic Highway Safety Plan (SHSP). The SHSP was first developed in 2004 and most recently revised in 2024 by the North Carolina Executive Committee for Highway Safety.

North Carolina is a Vision Zero state—even one fatality is too many on our roadways. This plan’s vision, mission, and goals guide the development and implementation of strategies and actions to achieve Vision Zero. The working goal of the revised strategic plan is to cut fatalities and serious injuries in North Carolina in half by 2035, achieving zero in 2050.

As required, the targets for total fatalities, the fatality rate per 100 million VMT, and the total number of "disabling" (A) injuries match the overall targets in the Highway Safety Improvement Program and are aligned with the goals of the SHSP. GHSP was a key player in the 2024 update to the SHSP, with Highway Safety Specialists and other GHSP staff serving on many working groups. This helped align the targets and strategies of the HSP with the goals and strategies of the SHSP.

Assessment of Results in Achieving Performance Targets for FY2025

This table provides an overview of North Carolina's Progress in meeting the FY2026 targets from the FY2024-2026 Triennial Highway Safety Plan. Additional details for each Performance Measure follows the table.

Performance Measure	Target Period	Target Year(s)	Benchmark Value 3HSP	FY25 Est Progress Results* (State data)	Met FY26 Target	Narrative (pg)
C-1) Total Traffic Fatalities	2024-2026	2025	1,676	1,516	Y	Pg 6
C-2) Serious Injuries in Traffic Crashes	2024-2026	2025	4,944	5,111	N	Pg 7
C-3) Fatalities/VMT	2024-2026	2025	1.316	1.07	Y	Pg 8
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seating Positions	2024-2026	2025	528	444	Y	Pg 9
C-5) Alcohol-Impaired Driving Fatalities	2024-2026	2025	421	390	Y	Pg 11
C-6) Speeding-Related Fatalities	2024-2026	2025	400	342	Y	Pg 12
C-7) Motorcyclist Fatalities	2024-2026	2025	222	190	Y	Pg 13
C-8) Unhelmeted Motorcyclist Fatalities	2024-2026	2025	9	18	N	Pg 14
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	2024-2026	2025	186	195	N	Pg 15
C-10) Pedestrian Fatalities	2024-2026	2025	253	258	N	Pg 16
C-11) Bicyclist Fatalities	2024-2026	2025	19	31	N	Pg 18
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	2024-2026	2025	91.8%	92.2%	Y	Pg 20

**Note: Crash Data through November 30, 2025, from NCDOT. December data extrapolated.*

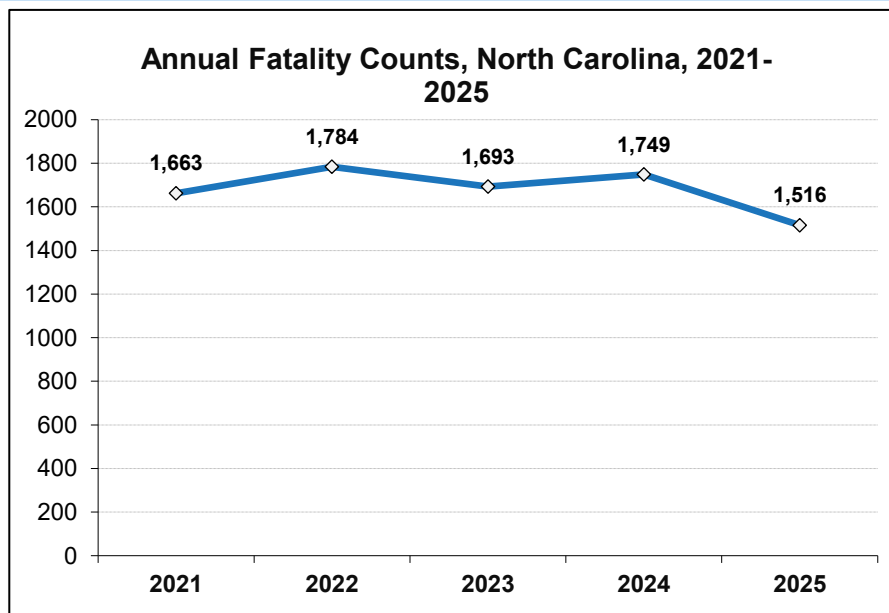
Traffic Fatalities

Target

Reduce traffic-related fatalities by 6 percent from a 2022 safety level of 1,784 to 1,676 by December 31, 2026.

Outcome

Target met. North Carolina experienced a significant decrease in fatalities in 2025. Through November 30, 2025, there have been 1,382 fatalities, with an estimated 1,516 by the end of year, indicating the FY2026 target of 1,676 has been met (barring any future increases).



Source: FARS, 2020–2022 and NCDOT Motor Vehicle Crash Data, 2023–2025

**Note: Crash Data through November 30, 2025, from NCDOT. December data extrapolated.*

Activities Contributing to Meeting Targets:

GHSP funded over 130 projects, totaling \$29,177,021, all with the goal of reducing fatalities and serious injuries in North Carolina. GHSP is focusing on evidence-based strategies identified in NHTSA's Countermeasures that Work. This includes high-visibility enforcement of alcohol, speed and occupant protection laws using checkpoints and saturation patrols. In FFY 2025, GHSP expanded enforcement efforts into more of the state's rural areas with significant per capita crash rates. Associated media plans also ensure these enforcement efforts are well publicized to the driving public. GHSP is also supporting a variety of educational, training, communications and other activities designed to reduce crashes, serious injuries, and fatalities. In 2025, GHSP funded a public awareness campaign on work zone safety and "move over" legislation, and a GHSP-funded grant also expanded Vision Zero community coalitions.

Plans to Meet Performance Targets:

No adjustments are needed. GHSP remains committed to reducing traffic fatalities in our state. GHSP will continue to work with its partners to focus on evidence-based strategies identified in NHTSA's Countermeasures that Work, including media plans, educational, training, communications, community engagement, and other activities designed to reduce crashes, serious injuries and fatalities.

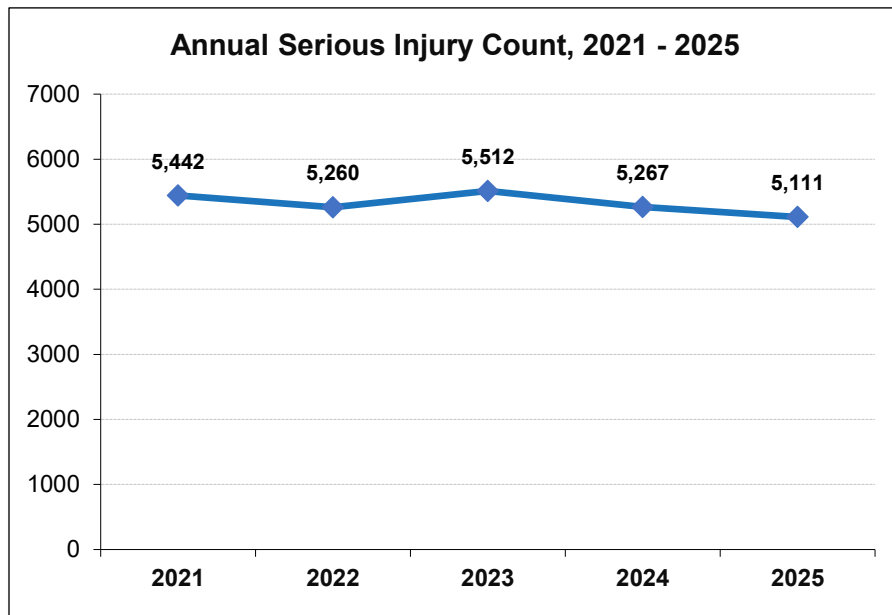
Serious Injuries in Traffic Crashes

Target

Reduce serious injuries in traffic crashes by 6% from a 2022 safety level of 5,260 to 4,944 by December 31, 2026.

Outcome

Target not achieved. Through November 30, 2025, there have been 4,740 serious injuries in traffic crashes, with an estimated 5,111 by the end of the year indicating the FY2026 target of 4,944 may not be met.



Source: NCDOT Motor Vehicle Crash Data, 2020–2025*

*Note: Crash Data through November 30, 2025, from NCDOT. December data extrapolated.

Activities Contributing to Meeting Targets:

GHSP is focusing on evidence-based strategies identified in NHTSA's Countermeasures that Work. This includes high-visibility enforcement of alcohol, speed and occupant protection laws using checkpoints and saturation patrols. Associated media plans also ensure these enforcement efforts are well publicized to the driving public. GHSP is also supporting a variety of educational, training, communications and other activities designed to reduce crashes, serious injuries and fatalities.

Plans to Meet Performance Targets:

As stated, GHSP will continue to work with its partners to focus on evidence-based strategies identified in NHTSA's Countermeasures that Work, media plans, educational, training, communications and other activities designed to reduce crashes, serious injuries and fatalities.

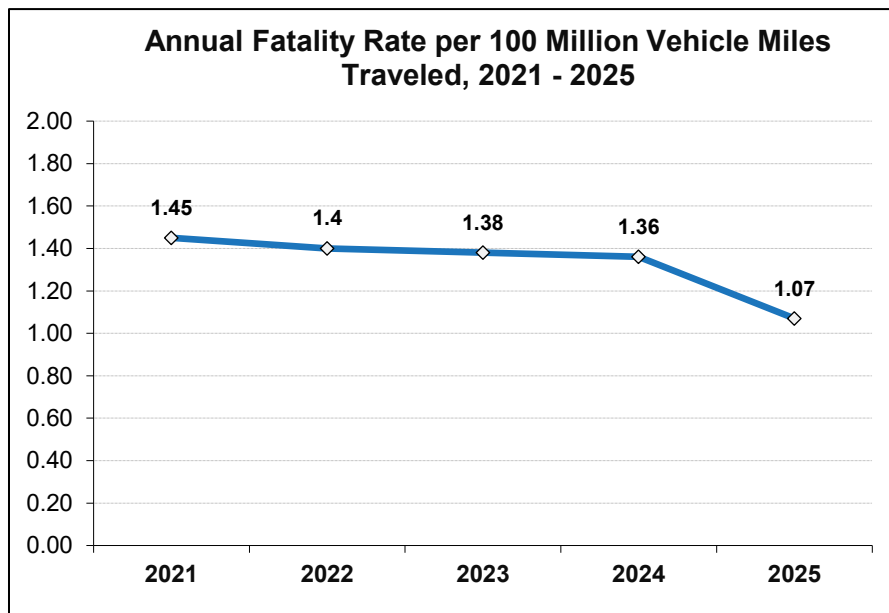
Fatalities/100 Million VMT

Target

Reduce fatalities/100 million VMT by 6% from a 2022 safety level of 1.40 to 1.316 December 31, 2026.

Outcome

Target met. The fatality rate has steadily decreased each year since 2021. The estimated 2025 fatality rate per 100 million VMT decreased even further to 1.07 from 1.36 the previous year (barring any future increases).



Source: FARS, 2021-2022 and NCDOT Motor Vehicle Crash Data, 2023-2025*

*Note: Crash Data through November 30, 2025, from NCDOT. December data extrapolated.

Activities Contributing to Meeting Targets:

As noted, GHSP is focusing on evidence-based strategies identified in NHTSA's Countermeasures that Work. This includes high-visibility enforcement of alcohol, speed and occupant protection laws using checkpoints and saturation patrols. Associated media plans also ensure these enforcement efforts are well publicized to the driving public. GHSP is also supporting a variety of educational, training, communications and other activities designed to reduce crashes, serious injuries and fatalities.

Plans to Meet Performance Targets:

No adjustments are needed. As stated previously, GHSP is committed to funding evidence-based, innovative, and results-oriented programs to accomplish our mission of reducing crashes, saving lives and reducing incapacitating injuries.

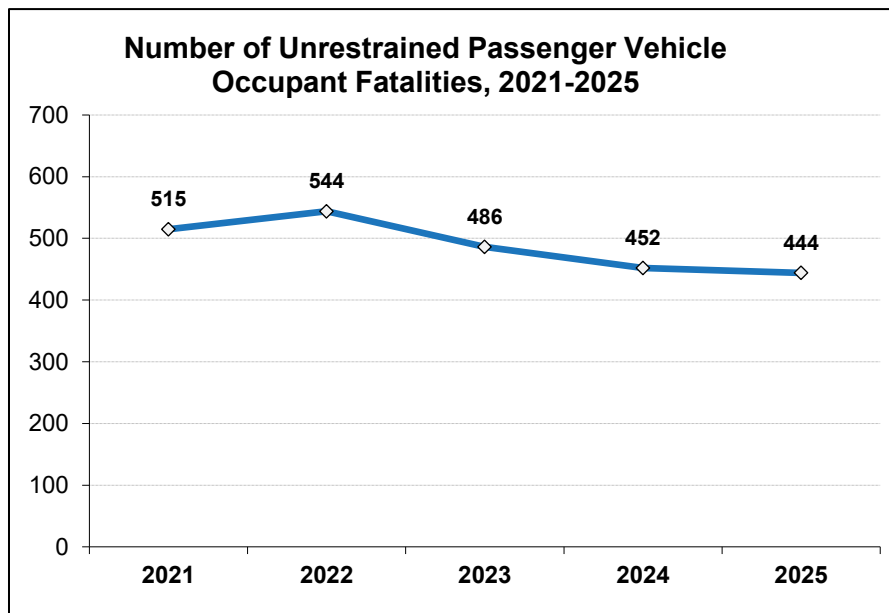
Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

Target

Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, by 6% from a 2022 safety level of 562 to 528 by December 31, 2026.

Outcome

Target met. Through November 30, 2025, there have been 394 unrestrained fatalities, with an estimated 444 by the end of year, indicating the FY2026 target of 528 will be met (barring any future increases).



Source: FARS, 2020–2022 and NCDOT Motor Vehicle Crash Data, 2023–2025

**Note: Crash Data through November 30, 2025, from NCDOT. December data extrapolated. There is a discrepancy between the FARS and NCDOT data for 2022.*

Activities Contributing to Meeting Targets:

GHSP is supporting “Click It or Ticket” mobilizations with additional mini-mobilizations in many counties with the highest number of unrestrained fatalities over the past five years. GHSP partners with the NC State Highway Patrol to fund special operations projects in high priority counties with low belt use rates or high rates of unrestrained fatalities. GHSP will require all law enforcement grantees to conduct a minimum of one nighttime seat belt enforcement mobilization each month. In addition, the State continues efforts to expand its Permanent Car Seat Checking Stations and the number of certified CPS Technicians to assist parents/caregivers about child passenger safety and to ensure that car seats are installed and used correctly. GHSP is also coordinating with community coalitions in low belt use areas of the state to educate citizens about the community health benefits of seat belt use. Finally, GHSP continued to lead the Occupant Protection Task Force, including updating the comprehensive Occupant Protection Plan in FY2025. In 2025, NC’s Official Seat Belt Use rate was over 92%.

A complete list of all funded projects and their contributions are included in Appendix A.

Plans to Meet Performance Targets:

No adjustments are needed. To continue to meet performance targets for unrestrained fatalities, GHSP is continuing to support a variety of evidence-based educational and enforcement efforts during the next fiscal year.

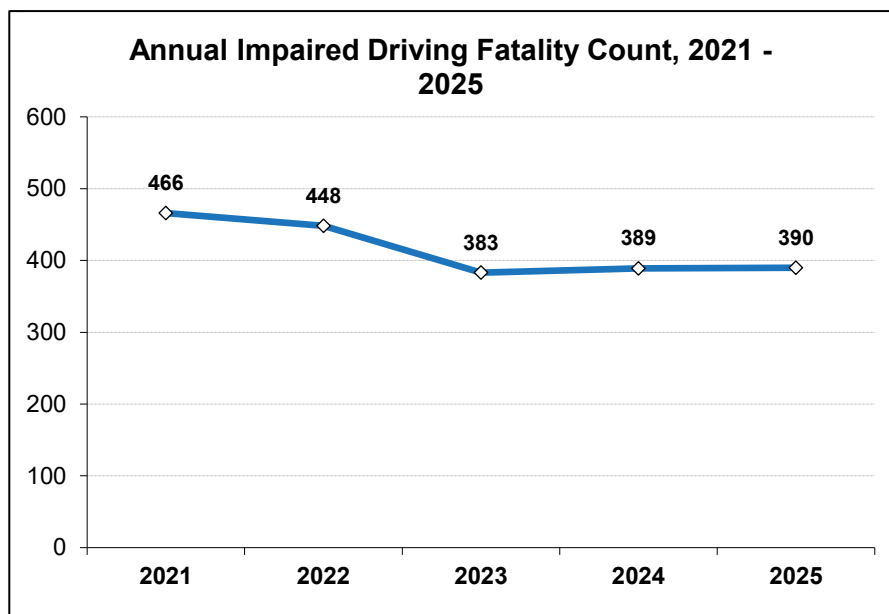
Alcohol-Impaired Driving Fatalities

Target

Reduce alcohol impaired driving fatalities by 6% from a 2022 safety level of 448 to 421 by December 31, 2026.

Outcome

Target met. Through November 30, 2025, there have been 312 alcohol-impaired fatalities, with an estimated 390 by the end of the year indicating that the FY2026 target has been met (barring any future increases).



Source: FARS, 2020–2022 and NCDOT Motor Vehicle Crash Data, 2023–2025

**Note: Crash Data through November 30, 2025, from NCDOT. December data extrapolated.*

Activities Contributing to Meeting Targets:

North Carolina is aggressive in the fight to remove impaired drivers from our roadways. GHSP funded many initiatives during FY2025 to address impaired driving including DWI high visibility enforcement teams, DWI treatment courts and expedited blood testing. Additionally, in 2025, the Statewide Impaired Driving Task Force successfully recommended legislative changes to ignition interlock policies. The Task Force updated the State's Impaired Driving Plan in FY2024, which provides a comprehensive approach for preventing and reducing alcohol-impaired driving in North Carolina.

A complete list of all funded projects and their contributions are included in Appendix A.

Plans to Meet Performance Targets:

No adjustments are needed. To continue to meet performance targets for impaired driving fatalities, GHSP is continuing to support a variety of evidence-based educational and enforcement efforts during the next fiscal year.

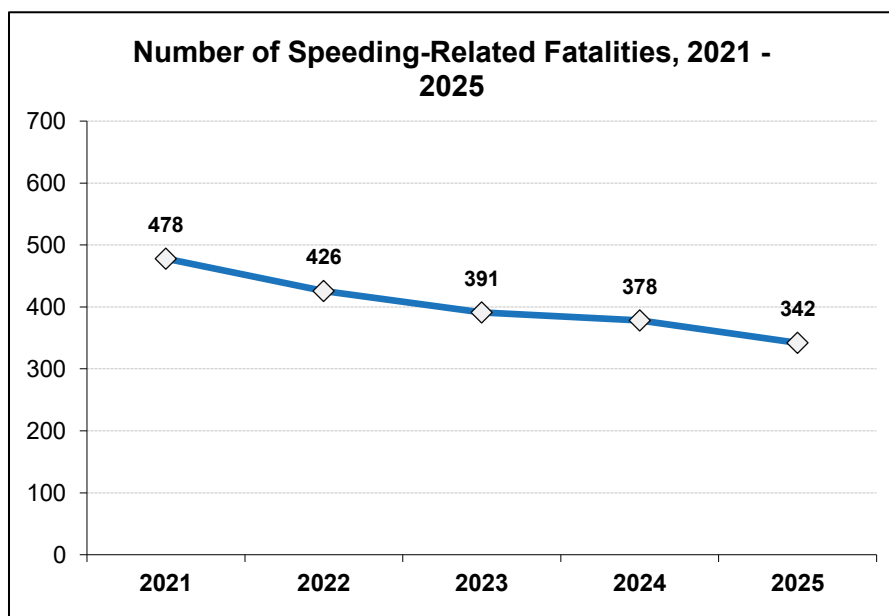
Speeding-Related Fatalities

Target

Reduce speeding-related fatalities by 6% from a 2022 safety level of 426 to 400 by December 31, 2026.

Outcome

Target met. Through November 30, 2025, there have been 306 speeding-related fatalities, with an estimated 342 by the end of the year, indicating the FY2026 target of 400 will be met (barring any future increases).



Source: FARS, 2020–2022 and NCDOT Motor Vehicle Crash Data, 2023-2025*

*Note: Crash Data through November 30, 2025, from NCDOT. December data extrapolated.

Activities Contributing to Meeting Targets:

GHSP supported the statewide campaign “Speed a Little. Lose a Lot” in FY2025. In addition, GHSP will provide funds to expand current traffic safety teams, with an emphasis on nighttime speed enforcement and speed enforcement in high crash corridors. Teams were funded in counties overrepresented in speeding fatalities. GHSP shared data with enforcement agencies including the locations of speed related crashes, day of the week and the time of day they are occurring. In 2025, NC passed legislation allowing use of speed cameras in school zones beginning next year.

A complete list of all funded projects and their individual contributions are included in Appendix A.

Plans to Meet Performance Targets:

No adjustments are needed. GHSP is committed to continuing to support proven countermeasures to reduce speeding-related crashes and fatalities.

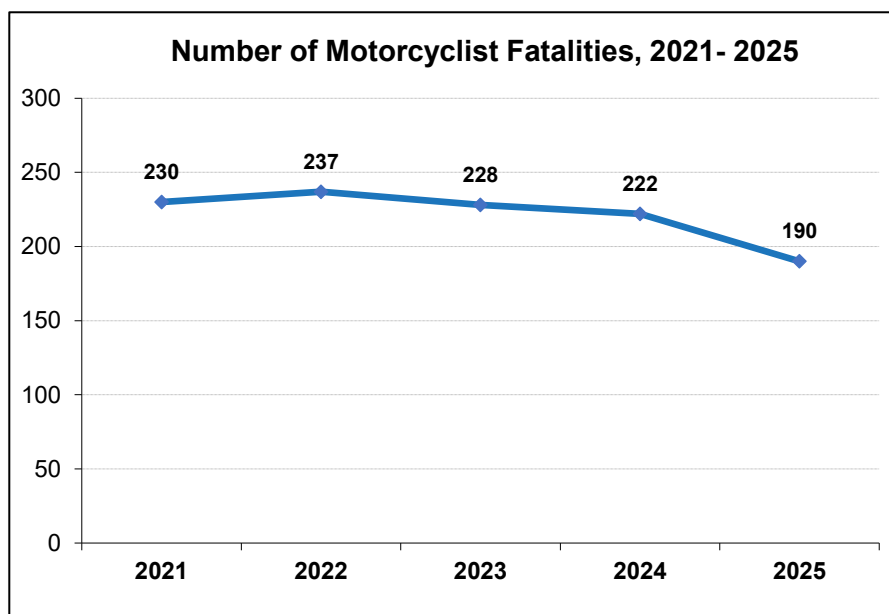
Motorcyclist Fatalities

Target

Reduce motorcyclist fatalities by 6% from a 2022 safety level of 237 to 222 by December 31, 2026.

Outcome

Target met. Through November 30, 2025, there have been 180 motorcyclist fatalities, with an estimated 190 by the end of the year, indicating the FY2026 target of 222 will be met (barring any future increases).



Source: FARS, 2020–2022 and NCDOT Motor Vehicle Crash Data, 2023-2025*

*Note: Crash Data through November 30, 2025, from NCDOT. December data extrapolated.

Activities Contributing to Meeting Targets:

GHSP strongly supports efforts to provide training to help motorcyclists become safe riders. To meet performance targets, GHSP expanded its support of “BikeSafe North Carolina” which offers training to new and experienced riders by law enforcement motorcycle officers. The program is updating its curriculum, training new instructors and making continued efforts to expand within the six regions of the State. GHSP has also shifted this program to the NC State Highway Patrol, which is working with law enforcement agencies and community colleges to expand participation rates. Additionally, GHSP conducted kickoff events for Motorcycle Safety Awareness Month.

A complete list of all funded projects and their contributions are included in Appendix A.

Plans to Meet Performance Targets:

No adjustments are needed. GHSP is funding several projects in FY2026 that advance the work of the BikeSafe Motorcycle Safety Education Program offering advanced rider skills to motorcyclists across North Carolina and use a variety of media modes to promote motorcycle safety in North Carolina.

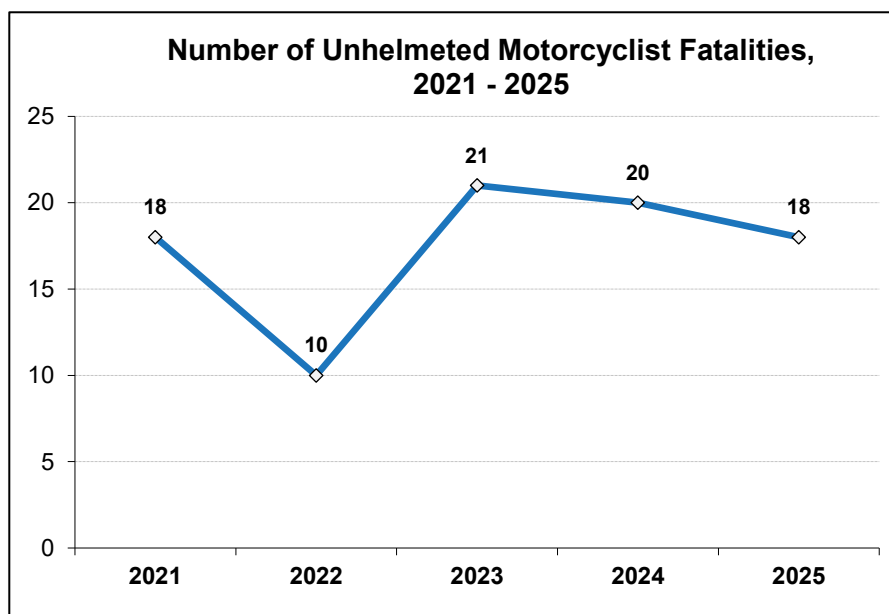
Unhelmeted Motorcyclist Fatalities

Target

Reduce unhelmeted motorcyclist fatalities by 6% from a 2022 safety level of 10 to 9 by December 31, 2026.

Outcome

Target not met. Through November 30, 2025, there have been 16 unhelmeted motorcyclist fatalities with an estimated 18 by the end of the year, indicating the FY2026 target of 9 or less will not be met.



Source: FARS, 2020–2022 and NCDOT Motor Vehicle Crash Data, 2023–2025*

*Note: Crash Data through November 30, 2025, from NCDOT. December data extrapolated.

Activities Contributing to Meeting Targets:

North Carolina has a universal helmet law covering all riders. Consequently, the state has a very low number of unhelmeted motorcyclist fatalities each year. During 2025, an estimated 18 unhelmeted motorcyclists were killed in crashes, down from a five-year high of 21 in 2023. An estimated 100+ lives in North Carolina are saved each year by motorcycle helmets. Some adjacent states have less restrictive motorcycle helmet laws, which can impact use rates in North Carolina. Additional lives could be saved if all riders wore helmets.

A complete list of all funded projects and their contributions are included in Appendix A.

Plans to Meet Performance Targets:

GHSP is funding several projects in FY2026 that advance the work of the BikeSafe Motorcycle Safety Education Program offering advanced rider skills to motorcyclists across North Carolina and use a variety of media modes to promote motorcycle safety in North Carolina, including the use of helmets.

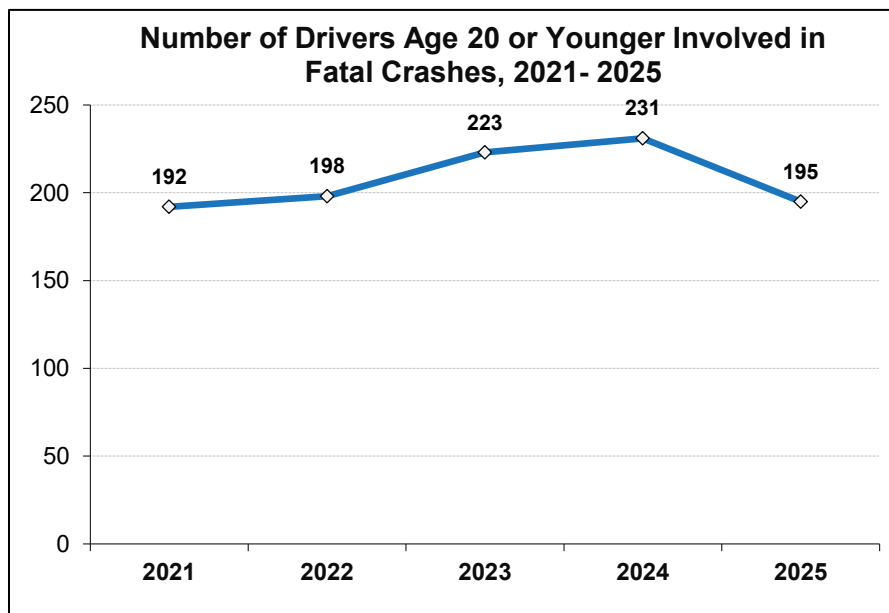
Drivers Age 20 or Younger Involved in Fatal Crashes

Target

Reduce drivers age 20 or younger involved in fatal crashes by 6% from a current safety level of 198 to 186 by December 31, 2026.

Outcome

Target met. Through November 30, 2025, there have been 177 fatalities involving young drivers, with an estimated 195 by the end of the year, indicating the FY2026 target of 222 will be met (barring any future increases).



Source: FARS, 2020–2022 and NCDOT Motor Vehicle Crash Data, 2023-2025*

*Note: Crash Data through November 30, 2025, from NCDOT. December data extrapolated.

Activities Contributing to Meeting Targets:

In FY2025, GHSP supported several innovative approaches to improve young driver safety in North Carolina. Additionally, GHSP plans to use the Driver Education Program Assessment Report as the basis for planning driver education program improvements, assessing legislative needs, considering additional training and evaluating funding priorities. GHSP also works closely with other young driver experts through the Drivers Education Advisory Committee to help advance policies and practices to reduce young driver crashes. In 2025, GHSP also vigorously (and successfully) opposed legislative efforts to weaken the state's Graduated Drivers' Licensing law.

A complete list of all funded projects and their contributions are included in Appendix A.

Plans to Meet Performance Targets:

No adjustments are needed. GHSP is committed to continuing to support proven countermeasures to reduce young driver related crashes and fatalities.

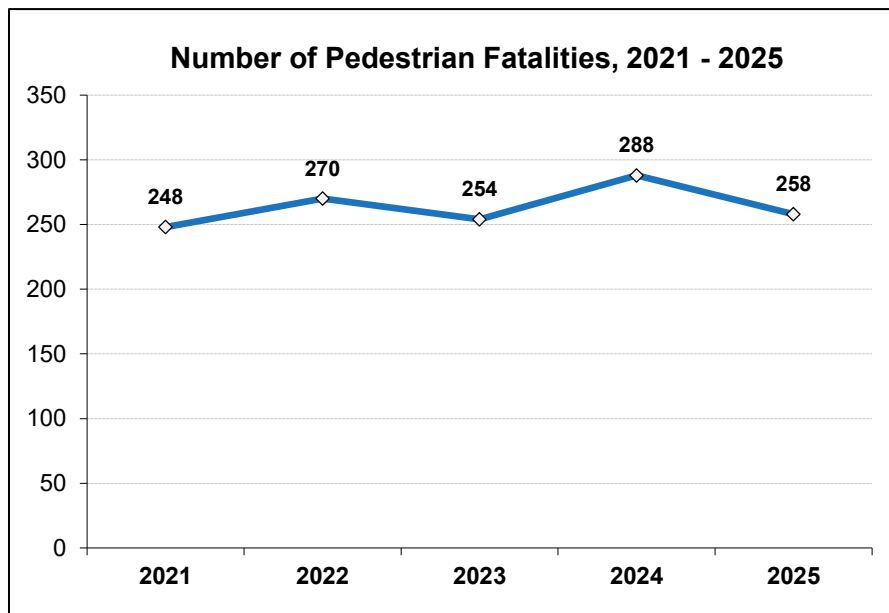
Pedestrian Fatalities

Target

Reduce pedestrian fatalities by 6% from a 2022 safety level of 270 to 253 by December 31, 2026.

Outcome

Target not met. Through November 30, 2025, there have been 233 pedestrian fatalities, with an estimated 258 by the end of the year. While this is a decrease from 2024, without further reductions, the FY2026 target of 253 may not be met.



Source: FARS, 2020–2022 and NCDOT Motor Vehicle Crash Data, 2023-2025*

*Note: Crash Data through November 30, 2025, from NCDOT. December data extrapolated.

Activities Contributing to Meeting Targets:

GHSP believes reductions in pedestrian fatalities are possible. GHSP funds “Watch for Me” program to better address pedestrian safety needs. GHSP also provided \$200,000 to NC DOT Communications to conduct targeted communications campaigns in selected areas highlighting best practices for pedestrians, motorists and others to keep pedestrians safe. In addition, GHSP is working closely with the NC Safety and Mobility Section of NCDOT to align both structural and behavioral funding to address pedestrian safety. GHSP also funded the Town of Chapel Hill to implement the town's Pedestrian Safety Action Plan, including community engagement activities and high-visibility crosswalk enforcement, and build on North Carolina’s Vision Zero Initiative to create a safe, connected, and accessible community for pedestrians.

A complete list of all funded projects and their contributions are included in Appendix A.

Plans to Meet Performance Targets:

GHSP will implement programs focused on community education, creating and educating local Vision Zero coalitions on pedestrian safety, educating behavioral traffic safety experts about engineering aspects of pedestrian safety, and partnering with groups such as Safe Routes to School. GHSP has also funded a new

project to access and address the transportation needs of NC's disabled population, many of whom are pedestrians or do not use cars for daily transport.

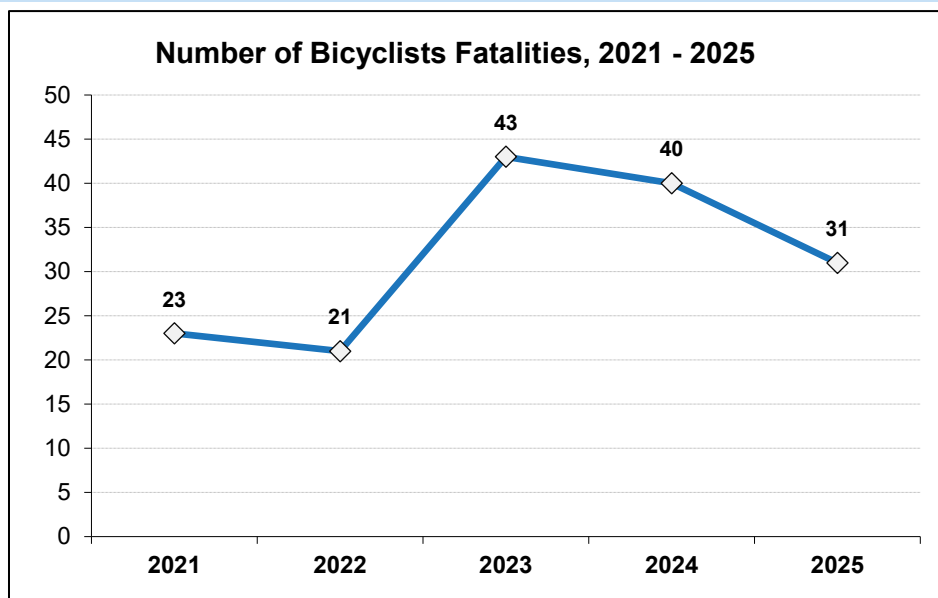
Bicyclist Fatalities

Target

Reduce bicyclist fatalities by 6% from a 2022 safety level of 21 to 19 by December 31, 2026.

Outcome

Target not met. Through November 30, 2025, there have been 30 bicyclist fatalities, with an estimated 31 by the end of the year. While this is a significant decrease, without further reductions, the FY2026 target of 19 may not be met.



Source: FARS, 2020–2022 and NCDOT Motor Vehicle Crash Data, 2023-2025*

*Note: Crash Data through November 30, 2025, from NCDOT. December data extrapolated.

Activities Contributing to Meeting Targets:

GHSP partnered with BikeWalk NC to provide bicycle and pedestrian road safety education across the state in areas of high need. The “Friendly Driver” class is adapted from a national curriculum and focuses on teaching motorists how to safely share the road with other types of road users, especially pedestrians and bicyclists. In addition, GHSP is working closely with the NC Safety and Mobility Section of NCDOT to align both structural and behavioral funding to address bicyclist safety.

A complete list of all funded projects and their contributions are included in Appendix A.

Plans to Meet Performance Targets:

GHSP will review NC DOT’s existing practice for reviewing and analyzing bicycle crashes. GHSP will also work with partners to host a focus group with bicyclists across NC to get their feedback on ways to address this problem. Even though most of the existing Vision Zero communities have bicycle safety as a major emphasis of their plans, we plan to provide additional training to Vision Zero communities about the bicycle safety measures deemed effective in the 11th Edition of “Countermeasures That Work.” We also will work with the Vision Zero Community Collaborative to expand the number of Vision Zero communities. GHSP will also work closely with NC Safety & Mobility Division, Bike Walk NC and other partners to educate about the

infrastructure improvements necessary to improve this outcome, which hopefully is not indicative of a sustained trend.

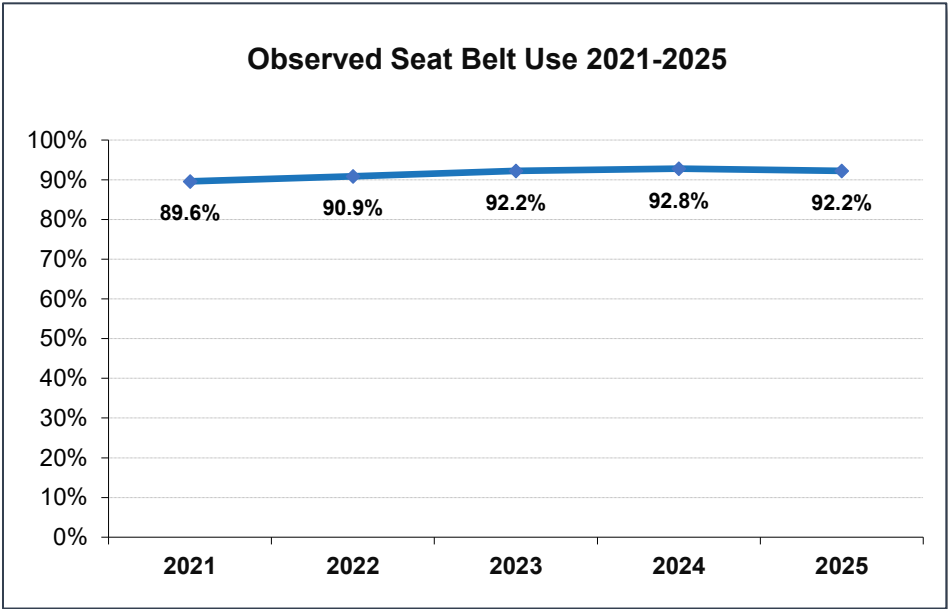
Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants

Target

Increase observed seat belt use for passenger vehicles, front seat outboard occupants by 1 percentage point from 90.8% to 91.8% by December 31, 2026.

Outcome

Target met. The results of 2025 observed seat belt use survey show a rate of 92.2%, above the target of 91.8% set for 2026 (barring any future reductions).



Source: North Carolina’s annual seat belt use survey.

Activities Contributing to Meeting Targets:

Increasing seat belt use continues to be one of GHSP’s highest priorities. As described earlier, GHSP-funded activities focused on nighttime belt enforcement, low-belt use counties, and child passenger safety.

Plans to Meet Performance Targets:

No adjustments are needed. GHSP will continue to prioritize increasing seat belt use and supporting occupant protection activities.

Activity Report

FY2025 Non-implemented Grants

The following projects were not implemented during FY2025. For each project, the rationale for discontinuing the grant is provided.

Agency:	Town of Selma
Project Number:	PT-25-06-58
Project Title:	OT Enforcement - Year 1
Project Description:	This project funds overtime for high-visibility traffic safety enforcement. Johnston County is ranked 7th in overall fatalities, 7th in alcohol-related fatalities, 8th in unrestrained fatalities, and 12th in speed-related fatalities.
Contributions to Meeting Targets:	The grantee did not implement the project as originally proposed and failed to provide any justification for their withdrawal from consideration.
Agency:	Carolinas Medical Center
Project Number:	AL-25-02-21
Project Title:	T SBIRT - Traffic-based Screening and Intervention of Road Victims in a Trauma Center
Project Description:	This continuation project funds a social worker to serve the road-based injured trauma population. The social worker will screen patients for alcohol or substance use, counsel them toward treatment and safe driving interventions as needed and then contact treatment centers to facilitate treatment options. Funding for this project also includes an evaluation of the project to date.
Contributions to Meeting Targets:	Carolinas Medical Center, formerly the non-profit arm of Atrium Health, was merged into Advocate Health in early FY2025. Subsequently, Project AL-25-02-22 was initiated to replace the original project.
Agency:	Rockingham Police Department
Project Number:	PT-25-06-06
Project Title:	Region 6 LEL
Project Description:	This is an ongoing project to work with County Coordinators and regional law enforcement agencies to participate in GHSP campaigns and other traffic related initiatives.
Contributions to Meeting Targets:	The Law Enforcement Liaison (LEL) for Region 6 transitioned from the Rockingham Police Department to the Southern Pines Police Department following the completion of the FY2025 Annual Grant Application. Accordingly, Project PT-25-06-60 was established to replace Project PT-25-06-06.

Public Participation and Engagement Efforts

In the 2024-2026 Triennial Highway Safety Plan, GHSP has three public participation and engagement goals:

- 1) Increase public engagement and participation by hosting community engagement sessions, leveraging existing community engagement efforts, creating new community-based partnerships and incorporating direct community partner input into GHSP's decision-making process.
- 2) Expand GHSP-managed task forces.
- 3) Continue to identify new communities by reviewing data sources and by incorporating additional data sources as they become available.

Below is a narrative description of the progress in each of those goals, and a description of how the information gathered informed grant decisions.

Goal 1- Increase public engagement & participation by hosting community sessions, leveraging existing efforts, creating new partnerships, incorporating community input into GHSP decisions.

Vision Zero Coalitions

GHSP continued to fund projects to expand Vision Zero community coalitions and provide coalitions with resources needed to be successful. UNC Highway Safety Research Center (HSRC) and UNC Injury Prevention Research Center (IPRC) have a GHSP grant to provide technical assistance to Vision Zero communities across North Carolina to strengthen community capacity to address road violence through effective, multi-sector, locally managed coalitions. This year, there are at least 25 active Vision Zero community coalitions. These include municipalities, counties, or planning organizations.

These coalitions meet at least every two months, and provide input to GHSP on their community trends, activities, successes and concerns. These meetings informed our countermeasure strategy around occupant protection education by helping find a home for one GHSP funded grant dealing with seat belt citation diversion that was being moved from the local hospital. The coalition worked to find a new home for the project. The local district attorney's office- a coalition member- picked up the grant.

Once a year, these coalitions hold a 3-day Vision Zero Leadership Institute to share ideas with state leaders, GHSP, and one another. This group stressed the need for more pedestrian safety projects. This feedback helped inform our pedestrian safety countermeasures by helping restart the "Watch for Me" community project, which due to time constraints will be refunded in FFY 2026 rather than FFY 2025 as previously planned.

Community Engagement Sessions

GHSP was part of numerous community engagement sessions in FFY 2025. As mentioned, the Vision Zero communities hosted several meetings, most notably the Robeson County Vision Zero group. In January, GHSP held a session with the Southwestern Commission, a Regional Planning Organization, to solicit feedback about traffic safety in Western NC following Hurricane Helene.

In March, GHSP hosted the Drug Impaired Symposium in Concord. Over 80 local agencies attended and provided feedback to GHSP about drug impaired driving issues. Many expressed the need for new and better tools to detect cannabis impairment. Based on this feedback, GHSP plans to adjust our impaired driving countermeasure on drugged driving to expand NC law enforcement knowledge of oral fluid testing and host a training in March 2026 about oral fluid testing use and options.

GHSP also participated in the Recovery Courts Conference and met with several local officials about DWI courts. The consensus from those meetings is the NC needs to expand the number of DWI courts in North Carolina. This is definitely a GHSP goal. However, it has been made more complex because of a lack of state funding to maintain those courts after grant funding runs out, and because the federal funding for nationwide DWI court training has been erratic this year.

Partnerships

Military Engagement

GHSP has been concentrating on creating new partnerships with NC's military installations. We have participated in several events in conjunction with military bases. In April, GHSP was part of the New Military Families Support sessions at Camp Lejeune. In May, GHSP worked with Camp Lejeune again to promote summer driving safety. GHSP hopes to use these military outreach efforts to help increase coordination in traffic safety efforts statewide and on base, and to help share crash information on base with state officials.

Clergy Engagement

In an effort to engage community members in a culturally appropriate manner, GHSP worked to engage local clergy in Robeson County, a rural county consistently ranked as the worst in NC for traffic safety fatalities and serious injuries per capita. Local clergy are a major "social influencer" in the area, so GHSP engaged Rev. Regina "Ray" Beale to work with local pastors to incorporate traffic safety in faith messaging. Rev. Beale has engaged this year with lay pastors and churches in Red Springs, Pembroke and Lumberton to share crash data and discuss the "Ready, Set, Grow" sermon series she created. Rev. Beale also solicited community feedback at community events list "Rumba on the Lumber" in Lumberton and the Lumbee Tribal Homecoming event.

Goal 2: Expand the GHSP-managed task forces.

The GHSP Toxicology Task Force

This year, GHSP expanded our GHSP-managed task forces by adding a new task force- the Toxicology Task Force. This is comprised of statewide toxicology programs such as the Office of State Medical Examiners Office and the State Crime Lab with the NC Department of Justice, along with more local and regional crime laboratories such as the Union County Sheriff's Office, the New Hanover County Sheriff's Office and the Wake County City-County Bureau of Investigation. The group first met in May 2025 and held quarterly meetings in August and November 2025.

Goal 3: Continue to identify new communities by reviewing data sources and by incorporating additional data sources as they become available.

Expanding Projects into new communities

Based on our expanded data review of Administrative Office of the Courts (AOC) data, we found several counties experiencing significant population growth are also, not surprisingly, experiencing a backlog in adjudication of DWI cases. Therefore, we funded a \$147,176 grant this year to AOC to provide for emergency judges to handle DWI backlog cases in Johnston, Mecklenburg, and Wake Counties.

GHSP found that Bureau of Labor Statistics data show that traffic crashes are responsible for 35% of total work-related fatalities in NC. Based on this new data point, GHSP funded in FFY 2025 an employer outreach project through the National Safety Council. This project, Our Driving Concern, will reach employers in NC with resources, trainings, and other information to reduce this number.

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Based on NC DOT crash data and input from our community outreach sessions in Nash and Edgecombe Counties in FFY 2024, we expanded our presence in this area with a new overtime grant to Rocky Mount Police Department. Rocky Mount PD is planning to apply for a traffic unit in FFY 2026.

Data Sources

GHSP continues to review new sources of data to help with funding decisions. In FFY 2025, GHSP used *data of fatal and serious injuries per capita* to help determine what areas might be disproportionately affected while having low total fatality numbers. This data analysis led to GHSP funding several new projects in rural areas that are disproportionately affected, including Richmond County, Halifax County, Vance County, Catawba County and others.

GHSP has met with several groups, such as the NC Division of Public Health, to learn more about their data sources and ways that data can inform GHSP decision making.

Enforcement Program Activities

Countermeasures include high-visibility enforcement of alcohol, speed, and occupant protection laws using Seat Belt and Speed Enforcement Initiatives, Checking Stations, and Saturation Patrols. These initiatives coincide with targeted enforcement efforts where resources are deployed to specific problem areas based upon local crash data and reviews of citizen complaints.

Data Collection and Analysis

To ensure transparency and help identify disparities during these traffic enforcement efforts, the State of North Carolina under N.C. General Statute 143B-903 requires all State law enforcement officers, law enforcement officers employed by county sheriff's or county police departments, and law enforcement officers employed by police departments in municipalities with a population of 10,000 or more people to collect and submit traffic stop statistics to a database maintained by the NC State Bureau of Investigation (NCSBI).

The data collected includes, but is not limited to, race, age, gender, ethnicity, reason for the stop, if a search was conducted, if property was seized, if a citation was issued or an arrest made, etc. Once compiled, NCSBI correlates and maintains the data before making it available through an interactive public-facing website. During the problem identification review process, GHSP examines this data to ensure awarded law enforcement agencies comply with the law.

To further improve transparency and identify traffic enforcement-related disparities, GHSP awarded a project to the NCSBI in FY2025 to fund two full-time positions to monitor and support data sent from partner law enforcement agencies to the North Carolina SBI Crime Reporting Unit. The positions verified data quality and provided routine user support. Funding also further enhanced new traffic stop data collection training software. This was a continuation of a FY2024 project that included the purchase of new software and finalizing the selection process for hiring personnel to provide training.

Community Collaboration Efforts and Law Enforcement Outreach

Establishing and strengthening partnerships through law enforcement outreach and community collaboration is essential for developing successful traffic enforcement programs. These efforts build trust and improve relationships which increases police legitimacy in the community being served. Such collaborations further enhance transparency and help inform traffic enforcement policies, procedures, and activities. The implementation of these policies and procedures then creates an effective and efficient traffic enforcement program that minimizes inequities during enforcement initiatives.

To accomplish this goal, law enforcement traffic safety projects across the state have employed a variety of innovative strategies working within their respective communities to reduce the impacts of motor vehicle collisions. Whether through well established and nationally recognized programs such as National Night Out, Faith and Blue, and Community Watch, or specific local events, law enforcement officers have actively engaged with a host of diverse populations throughout FY2025 producing thousands of informative interactions between them and the citizens they serve. The information gathered from these formal and informal conversations have helped direct critical resources towards identifying and addressing traffic safety concerns.

In FY2025 there were many localized outreach efforts as well. One critical population benefiting from local law enforcement outreach efforts are the members of our armed forces stationed at military installations across eastern North Carolina. Understanding the need to reach our service members, multiple law enforcement agencies in the southeastern part of our state collaborated with officials at Camp Lejeune to provide interactive safety days.

Additional law enforcement outreach has included, but is certainly not limited to, traffic safety presentations within high schools, church groups, and citizen police academies, utilizing the news media and social media to capitalize on messaging opportunities, displaying mock collision scenes, coordinating with community partners to discuss the impact of new laws and regulations, and teaching hundreds of driver’s education courses to emerging teen drivers.

Summary of North Carolina Enforcement Activity

The table below summarizes citations issued during grant-funded enforcement activities. More details about enforcement activity can be found within the sections of the Annual Report that follow.

Summary of North Carolina Enforcement Activity*

Activity Measures	2025
Occupant Restraint Citations Issued During Grant-Funded Enforcement Activities	30,128
Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	9,975
Speeding Citations Issued During Grant-Funded Enforcement Activities	135,965

**Activity measures as reported from law enforcement agencies for all enforcement campaigns*

Mobilization Participation

Booze It & Lose It

During FY2025, law enforcement agencies in North Carolina conducted five Booze It & Lose It campaigns:

- Halloween Booze It & Lose It (October 28 – November 3, 2024)
- Holiday Booze It & Lose It (December 16, 2024 – January 5, 2025)
- St. Patrick's Day Booze It & Lose It (March 10– 17, 2025)
- Booze It & Lose It: Operation Firecracker (June 30 – July 6, 2025)
- Labor Day Booze It & Lose It (August 25 – September 7, 2025)



During these five campaigns, law enforcement officers conducted 13,718 checkpoints and saturation patrols, yielding 5,648 DWI arrests and over 218,424 other traffic violations. Additionally, officers arrested 6,165 fugitives, recovered 720 stolen vehicles, discovered 5,630 drug violations, and made a total of 13,933 criminal arrests. Detailed results from Booze It & Lose It activities in FY2025 are presented below.

RESULTS OF “BOOZE IT & LOSE IT” ACTIVITIES DURING FY2025 ¹						
	Campaign					
	Halloween Booze It & Lose It	Holiday Booze It & Lose It	St. Patrick’s Day Booze It & Lose It	Booze It & Lose It: Operation Firecracker	Labor Day Booze It & Lose It	Totals
Participation						
Participating Agencies	289	434	367	396	340	N/A
Campaign Participation Rate	72.5%	88.8%	78.3%	84.2%	78.0%	N/A
Checkpoints	193	539	291	392	768	2,183
Saturation patrols	1,355	3,841	1,642	1,590	3,107	11,535
Total checkpoints and patrols	1,548	4,380	1,933	1,982	3,875	13,718
DWI Charges						
Under 21 DWI charges	54	143	38	77	100	412
21 and over DWI charges	436	1,618	681	764	1,211	4,710
DWI Drugs	98	160	64	76	128	526
DRE Evaluations	27	35	18	14	11	105
Total DWI charges	588	1,921	783	917	1,439	5,648
Occupant Restraint Violations						
Safety belt violations	1,377	3,216	1,969	2,420	3,748	12,730
Child passenger safety	222	675	324	489	580	2,290
Total occupant restraint violations	1,599	3,891	2,293	2,909	4,328	15,020
Traffic Violations						
Speeding	7,083	21,751	9,024	11,217	20,077	69,152
DWLR	2,458	6,364	2,797	2,844	5,251	19,714
Reckless driving	1,160	3,879	1,627	1,933	3,275	11,874
Other traffic violations ²	10,504	35,223	14,047	16,524	30,264	106,562
Total traffic violations	22,359	70,425	29,435	34,262	61,943	218,424
Criminal Violations						
Drug violations	703	1,949	750	850	1,378	5,630
Stolen vehicles recovered	111	311	93	71	134	720
Fugitives arrested	865	2,104	882	825	1,489	6,165
Felony arrests	402	1,227	338	369	840	3,176
Other not listed criminal violations	1,178	3,362	895	1,031	1,837	8,303
Total Criminal Violations	1,881	5,311	1,645	1,881	3,215	13,933
Total traffic & criminal violations	27,805	85,190	35,469	41,234	73,388	263,086

¹ Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies.

²Total Other Traffic Violations includes GDL, work zone violation, uninsured motorists, and other traffic violations not listed.

Click It or Ticket

During FY2025, law enforcement agencies in North Carolina planned two statewide waves of the “Click It or Ticket” campaign, plus a special enforcement campaign held during Child Passenger Safety Week. The dates of these campaigns were:

- Thanksgiving Click It or Ticket (November 20 – 26, 2024)
- Memorial Day Click or Ticket (May 19 – June 1, 2025)
- Child Passenger Safety Week (September 15 – 21, 2025)

During these enforcement periods, law enforcement officers conducted 6,946 checkpoints and saturation patrols, resulting in 7,518 seat belt citations and 1,214 child passenger safety violations. In addition, 2,462 DWI arrests were made, 281 stolen vehicles were recovered, 2,720 wanted persons were apprehended, 2,583 drug charges were issued, 37,743 speeding charges were issued, 10,075 were cited for driving while license revoked, and 5,848 reckless driving charges were issued. Detailed results from *Click It or Ticket* activities in FY2025 are presented in the table below.

RESULTS OF <i>CLICK IT OR TICKET</i> ACTIVITIES DURING FY 2025 ¹				
	Campaign			Totals
	Thanksgiving <i>Click It or Ticket</i>	Spring <i>Click It or Ticket</i>	Fall Child Passenger Safety Week	
Participation				
Participating Agencies	380	439	371	N/A
Campaign Participation Rate	82.5%	89.0%	79.1%	N/A
Number of Checkpoints	225	555	386	1,166
Saturation and Random Patrols	1,552	2,999	1,229	5,780
Total Checkpoints & Patrols	1,777	3,554	1,615	6,946
Occupant Restraint Violations				
Safety Belt Violations	1,958	4,106	1,454	7,518
Child Passenger Safety Violations	345	656	213	1,214
Total Occupant Restraint Violations	2,303	4,762	1,667	8,732
DWI Charges				
Under 21 DWI Charges	35	113	39	187
21 And Over DWI Charges	581	1,105	393	2,079
DWI Drug Charges	41	109	46	196
DRE Evaluations	5	21	2	28
Total DWI Charges	657	1,327	478	2,462
Traffic Violations				
Speeding	10,733	19,703	7,307	37,743
DWLR	2,437	5,511	2,127	10,075
Reckless Driving	1,761	2,888	1,199	5,848
Other Traffic Violations ²	12,990	30,362	12,163	55,515
Total Traffic Violations	29,101	61,639	24,354	115,094
Criminal Violations				
Drug Violations	619	1,441	523	2,583
Stolen Vehicles Recovered	84	133	64	281
Wanted Persons Apprehended	629	1,490	601	2,720
Felony Arrests	407	780	330	1,517
Other, Not Listed Criminal Violations	851	1,763	967	3,581
Total Criminal Violations	1,470	3,204	1,490	6,164
Total Traffic & Criminal Violations	34,651	73,335	28,984	136,970

¹ Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies.

²Total Other Traffic Violations includes GDL, work zone violation, uninsured motorists, and other traffic violations not listed.

Police Traffic Services

Operation Crash Reduction

Law enforcement agencies in North Carolina conducted Operation Crash Reduction from October 7-13, 2024. In total, 1,399 checkpoints and saturation patrols were conducted resulting in 7,226 speeding citations. Additionally, the campaign produced 574 DWI arrests, 1,585 safety belt and child passenger violations, 852 drug violations, and 771 wanted persons apprehended. Detailed results from campaign activities in FY2025 are presented below.

Speed a Little. Lose a Lot

Law enforcement agencies in North Carolina conducted the *Speed a Little, Lose a Lot* campaign from April 14-20, 2025. In total, 1,964 checkpoints and saturation patrols were conducted resulting in 11,404 speeding citations. Additionally, the campaign produced 678 DWI arrests, 2,434 safety belt and child passenger violations, 733 drug violations, and 705 wanted persons apprehended. Detailed results from campaign activities in FY2025 are presented below.

Speeding Catches Up With You

Law enforcement agencies in North Carolina participated in the *Speeding Catches Up With You* campaign (formerly *Speeding Wrecks Lives*) campaign from July 21-27, 2025. In total, 1,545 checkpoints and saturation patrols were conducted resulting in 10,440 speeding citations. Additionally, the campaign produced 613 DWI arrests, 2,357 safety belt and child passenger violations, 711 drug violations, and 780 wanted persons apprehended. Detailed results from campaign activities in FY2025 are presented below.

FY2025 SPEED ENFORCEMENT CAMPAIGN TOTALS ¹				
	Campaign			
	Operation Crash Reduction	Speed A Little Lose A Lot	Speeding Wrecks Lives	Totals
Participation				
Participating Agencies	190	304	307	N/A
Campaign Participation Rate	72.5%	87.5%	87.5%	N/A
Number of Checkpoints	126	302	213	641
Saturation and Random Patrols	1,273	1,662	1,332	4,267
Total Checkpoints & Patrols	1,399	1,964	1,545	4,908
DWI Charges				
Under 21 DWI Charges	49	52	46	147
21 and Over DWI Charges	471	552	517	1,540
DWI Drug Charges	54	74	50	178
DRE Evaluations	45	22	11	78
Total DWI Charges	574	678	613	1,865
Occupant Restraint Violations				
Safety Belt Violations	1,388	2,037	2,069	5,494
Child Passenger Safety Violations	197	397	288	882
Total Occupant Restraint Violations	1,585	2,434	2,357	6,376
Traffic Violations				
Speeding	7,226	11,404	10,440	29,070
DWLR	2,474	2,755	2,516	7,745
Reckless Driving	1,267	1,725	1,555	4,547
Other Traffic Violations ²	11,549	14,861	14,006	40,416
Total Traffic Violations	23,531	32,560	30,038	86,129
Criminal Violations				
Drug Violations	852	733	711	2,296
Stolen Vehicles Recovered	144	74	69	287
Wanted Persons Apprehended	771	705	780	2,256
Felony Arrests	513	381	406	1,300
Other, Not Listed Criminal Violations	11,549	855	953	13,357
Total Criminal Violations	2,456	1,588	1,664	5,708
Total Traffic and Criminal Violations	29,574	38,420	35,927	103,921

¹ Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies.

²Total Other Traffic Violations includes GDL, work zone violation, uninsured motorists, and other traffic violations not listed.

Participating Agencies

The following agencies participated in at least one of the above mobilization efforts;  represents participating in at least one Booze It and Lose It campaign,  represents participation in at least one Click It or Ticket It and/or Passenger Safety Week campaign, and  represents participation in at least one Speed Enforcement Campaigns.

PARTICIPATING AGENCIES							
Aberdeen Police Department				NC SHP A4 Washington			
Ahoskie Police Department				NC SHP A5 Martin			
Alamance County Sheriff's Office				NC SHP A5 Pitt			
Albemarle Police Department				NC SHP A6 Craven			
Alexander County Sheriff's Office				NC SHP A6 Pamlico			
Alleghany County Sheriff's Office				NC SHP A7 Jones			
Angier Police Department				NC SHP A7 Lenoir			
Anson County Sheriff's Office				NC SHP A8 Carteret			
Apex Police Department				NC SHP B1 Cumberland			
Archdale Police Department				NC SHP B2 Sampson			
Ashe County Sheriff's Office				NC SHP B3 Onslow			
Asheboro Police Department				NC SHP B4 Duplin			
Asheville Police Department				NC SHP B4 Pender			
Atlantic Beach Police Department				NC SHP B5 Bladen			
Avery County Sheriff's Office				NC SHP B5 Columbus			
Ayden Police Department				NC SHP B6 Brunswick			
Bailey Police Department				NC SHP B6 New Hanover			
Banner Elk Police Department				NC SHP B7 Robeson			
Beaufort County Sheriff's Office				NC SHP B8 Harnett			
Beaufort Police Department				NC SHP C1 Edgecombe			
Belhaven Police Department				NC SHP C1 Nash			
Belmont Police Department				NC SHP C2 Wayne			
Benson Police Department				NC SHP C3 Wake			
Bessemer City Police Department				NC SHP C4 Franklin			
Beulaville Police Department				NC SHP C4 Vance			
Biltmore Forest Police Department				NC SHP C4 Warren			
Biscoe Police Department				NC SHP C5 Greene			
Black Mountain Police Department				NC SHP C5 Wilson			
Blowing Rock Police Department				NC SHP C6 Johnston			
Boiling Spring Lakes Police Dept.				NC SHP C7 Durham			
Boone Police Department				NC SHP C7 Granville			
Boonville Police Department				NC SHP C8 Halifax			
Bridgeton Police Department				NC SHP C8 Northampton			
Broadway Police Department				NC SHP D1 Chatham			

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PARTICIPATING AGENCIES						
Brunswick County Sheriff's Office				NC SHP D1 Lee		
Buncombe County Sheriff's Office				NC SHP D2 Guilford		
Bunn Police Department				NC SHP D3 Rockingham		
Burgaw Police Department				NC SHP D4 Caswell		
Burke County Sheriff's Office				NC SHP D4 Person		
Burlington Police Department				NC SHP D5 Alamance		
Burnsville Police Department				NC SHP D6 Randolph		
Butner Public Safety				NC SHP D7 Orange		
Cabarrus County Sheriff's Office				NC SHP E1 Davidson		
Camden County Sheriff's Office				NC SHP E2 Montgomery		
Candor Police Department				NC SHP E2 Stanly		
Canton Police Department				NC SHP E3 Rowan		
Cape Carteret Police Department				NC SHP E4 Forsyth		
Carolina Beach Police Department				NC SHP E5 Stokes		
Carrboro Police Department				NC SHP E5 Surry		
Carteret County Sheriff's Office				NC SHP E6 Cabarrus		
Carthage Police Department				NC SHP E7 Davie		
Cary Police Department				NC SHP E7 Yadkin		
Caswell County Sheriff's Office				NC SHP F1 Burke		
Catawba County Sheriff's Office				NC SHP F2 Alleghany		
Chadbourn Police Department				NC SHP F2 Ashe		
Chapel Hill Police Department				NC SHP F2 Wilkes		
Charlotte/Mecklenburg Police Dept.				NC SHP F3 Caldwell		
Chatham County Sheriff's Office				NC SHP F3 Watauga		
Cherokee County Sheriff's Office				NC SHP F4 Alexander		
Cherryville Police Department				NC SHP F4 Iredell		
China Grove Police Department				NC SHP F5 Catawba		
Chocowinity Police Department				NC SHP F5 Lincoln		
Chowan County Sheriff's Office				NC SHP G1 Avery		
Claremont Police Department				NC SHP G1 Madison		
Clayton Police Department				NC SHP G1 Mitchell		
Cleveland County Sheriff's Office				NC SHP G1 Yancey		
Cleveland Police Department				NC SHP G2 McDowell		
Clinton Police Department				NC SHP G2 Rutherford		
Coats Police Department				NC SHP G3 Henderson		
Columbus County Sheriff's Office				NC SHP G3 Polk		
Columbus Police Department				NC SHP G3 Transylvania		
Concord Police Department				NC SHP G4 Buncombe		
Conover Police Department				NC SHP G5 Haywood		

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PARTICIPATING AGENCIES						
Conway Police Department				NC SHP G5 Jackson		
Cornelius Police Department				NC SHP G6 Cherokee		
Cramerton Police Department				NC SHP G6 Clay		
Craven County Sheriff's Office				NC SHP G6 Graham		
Creedmoor Police Department				NC SHP G6 Macon		
Cumberland County Sheriff's Office				NC SHP G6 Swain		
Currituck County Sheriff's Office				NC SHP H1 Gaston		
Dallas Police Department				NC SHP H2 Richmond		
Dare County Sheriff's Office				NC SHP H2 Scotland		
Davidson County Sheriff's Office				NC SHP H3 Anson		
Davidson Police Department				NC SHP H3 Union		
Davie County Sheriff's Office				NC SHP H4 Cleveland		
Denton Police Department				NC SHP H5 Mecklenburg		
Dobson Police Department				NC SHP H6 Hoke		
Duck Police Department				NC SHP H6 Moore		
Dunn Police Department				NCSU Police Department		
Durham County Sheriff's Office				New Bern Police Department		
Durham Police Department				New Hanover Co. Sheriff's Office		
East Bend Police Department				Newport Police Department		
East Carolina University Police				Newton Police Department		
East Spencer Police Department				North Topsail Beach Police Department		
Eden Police Department				North Wilkesboro Police Department		
Edenton Police Department				Northampton County Sheriff's Office		
Edgecombe County Sheriff's Office				Norwood Police Department		
Elizabethtown Police Department				Oak Island Police Department		
Elkin Police Department				Oakboro Police Department		
Elon University Police Department				Ocean Isle Beach Police Department		
Emerald Isle Police Department				Onslow County Sheriff's Office		
Enfield Police Department				Orange County Sheriff's Office		
Erwin Police Department				Oxford Police Department		
Fairmont Police Department				Pamlico County Sheriff's Office		
Farmville Police Department				Parkton Police Department		
Fayetteville Police Department				Pasquotank County Sheriff's Office		
Fayetteville State University				Pembroke Police Department		
Fletcher Police Department				Pender County Sheriff's Office		

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PARTICIPATING AGENCIES					
Forest City Police Department				Perquimans County Sheriff's Office	  
Forsyth County Sheriff's Office				Person County Sheriff's Office	  
Fort Bragg Military Police				Piedmont Triad International Airport	  
Four Oaks Police Department				Pikeville Police Department	  
Foxfire Village Police Department				Pilot Mountain Police Department	  
Franklin County Sheriff's Office				Pine Knoll Shores Police Department	  
Franklin Police Department				Pine Level Police Department	  
Franklinton Police Department				Pinebluff Police Department	  
Fremont Police Department				Pinehurst Police Department	  
Fuquay Varina Police Department				Pinetops Police Department	  
Garner Police Department				Pineville Police Department	  
Garysburg Police Department				Pink Hill Police Department	  
Gaston Co. Police Department				Pitt County Sheriff's Office	  
Gaston County Sheriff's Office				Pittsboro Police Department	 
Gaston Police Department				Polk County Sheriff's Office	  
Gastonia Police Department				Polkton Police Department	  
Gates County Sheriff's Office				Princeton Police Department	 
Gibsonville Police Department				Raeford Police Department	  
Glen Alpine Police Department				Raleigh Police Department	 
Goldsboro Police Department				Raleigh/Durham Airport PD	  
Graham County Sheriff's Office				Randleman Police Department	  
Graham Police Department				Randolph County Sheriff's Office	  
Granite Falls Police Department				Ranlo Police Department	  
Granite Quarry Police Department				Red Springs Police Department	  
Granville County Sheriff's Office				Reidsville Police Department	 
Greensboro Police Department				Richlands Police Department	  
Greenville Police Department				Richmond County Sheriff's Office	  
Grifton Police Department				River Bend Police Department	  
Guilford County Sheriff's Office				Roanoke Rapids Police Department	  
Halifax County Sheriff's Office				Robbins Police Department	  
Hamlet Police Department				Robersonville Police Department	  
Havelock Police Department				Robeson County Sheriff's Office	  
Haw River Police Department				Rockingham County Sheriff's Office	 
Haywood County Sheriff's Office				Rockingham Police Department	  
Henderson County Sheriff's Office				Rockwell Police Department	  

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PARTICIPATING AGENCIES						
Henderson Police Department		●				
Hendersonville Police Department	●	●	●			
Hertford County Sheriff's Office	●	●	●			
Hickory Police Department	●	●	●			
High Point Police Department	●	●	●			
Highlands Police Department	●			●	●	●
Hillsborough Police Department	●	●	●			
Hoke County Sheriff's Office	●	●	●			
Holly Ridge Police Department	●	●	●			
Holly Springs Police Department	●	●	●			
Hope Mills Police Department	●			●	●	●
Hudson Police Department	●	●	●			
Huntersville Police Department	●	●	●			
Indian Beach Police Department	●	●	●			
Iredell County Sheriff's Office	●	●	●			
Jackson County Sheriff's Office	●	●	●			
Jacksonville Police Department	●	●	●			
Jefferson Police Department	●	●	●			
Johnston County Sheriff's Office	●	●	●			
Jones County Sheriff's Office	●	●	●			
Jonesville Police Department	●	●	●			
Kannapolis Police Department	●	●	●			
Kenansville Police Department	●	●	●			
Kenly Police Department	●	●	●			
Kernersville Police Department	●	●	●			
Kill Devil Hills Police Department	●	●	●			
King Police Department	●	●	●			
Kings Mountain Police Department	●	●	●			
Kinston Police Department	●	●	●			
Kitty Hawk Police Department	●	●	●			
Knightdale Police Department	●	●	●			
Lake Lure Police Department	●	●	●			
Landis Police Department	●	●	●			
Laurel Park Police Department	●	●	●			
Laurinburg Police Department	●	●				
Lee County Sheriff's Office	●	●	●			
Leland Police Department	●	●	●			
Rocky Mount Police Department	●	●	●			
Rolesville Police Department	●	●	●			
Rowan County Sheriff's Office	●	●	●			
Rowland Police Department	●	●	●			
Roxboro Police Department	●	●	●			
Rutherford County Sheriff's Office	●	●	●			
Rutherfordton Police Department	●	●	●			
Salisbury Police Department	●	●	●			
Saluda Police Department	●	●	●			
Sampson County Sheriff's Office	●	●	●			
Sanford Police Department	●	●	●			
Scotland County Sheriff's Office	●	●	●			
Scotland Neck Police Department	●	●	●			
Seagrove Police Dept.	●	●	●			
Selma Police Department	●	●	●			
Shallotte Police Department	●	●	●			
Sharpsburg Police Department	●	●	●			
Shelby Police Department				●		
Siler City Police Department	●	●	●			
Smithfield Police Department	●	●	●			
Southern Pines Police Department	●	●	●			
Southern Shores Police Department	●	●	●			
Southport Police Department	●	●	●			
Sparta Police Department	●	●	●			
Spencer Police Department	●	●	●			
Spindale Police Department	●	●	●			
Spring Hope Police Department	●	●	●			
Spring Lake Police Department	●	●	●			
St. Pauls Police Department	●	●	●			
Stallings Police Department	●	●	●			
Stanfield Police Department						●
Stanley Police Department	●					●
Stanly County Sheriff's Office	●	●				
Stantonsburg Police Department	●					●
Star Police Department	●	●	●			
State Capitol Police	●	●	●			
Statesville Police Department	●	●	●			

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PARTICIPATING AGENCIES						
Lenoir County Sheriff's Office				Sunset Beach Police Department		
Lenoir Police Department				Surf City Police Department		
Lexington Police Department				Surry County Sheriff's Office		
Liberty Police Department				Swain County Sheriff's Office		
Lillington Police Department				Swansboro Police Department		
Lincoln County Sheriff's Office				Sylva Police Department		
Lincolnton Police Department				Tabor City Police Department		
Littleton Police Department				Tarboro Police Department		
Locust Police Department				Taylorsville Police Department		
Long View Police Department				Taylortown Police Department		
Louisburg Police Department				Thomasville Police Department		
Lowell Police Department				Town of Elon Police Department		
Lumberton Police Department				Troutman Police Department		
Madison County Sheriff's Office				Troy Police Department		
Madison Police Department				Tryon Police Department		
Magnolia Police Department				Tyrrell County Sheriff's Office		
Maiden Police Department				UNC Greensboro Police		
Manteo Police Department				UNC School of Arts PD		
Marion Police Department				UNC Wilmington Police Department		
Mars Hill Police Department				UNC-Chapel Hill		
Marshall Police Department				UNC-Charlotte Police Department		
Marshville Police Department				Union County Sheriff's Office		
Martin County Sheriff's Office				Valdese Police Department		
Matthews Police Department				Vanceboro Police Department		
Maxton Police Department				Vass Police Department		
Mayodan Police Department				Vidant Medical Center		
Maysville Police Department				Wadesboro Police Department		
McDowell County Sheriff's Office				Wake County Sheriff's Office		
Mebane Police Department				Wake Forest Police Department		
Mecklenburg County Sheriff's Office				Wallace Police Department		
Middlesex Police Department				Warren County Sheriff's Office		
Mint Hill Police Department				Warsaw Police Department		
Misenheimer Police Department				Washington County Sheriff's Office		
Mitchell County Sheriff's Office				Washington Police Department		
Monroe Police Department				Waxhaw Police Department		
Montgomery County Sheriff's Office				Wayne County Sheriff's Office		

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PARTICIPATING AGENCIES					
Montreat Police Department				Waynesville Police Department	  
Moore County Sheriff's Office				Weaverville Police Department	  
Mooresville Police Department				Weldon Police Department	  
Morehead City Police Department				Wendell Police Department	  
Morganton Dept. of Public Safety				West Jefferson Police Department	  
Morrisville Police Department				Western Carolina University Police Department	  
Mount Airy Police Department				Whispering Pines Police Department	  
Mount Gilead Police Department				Whiteville Police Department	  
Mount Holly Police Department				Wilkesboro Police Department	
Mount Olive Police Department				Williamston Police Department	  
Murfreesboro Police Department				Wilmington Police Department	  
Nags Head Police Department				Wilson County Sheriff's Office	
Nash County Sheriff's Office				Wilson Police Department	  
Nashville Police Department				Wilson's Mills Police Department	  
NC SHP A1 Currituck				Windsor Police Department	 
NC SHP A1 Dare				Wingate Police Department	  
NC SHP A2 Bertie				Winston Salem State University Police Department	  
NC SHP A2 Gates				Winston-Salem Police Department	  
NC SHP A2 Hertford				Winterville Police Department	  
NC SHP A3 Camden				Woodfin Police Department	  
NC SHP A3 Chowan				Wrightsville Beach Police Dept.	  
NC SHP A3 Pasquotank				Yadkin County Sheriff's Office	 
NC SHP A3 Perquimans				Yadkinville Police Department	  
NC SHP A4 Beaufort				Yancey County Sheriff's Office	  
NC SHP A4 Hyde				Youngsville Police Department	  
NC SHP A4 Tyrrell				Zebulon Police Department	  
NC SHP A4 Washington					

 Booze It and Lose It Campaigns

 Click It or Ticket It Campaigns

 Speed Enforcement Campaigns

Media

Mobilization/Enforcement Campaigns

GHSP coordinates a variety of press events and other creative earned media that have historically been successful in garnering media coverage of enforcement campaign mobilization. Local law enforcement agencies also engage in earned media activities that results in additional local message exposure. Enforcement mobilization campaign kickoff events are strategically located to draw local media and/or highlight high-risk counties. These events seek earned media attention through partnerships with the N.C. State Highway Patrol, local law enforcement, Safe Kids North Carolina, advocacy groups, and others. Typically, the kickoff events feature the GHSP Director, state law enforcement, local law enforcement, and often victims, survivors, or offenders. At times, GHSP changes the typical kickoff format to draw attention to targeted occupant protection issues.

GHSP held 11 enforcement campaigns during FFY 2025, and each garnered local and state media attention in different ways. GHSP prioritized paid media during the May *Click It or Ticket* campaign period, as well as high travel periods throughout the summer. These paid media efforts targeted low belt use counties, as well as young males between the ages of 18-34, who demonstrate lower belt use rates than other demographics.

During Child Passenger Safety Week, ads were targeted to parents of children ages 8-14 in low belt use counties, with a skew toward those counties with high child populations. Media was targeted to the 25 counties with low restraint use, with a skew towards counties that also had a high child population.

In addition, GHSP provides a grant to the N.C. DOT Communications Office to promote public pedestrian and bicycle safety awareness. This campaign, "Watch for Me NC", compliments other law enforcement efforts on bike and ped safety by targeting counties with both significant bike/ped issues, and have law enforcement agencies working on those topics. "Watch for Me NC" includes paid media, social media advertising, posters and displays.

Paid & Earned Media Information

To support enforcement campaigns such as Click It or Ticket and Booze It & Lose It, GHSP implemented a comprehensive paid media strategy across multiple platforms to maximize reach and reinforce traffic safety messaging.

1. Paid media placements include television (streaming and cable), digital advertising (websites & apps), audio (radio & streaming platforms), social media, gas station pump toppers, cinema ads and social media influencers.
2. Partnerships with sports teams such as Charlotte Football Club (in-stadium sponsored signage & social media partnership posts), athletes & public figures such as NASCAR driver Ross Chastain and activity centers like the Nantahala Outdoor Center.

Appendix: FY2025 Funded Projects Contributions to Meeting Targets

Planning/Administrative Projects and Activities

The following projects helped to support planning and administration activities by GHSP under the FY2024-FY2026 Triennial Highway Safety Plan:

Agency:	Governor's Highway Safety Program
Project Number:	PA-25-01-01
Project Title:	GHSP In-House Planning and Administration
Project Description:	This project provided funding for the Director, Programs Director, and the Assistant Director for External Operations positions to manage the day-to-day operations of the highway safety office. This project also provided funding for the Finance Officer and an Administrative Assistant position to carry out the administrative tasks for the office to function properly. Funding was also included for Public Participation and Engagement (PP&E) efforts conducted by GHSP.
Contributions to Meeting Targets:	This project supported salaries and associated costs of five administrative employees to manage the highway safety office. The highway safety office also conducted and participated in several public participation and engagement meetings in underserved and overrepresented areas of North Carolina.
Agency:	Governor's Highway Safety Program
Project Number:	CP-25-09-01
Project Title:	GHSP In-House Programs & Operations Support
Project Description:	This project provided funding for the Planning, Programs, and Evaluations Manager and Highway Safety Specialist positions responsible for administering and monitoring grants, a Law Enforcement Liaison position to coordinate and enhance law enforcement participation, and a part-time Administrative Assistant. This project also provided funding for other operational expenses and highway safety events throughout the year.
Contributions to Meeting Targets:	The project provided support for five Highway Safety Specialists and one Law Enforcement Liaison responsible for overseeing external grant activities. The Highway Safety Specialists conducted compliance monitoring of 125 external projects funded during FY2025. In addition, the project supported the Planning, Programs, and Evaluations Manager, who carried out extensive audits of external claims and agreements and facilitated the review process for external funding applications.
Agency:	Governor's Highway Safety Program
Project Number:	CP-25-09-02

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Project Title:	GHSP In-House Media & Events
Project Description:	This project funded media campaigns to address highway safety issues through advertising and public events. As part of the plan, GHSP utilized our agency of record to supply media buys, to provide placement and distribution of our message using data to target specific locations and identify the most effective methods. Efforts included funding for GHSP's Traffic Safety Conference.
Contributions to Meeting Targets:	In FY2025, GHSP supported 14 statewide campaign initiatives through social and traditional media. Annual outreach included sponsoring the Safety City Display at the North Carolina State Fair, which drew one million visitors in October 2024. GHSP partnered with MADD to host the Tree of Life ceremony, attended by law enforcement officers, traffic safety stakeholders, government officials, and the public. GHSP collaborated with the North Carolina High School Athletic Association and its School Student Coalition to deliver teen-focused traffic safety initiatives. GHSP also engaged in Robeson County's Vision Zero Task Force meetings and partnered with the Clergy Outreach Program to promote strategies for reducing fatalities and serious injuries to faith-based organizations. Additional efforts included providing input to the Institute for Transportation Research and Education at North Carolina State University for law enforcement workshops and partnering with VHB to expand the Public Participation and Engagement (PP&E) initiative. Community discussions in Robeson County informed strategic recommendations to address local traffic safety concerns.
Agency:	North Carolina Department of Transportation – Communications Office
Project Number:	CP-25-09-03
Project Title:	Communications Officer
Project Description:	This project funded a Communication and Events Coordinator position to promote and assist in managing traffic safety campaigns and initiatives.
Contributions to Meeting Targets:	During Fiscal Year 2025, the GHSP Communications Officer supported fourteen major safety campaigns. The Communications Office executed a multi-channel communications strategy utilizing television, radio, streaming, digital, paid social media, and out-of-home advertising, while also engaging influencers such as NASCAR driver Ross Chastain and collaborating with sports organizations including Learfield Communications, Charlotte Football Club, NASCAR, and the Carolina Hurricanes. Collectively, these efforts resulted in the creation of 324 social media posts that generated over 4.1 million impressions and more than 430,000 engagements, demonstrating the broad reach and impact of GHSP's communications initiatives.
Agency:	North Carolina State University - Institute of Transportation Research and Education
Project Number:	CP-25-09-04
Project Title:	Conference and Event Support

Project Description:	This continuation grant supported the NC Traffic Safety Conference and Expo (NCTSC), and other training opportunities for law enforcement officers and traffic safety partners throughout the state.
Contributions to Meeting Targets:	The Institute for Transportation Research and Education (ITRE) collaborated with the Governor's Highway Safety Program (GHSP) to plan the upcoming Traffic Safety Conference, scheduled to be held in Winston-Salem, North Carolina, in June 2026. ITRE also played a key role in planning and organizing the Drug Impaired Driving Summit, held in Concord, North Carolina, in March 2025. Responsibilities included coordinating and planning meetings, contacting potential speakers and presenters, and assisting with marketing opportunities. ITRE further supported the summit by providing website hosting, content development, and architecture maintenance. In addition, ITRE organized the 6th Annual World Day of Remembrance for Road Traffic Victims in Raleigh, November 2024, honoring lives lost to traffic crashes. ITRE also delivered quarterly training opportunities online to traffic safety partners across the state, reinforcing its role as a leader in traffic safety education and outreach.
Agency:	University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number:	CP-25-09-06
Project Title:	Building Capacity for Vision Zero in NC Communities
Project Description:	This project strengthened and expanded Vision Zero efforts by working with stakeholders in local communities to improve roadways by expanding Safe Systems efforts.
Contributions to Meeting Targets:	During FY2025, the UNC project team expanded support for North Carolina Vision Zero communities by providing monthly coaching calls to 33 communities, hosting quarterly statewide calls with training on key safety topics, and facilitating peer learning through the 30-30 tool. Several communities advanced their Vision Zero planning and implementation using federal Safe Streets for All (SS4A) funding, resulting in the drafting and adoption of new action plans. Progress was tracked through the Milestones Checklist and monthly touchpoints, showing increased data sharing and a growing number of adopted Vision Zero plans. UNC collaborated with the Institute for Transportation Planning and Education (ITRE) at N.C. State University to update the NC Vision Zero website, including a new resource library and community map, and continued to cross-share events and communication materials. The team also convened four statewide Vision Zero Task Force meetings, summarized lessons learned, and tailored next steps to support adoption in high-need areas. A major highlight was the two-day NC Vision Zero Leadership Institute in June 2025, preceded by a virtual pre-session, which engaged 15 diverse teams and 124 participants in building safety culture, coalition strengthening, and community engagement through tools such as Photovoice and AcciMapping. Evaluation results from the Institute will inform planning for 2026.
Agency:	University of North Carolina at Chapel Hill Highway Safety Research Center

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Project Number:	CP-25-09-09
Project Title:	GHSP Website and Reporting System
Project Description:	This ongoing project maintained, supported, and facilitated any required changes to the STEP system website based on feedback from and collaboration with the GHSP Project team and end users.
Contributions to Meeting Targets:	In FY2025, the HSRC team successfully delivered a stable, user-friendly GHSP STEP website and reporting system by maintaining/upgrading, addressing minor issues promptly, and implementing critical security updates to the 11-year-old database infrastructure. Working closely with GHSP and the State LEL, the team supported system functionality, documentation updates, and resource allocation processes, while also providing timely usage reports to aid GHSP in responding to NHTSA inquiries. They prioritized administrator and LEL feedback for future enhancements, managed ad-hoc user support, and demonstrated system flexibility by preparing for potential adjustments following Hurricane Helene. Additional accomplishments included launching and later consolidating community engagement reporting, posting the 2025 campaign calendar, programming temporary campaign input fields, attending key meetings, and planning for FY2026 improvements and presentations. Overall, HSRC's efforts ensured reliable operations, responsive support, and forward-looking planning to strengthen the GHSP STEP system.
Agency:	University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number:	CP-25-09-05
Project Title:	Highway Safety Plan and Annual Report
Project Description:	This project supported and assisted the NC GHSP in organizing and preparing the Annual Grant Application, including updates to the NC Triennial Highway Safety Plan, and Annual Report.
Contributions to Meeting Targets:	In alignment with new requirements under the Infrastructure Investment and Jobs Act (IIJA), the Highway Safety Plan is now submitted on a triennial basis. The most recent plan was submitted to NHTSA on August 14, 2023, and subsequently updated in the FY2026 Annual Grant Application (AGA). The Highway Safety Research Center (HSRC) provided critical support in the preparation and submission of updates to the North Carolina Governor's Highway Safety Program (NC GHSP) FY2024-2026 Triennial Highway Safety Plan, the FY2026 AGA, and the FY2024 Annual Report. The 2024 Annual Report was submitted to NHTSA in January 2025, and the 2026 AGA was submitted in July 2025.
Agency:	North Carolina Alliance for Safe Transportation (NCAST)
Project Number:	CP-25-09-08 / M5CS-25-15-03 / TC-25-25-01
Project Title:	North Carolina Alliance for Safe Transportation
Project Description:	This project provided operational funding for NC Alliance for Safe Transportation (NCAST), a 501(c)(3) non-profit entity working to provide a unified voice on all traffic safety issues including distracted driving, pedestrian

safety, impaired driving prevention, and others with a goal establishing a more impactful coalition of safe driving advocates, state and local government agencies, and public policy officials.

**Contributions to
Meeting Targets:**

During FY2025, NCAST convened three community forums with representatives of the Chinese-American and Indian-American communities and leaders from BikeWalkNC to identify and address traffic safety concerns. These forums were followed by after-action campaigns in Watauga and Davidson Counties, which produced and disseminated video public service announcements (PSAs) tailored to local traffic safety issues. Traffic safety resources were further expanded through enhancements to the NCAST website and the launch of the monthly Safe Travels NC newsletter, providing ongoing education and outreach on safe driving practices. GHSP-supported initiatives—including Spanish-language safety messages, the Teen Ambassadors program, PSAs for Teen Driver Safety Week and the 100 Deadliest Days, and statewide radio and social media outreach through Norsen Media—strengthened awareness and reached more than 500,000 households. In addition, a PSA featuring Dr. Torres Fajardo, a Charlotte trauma surgeon, delivered a powerful traffic safety message grounded in his firsthand experience treating crash victims, further reinforcing the importance of safe driving behaviors.

Preventing Roadside Death Projects

The following preventing roadside death related projects and activities were funded by GHSP under the FY2024-2026 Triennial Highway Safety Plan:

Agency:	Towing & Recovery Professionals of NC
Project Number:	M12BPE-25-24-01 / RS-25-12-01
Project Title:	Move Over Law Project - Year 2
Project Description:	This ongoing project with the nonprofit organization Towing and Recovery Professionals sought to increase public awareness of the Move Over law through the creation of a strategic media campaign utilizing various media and statewide Public Service Announcements. The organization conducted outreach at public events such as the North Carolina State Fair and various public events. The organization worked with public schools and driver education programs to make new drivers aware of the Move Over law.
Contributions to Meeting Targets:	In Fiscal Year 2025, the Towing and Recovery Specialists of North Carolina (TRPNC) advanced public awareness of the Slow Down, Move Over (SDMO) law through a series of statewide initiatives. TRPNC staffed a booth at the NC State Fair to educate attendees and promoted SDMO at the Austin Strong Awareness Ride in Canton and the Mid-Atlantic Tow Expo. The organization also presented at three community and civic groups in the eastern region and began planning public rallies for National Move Over Day. To strengthen outreach, TRPNC collaborated with French West Vaughn to develop new radio and video public service announcement content. These combined efforts reflect TRPNC’s commitment to expanding education, building partnerships, and leveraging media to promote SDMO compliance.

1906 Preventing Racial Profiling Projects

The following 1906 Preventing Racial Profiling related projects and activities were funded by GHSP under the FY2024-2026 Triennial Highway Safety Plan:

Agency:	North Carolina State Bureau of Investigation
Project Number:	F1906CMD-25-19-01
Project Title:	Improving Traffic Stop Data Collection
Project Description:	North Carolina General Statute 143B-903 requires the Department of Public Safety to collect, correlate, and maintain information regarding traffic law enforcement. This project funded two full-time positions to monitor and support data sent from partner law enforcement agencies to the North Carolina SBI Crime Reporting Unit. The positions verified data quality and provide routine user support. Funding will also seek to further enhance new traffic stop data collection training software.
Contributions to Meeting Targets:	During FY2025, the Traffic Stop Unit developed a web-based interface for self-paced training, finalized testing, created multiple modules, and prepared for full rollout, with support from an Administrative Specialist I who assisted with data quality and training development. Four courses were offered: Overview, Data Points, Web-Based Portal, and Bulk Submissions, providing professional support to local partners. A total of 78 registered users completed 209 courses, exceeding the goal of training at least 60 law enforcement officers through computer-based learning, eliminating the need for in-person classes. While the hiring of a Business Systems Analyst was not achieved due to limited qualified applicants, the program successfully expanded training capacity and improved data quality. Record submissions to the Traffic Stop Database increased from 1.2 million in 2023 to over 1.4 million by September 30, 2025, though short of the 1.5 million goal.

Impaired Driving Projects and Activities

The following alcohol-impaired driving related projects and activities were funded by GHSP under the FY2024-2026 Triennial Highway Safety Plan:

Agency:	North Carolina Department of Public Safety (NC State Highway Patrol)
Project Number:	M5HVE-25-15-01 / AL-25-02-14
Project Title:	Booze-it & Lose-it Overtime Enforcement 2025
Project Description:	This continuation project funded the North Carolina State Highway Patrol for overtime enforcement of impaired driving offenses. The State Highway Patrol accomplished this by strategically placing Troopers in the top 25 counties for impaired driving fatalities during the Booze It & Lose It sponsored campaigns in FY2025. Troopers focused on impaired driving suspects during peak nighttime hours and on weekends.
Contributions to Meeting Targets:	The North Carolina State Highway Patrol (NCSHP) conducted increased overtime enforcement during Booze-It & Lose-It campaigns across Pitt, Cumberland, Robeson, Wake, Johnston, Guilford, Alamance, Forsyth, Iredell, and Mecklenburg counties. These efforts resulted in 275 impaired driving arrests and 126 additional implied consent violations. Enforcement activity also produced 226 seat belt citations and 797 speed-related citations. NCSHP demonstrated full commitment to statewide traffic safety initiatives, with active participation in all Governor’s Highway Safety Program campaigns during FY2025.
Agency:	Robeson County District Attorney’s Office
Project Number:	AL-25-02-01
Project Title:	Robeson County DWI Treatment Court
Project Description:	This continuation grant funded the Robeson County DWI Treatment Court to decrease the number of repeat DWI offenders in Robeson County and to address these cases in a timely manner. This grant with the District Attorney’s office provided sentencing alternatives to eligible offenders convicted of DWI. Robeson County ranks the highest of any county on NCDOT’s Transportation Disadvantaged Index (TDI) rankings.
Contributions to Meeting Targets:	Although the Robeson County District Attorney’s Office did not fully achieve its stated objective of reducing alcohol-related fatalities and recidivism among high-risk offenders, the program demonstrated measurable progress in rehabilitation and community impact. Notably, 13 individuals who completed the program made the deliberate decision not to return to drinking and driving, representing a significant behavioral change. This outcome highlights the effectiveness of the court’s comprehensive approach, which integrates structured support services, community engagement activities, and individualized recovery plans. The successful graduation of participants underscores the program’s role in fostering accountability, promoting long-term sobriety, and strengthening public safety within Robeson County.

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Agency:	North Carolina Department of Public Safety (Alcohol Law Enforcement)
Project Number:	AL-25-02-04
Project Title:	Public Education Programs/Mobile Enforcement Grant 2025
Project Description:	This project funded North Carolina Alcohol Law Enforcement agents to conduct the Keys to Life Program and Mobile Enforcement Operations focusing on the top 25 counties for young driver alcohol-related crashes.
Contributions to Meeting Targets:	The NC ALE conducted 311 <i>Be a Responsible Seller/Server (B.A.R.S.)</i> programs reaching 1,376 employees at ABC permitted establishments. The NC ALE conducted 57 mobile enforcement campaigns throughout the state focused on alcohol-related arrests for underage consumption and possession, false identification, aiding and abetting underage offenses, DWI, and open container violations. A total of 871 arrests totaling 1,952 traffic-related charges.
Agency:	Carolinas Medical Center
Project Number:	AL-25-02-22
Project Title:	Carolinas Medical T SBIRT - Traffic-based Screening and Intervention of Road Victims in a Trauma Center
Project Description:	This continuation project with Carolinas Medical Center funded a social worker to serve the road-based injured trauma population. The social worker screened patients for alcohol or substance use, counseled them toward treatment and safe driving interventions, and contacted treatment centers to facilitate treatment options. Funding for this project also included an evaluation of the project to date.
Contributions to Meeting Targets:	During the grant year, the team developed an Institutional Review Board (IRB) protocol to analyze SBIRT and T-SBIRT data to determine whether counseling focused on road-risk reduction affected repeat crash-related visits among alcohol-positive trauma patients. National Trauma Quality Improvement Program (TQIP) analysis showed that alcohol-related road injuries are a widespread issue, with more than 50% positivity nationwide, inconsistent testing practices, and higher rates of high-BAC injuries than reflected in DMV or hospital data; it also found little difference between .05 and .08 BAC among severely injured patients. Community and stakeholder feedback emphasized the need for simpler alcohol-risk messaging, practical road-safety examples, and user-friendly tools for non-clinical social workers, who demonstrated the strongest interest in applying these approaches. Using this input, the team created and delivered a CEU-approved training for social workers and plans to expand training opportunities, continue sharing findings with state and national partners, and advance research through an ABC-funded project examining social determinants associated with alcohol-related road injuries.
Agency:	Charlotte-Mecklenburg Police Department
Project Number:	AL-25-02-05
Project Title:	Charlotte-Mecklenburg Police Department DWI Task Force

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Project Description: This project funded a DWI Task Force consisting of seven DWI Task Force officers. In addition to enforcement activities, the Task Force worked closely with the local teen safe driving project to educate the teens and the citizens of Mecklenburg County about the dangers of drinking and driving. Mecklenburg County was ranked 1st in overall fatalities, 1st in alcohol-related fatalities, 1st in unrestrained fatalities, and 1st in speeding fatalities.

Contributions to Meeting Targets: During Fiscal Year 2025, the Charlotte-Mecklenburg Police Department (CMPD) issued 1,837 impaired driving citations, including 731 written by members of the DWI Task Force. Officers also wrote 1,196 speed-related citations and 22 seat belt citations. The CMPD DWI Task Force conducted two saturation patrols each month, utilizing Breath Alcohol Testing (BAT) Mobile Units provided by the Forensic Tests for Alcohol (FTA) branch of NC DHHS at nearly every event. In addition to enforcement, Task Force officers delivered 11 Drug and Alcohol Awareness classes at local high schools, universities, and community events. They also instructed five basic Standardized Field Sobriety Test (SFST) classes and one SFST recertification class. CMPD participated in all Governor's Highway Safety Program campaigns during the year. Mecklenburg County experienced a decline in alcohol-related fatalities in FY2025, reflecting the combined impact of enforcement, education, and community engagement efforts.

Agency: Statesville Police Department

Project Number: AL-25-02-15

Project Title: Statesville DWI Task Force

Project Description: This project funded activity hours for two officers to conduct impaired driving enforcement in Statesville. Iredell County was ranked 13th for overall fatalities and 13th for alcohol-related fatalities.

Contributions to Meeting Targets: During the grant year, Statesville coordinated and/or participated in 15 multi-agency impaired driving checkpoints across Iredell County, utilizing a BAT Mobile unit at each event. In addition, Statesville conducted 13 impaired driving checkpoints within the city. Regular saturation and enforcement patrols were also implemented to deter impaired driving. Despite these efforts, Iredell County experienced an increase in alcohol-related fatalities. However, alcohol-related crashes showed a slight decrease, dropping from the 2018–2022 average of 212.6 to 210 in FY2025. Statesville maintained full participation in all GHSP campaigns throughout the year.

Agency: Kernersville Police Department

Project Number: AL-25-02-13

Project Title: Forsyth County DWI Task Force

Project Description: This project funded Kernersville's participation in the Forsyth County DWI Task Force. Forsyth County was ranked 6th in overall fatalities and 7th in alcohol-related fatalities. This Task Force is a multi-agency effort between the police departments of Kernersville, Winston-Salem, and the Forsyth County Sheriff's Office.

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Contributions to Meeting Targets:	The Kernersville Police Department participated in 11 seat belt initiatives and 41 impaired driving initiatives during FY2025. These enforcement efforts resulted in 171 DWI citations, six seat belt citations, and 25 speed-related citations. Forsyth County experienced a decrease in alcohol-related fatalities during the fiscal year. Alcohol-related crashes were also reduced, though not to the target level established by the agency. The Kernersville Police Department participated in 86.7% of Governor's Highway Safety Program (GHSP) campaigns.
Agency:	Belmont Police Department
Project Number:	AL-25-02-02
Project Title:	DWI Enforcement Officer
Project Description:	This continuation project funded activity hours for an officer to focus on DWI enforcement, education, and outreach in Belmont. Belmont is in Gaston County. Gaston County was ranked 21st in overall fatalities, 31 th in alcohol-related fatalities.
Contributions to Meeting Targets:	During the grant period, Belmont's established DWI officer recorded 10 impaired driving arrests, wrote 34 seat belt citations, and 78 speeding citations through a combination of checkpoints, targeted patrols, and high-visibility enforcement operations. In addition to enforcement activities, DWI officers engaged in community outreach, delivering multiple presentations at local schools and leveraging social media platforms to disseminate traffic safety messaging. While Gaston County experienced an increase in alcohol-related fatalities during the fiscal year, the county reported an overall decrease in alcohol-related crashes. Belmont actively participated in all Governor's Highway Safety Program (GHSP) impaired driving campaigns, reinforcing its commitment to reducing impaired driving and promoting roadway safety.
Agency:	New Hanover County Sheriff's Office
Project Number:	B5BAC-25-15-03
Project Title:	New Hanover County Sheriff's Office Forensic Laboratory Grant
Project Description:	This continuation project funded activity hours for a Laboratory Technician, along with supplies and training. The New Hanover County Sheriff's Office Forensic Lab provided analysis for casework submitted by partner agencies to ensure effective Investigation and prosecution of crimes.
Contributions to Meeting Targets:	The agency successfully met its goal of reducing alcohol-related fatalities in the service area by 10 percent, lowering the 2019–2023 average from 38.2 to 31. During the evaluation period, BAC cases increased by more than 10 percent compared to the previous fiscal year. Average turnaround time rose from 28.7 days to 39.82 days, primarily due to the relocation of the lab and a 20 percent increase in case load over the last quarter of the fiscal year. In FY2025, the lab analyzed 357 DWI cases on behalf of 24 law enforcement agencies across New Hanover, Pender, Brunswick, and Onslow counties.

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Agency:	N.C. Department of Health and Human Services –Forensic Testing for Alcohol Branch
Project Number:	M5BAC-25-15-02; B5BAC-25-15-01
Project Title:	Breath Alcohol Testing Mobile Unit Program
Project Description:	This project supported mobile Blood Alcohol Testing (BAT) Units stationed regionally across the state. The BAT Program provides resources to North Carolina law enforcement agencies for assistance in detecting, apprehending, and prosecuting impaired drivers. More specifically, the BAT Program assists law enforcement in their efforts to conduct DWI checking stations. This grant funded seven full-time BAT Coordinators and replace one of the BAT mobile units.
Contributions to Meeting Targets:	During FY2025, the Breath Alcohol Testing (BAT) Mobile Unit Program conducted 216 presentations and educational events reaching 23,539 individuals statewide, including civic groups, schools, universities, GHSP campaign events, and other highway safety initiatives. In addition, the BAT Mobiles participated in 312 high-visibility engagement and checking station events across North Carolina, resulting in nearly 600 individuals being charged with Driving While Impaired (DWI). These efforts reflect the program's broad reach and impact in promoting highway safety and reducing impaired driving.
Agency:	N.C. Department of Health and Human Services – Forensic Testing for Alcohol Branch
Project Number:	B5BAC-25-15-02; M5BAC-25-15-03
Project Title:	Science Program
Project Description:	This ongoing project provided for and maintained breath alcohol testing instruments statewide. The project also trains law enforcement officers to effectively use these instruments.
Contributions to Meeting Targets:	During FY2025, FTA maintained and serviced all EC/IR II evidential breath alcohol testing instruments and ASTDs statewide, ensuring law enforcement officers had reliable tools for detecting and apprehending impaired drivers. These instruments continue to provide North Carolina courts with accurate evidence for prosecution. A total of 243 Intox EC/IR II recertification training classes were conducted, resulting in 2,698 chemical analysts being recertified. With these trainings, 7,031 law enforcement personnel are now certified to conduct chemical analyses of breath using the Intox EC/IR II, including enhanced models with serial numbers 10,000 and higher. Administrative staff supported the program by assisting with training and quality assurance activities, further strengthening impaired driving enforcement efforts.
Agency:	North Carolina Department of Justice (State Bureau of Investigation)
Project Number:	AL-25-02-19
Project Title:	North Carolina State Crime Lab Toxicology Enhancement 2025
Project Description:	This continuation project funded 3 one-year preventative maintenance or service contracts for the three Liquid Chromatograph/Quadrupole-Time-of-

Flight (LC/Q-TOF) instruments. These instruments allow for the screening of blood sample extracts for compounds with known molecular formulas, which includes over a thousand drugs and metabolites. These agreements are needed to keep the instrumentation running at optimal conditions.

Contributions to Meeting Targets:

During FY2025, significant progress was achieved in advancing impaired driving enforcement and toxicology capacity. Alcohol-related fatalities decreased from the 2018–2022 average of 430 to 339, reflecting measurable improvements in highway safety outcomes. Two analysts attended the Robert F. Borkenstein course on Alcohol and Highway Safety: Testing, Research, and Litigation, further strengthening expertise in alcohol-related casework. Laboratory operations processed more than 4,000 cases using the Quadrupole Time-of-Flight (Q-TOF) mass spectrometer and over 5,000 cases using Liquid Chromatography-Mass Spectrometry (LC-MS) instrumentation. New methodologies were developed to identify and quantitate opioids, cocaine, and cocaine metabolites, enhancing the scope and precision of toxicological testing. Fentanyl was detected in 585 of the 2,592 drug toxicology cases completed during the reporting period, representing a 22.57 percent positivity rate. This marks a substantial increase from the 10 percent positivity rate observed during the same period last year, attributable to the heightened sensitivity of the newly implemented testing protocols. In addition, turnaround time for drug-impaired driving cases improved by 19 percent, decreasing from 536 days to 434 days. These advancements underscore the effectiveness of enhanced training, instrumentation, and methodology in supporting impaired driving prosecutions and aligning directly with NHTSA and GHSP priorities for reducing traffic fatalities and improving public safety.

Agency:	North Carolina Judicial Department - Administrative Office of the Courts
Project Number:	AL-25-02-16
Project Title:	Buncombe County DWI Treatment and Prevention Court
Project Description:	This continuation project funded a Legal Assistant to work with the Buncombe County DWI Treatment Court Coordinator.
Contributions to Meeting Targets:	The Buncombe County DWI Treatment Court enrolled 22 participants during FY2025, falling short of the program’s goal of 30 participants. The primary factor contributing to this shortfall was the ongoing impact of Hurricane Helene, which significantly disrupted operations across western North Carolina. The hurricane caused extensive infrastructure damage, including power outages, road closures, and restricted access to court facilities. These conditions resulted in delays to court proceedings, reduced staff availability, and impeded the implementation of planned initiatives. Despite these challenges, six participants successfully graduated from the program during the fiscal year.

Agency:	Onslow County Sheriff’s Office
Project Number:	AL-25-02-07
Project Title:	Onslow County Sheriff’s Office DWI Task Force

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Project Description:	This continuation grant funded activity hours for four deputies to conduct traffic safety enforcement focused on impaired driving. Onslow County was ranked 16th in overall fatalities, 13th in alcohol-related fatalities.
Contributions to Meeting Targets:	During the FY2025 grant year, the Onslow County Sheriff’s Office recorded 359 impaired driving charges, 205 seat belt violations, and 1,646 speed-related citations. Deputies conducted high-visibility enforcement through checking stations, saturation patrols, and targeted operations in high-risk areas identified using crash data, citizen complaints, and interagency collaboration. Deputies participated in 40 outreach events, including Driver’s Education sessions, Citizens Academy presentations, and military safety briefings at Camp Lejeune and Marine Corps Air Station New River. These efforts reached more than 2,000 citizens, focusing on high-risk groups such as young drivers and active-duty service members. Onslow County experienced a reduction in alcohol-related crashes; however, alcohol-related fatalities remained unchanged from FY2024. The agency participated in 66.7% of Governor’s Highway Safety Program (GHSP) campaigns.
Agency:	Lumberton Police Department
Project Number:	AL-25-02-11
Project Title:	Lumberton Police Department DWI Enforcement Team Expansion
Project Description:	This continuation grant funded activity hours for two deputies to conduct traffic safety enforcement focused on impaired driving. Robeson County was ranked 5th in overall fatalities, 5th in alcohol-related fatalities, and 4th in speed-related fatalities. Robeson County scores the highest of any county on NCDOT’s TDI rankings.
Contributions to Meeting Targets:	The Lumberton Police Department DWI Team filed 170 DWI charges, 220 occupant restraint charges, and 95 Child Passenger Safety (CPS) charges during the grant year. The traffic team coordinated or participated in 78 daytime traffic checkpoints, 60 nighttime checkpoints, and 24 educational events, while achieving 100% participation in Governor’s Highway Safety Program (GHSP) traffic safety campaigns. Despite these extensive enforcement and outreach efforts, alcohol-related fatalities increased in Robeson County during FY2025.
Agency:	Guilford County Sheriff’s Office
Project Number:	AL-25-02-10
Project Title:	Guilford County DWI Task Force
Project Description:	This continuation grant funded the Guilford County DWI Task Force. Guilford County ranked 3rd in overall fatalities, and 3rd in alcohol-related fatalities. The grant also funded a DWI Educator for educating the public on impaired driving.
Contributions to Meeting Targets:	During FY2025, Guilford County recorded 554 alcohol-related crashes, 19 of which were fatal, resulting in 20 fatalities. This reflects a 10% decrease in alcohol-related fatalities compared to the 2018–2022 average of 22. Alcohol-related crashes also declined by 11.5% from the 2018–2022 average, dropping to 554 during FY2025. Enforcement efforts were concentrated on the five highest alcohol-related crash locations within the county. In addition, the DWI

educator played a significant role in outreach and education, instructing 40 driver's education classes and 52 traffic classes. The educator also participated in 59 community events, delivering 63 presentations and coordinating 95 displays. Through these combined efforts, it is estimated that 12,935 individuals were reached during FY2025.

Agency:	Buncombe County Sheriff's Office
Project Number:	AL-25-02-09
Project Title:	Buncombe County DWI Task Force
Project Description:	This grant funded activity hours for three deputies to conduct impaired driving enforcement in Buncombe County. Buncombe County ranked 10th for overall fatalities and 9th for alcohol-related fatalities statewide.
Contributions to Meeting Targets:	Hurricane Helene had a significant impact on the operations of the Buncombe County Sheriff's Office (BCSO), disrupting staffing and normal activities. As a result, BCSO was unable to fully meet all grant-related goals and objectives. Despite these challenges, the DWI Task Force recorded 287 DWI charges, 268 speeding charges, and 83 seat belt/child restraint violations, contributing to a reduction in alcohol-related crashes within the county. However, alcohol-related fatalities increased during FY2025. BCSO also prioritized community outreach, delivering traffic safety presentations to approximately 13,500 students in public schools. In addition, the agency demonstrated strong commitment to statewide initiatives by achieving 100% participation in Governor's Highway Safety Program (GHSP) campaigns.
Agency:	Thomasville Police Department
Project Number:	AL-25-02-06
Project Title:	Thomasville DWI Task Force
Project Description:	This project funded activity hours for one officer to work high-visibility enforcement with a focus on impaired driving. Davidson County was ranked 8th in overall fatalities and 12th in alcohol-related fatalities.
Contributions to Meeting Targets:	The grant-funded officer with the Thomasville Police Department conducted 30 seat belt initiatives and 20 impaired driving checking stations/saturation patrols, resulting in 946 total charges, including 50 DWIs and 44 seat belt violations. In addition, the DWI Task Force Officer participated in two educational events, reaching more than 50 high school driver's education students with impaired driving prevention messaging. Davidson County experienced significant safety improvements during FY2025, with a 75% reduction in alcohol-related fatalities, an almost 14% decrease in overall fatalities, and a 20% decrease in unrestrained fatalities. Thomasville PD achieved 66.7% participation in Governor's Highway Safety Program (GHSP) campaigns, reflecting strong engagement in statewide traffic safety initiatives.
Agency:	Winston-Salem Police Department
Project Number:	AL-25-02-08

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Project Title:	Forsyth County DWI Task Force
Project Description:	This project funded Winston-Salem's participation in the Forsyth County DWI Task Force. Forsyth County was ranked 6th in overall fatalities and 4th in alcohol-related fatalities. This Task Force is a multi-agency effort between the police departments of Kernersville, Winston-Salem, and the Forsyth County Sheriff's Office.
Contributions to Meeting Targets:	During FY2025, Forsyth County experienced a reduction in alcohol-related fatalities and crashes through the efforts of the Forsyth County DWI Task Force, which includes Winston-Salem, Kernersville Police Department, and the Forsyth County Sheriff's Office. The task force issued 227 DWIs, 206 speeding citations, and 37 occupant protection citations, while presenting the Impact class at 56 high school driver education sessions and additional community programs, reaching 2,016 students and residents. Education was further supported by instruction on Standardized Field Sobriety Testing for Winston-Salem Police Department recruits, reinforcing enforcement and education initiatives across the county. Winston-Salem participated in 80% of GHSP campaigns.
Agency:	Mothers Against Drunk Driving (MADD)
Project Number:	AL-25-02-18
Project Title:	Impaired Driving and Underage Drinking and Other Drug Use Prevention
Project Description:	This ongoing project funded the MADD Program Specialist and Court Monitor Specialist positions and provided materials and support for public education and awareness events.
Contributions to Meeting Targets:	Mothers Against Drunk Driving (MADD) remained a highly engaged partner of the Governor's Highway Safety Program (GHSP) during FY2025. MADD participated in 31 community events, reaching nearly 8,000 attendees statewide. The organization supported and attended 59 DWI checkpoints and saturation patrols across North Carolina, reinforcing impaired driving prevention efforts. MADD hosted both a statewide law enforcement recognition event and a regional recognition event, honoring more than 35 law enforcement officers and judicial staff for their contributions to traffic safety. In addition, MADD conducted 985 hours of courtroom monitoring in 10 counties, ensuring accountability in impaired driving cases. Training support was also a key focus, with MADD assisting in more than 15 training courses in partnership with the Forensic Tests for Alcohol (FTA) branch of the NC Department of Health and Human Services, the NC Conference of District Attorneys (NCCDA), NC State Highway Patrol (SHP), and other local agencies, contributing to the development and training of over 700 law enforcement personnel. Through these initiatives, MADD continues to demonstrate its role as one of GHSP's most dedicated and impactful partners.
Agency:	N.C. Department of Health and Human Services – Forensic Testing for Alcohol Branch
Project Number:	M5TR-25-15-02 / B5BAC-25-15-05

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Project Title:	Drug Recognition Expert (DRE) Program
Project Description:	This ongoing project funded the DRE Training Coordinator and DRE Program Coordinator positions. The Training Coordinator schedules statewide training to teach officers to detect impaired suspects under the influence of drugs. The coordinator also provides instruction for DREs and DRE instructors to ensure state-of-the-art training. The Program Coordinator oversaw all DRE program activities and helps develop effective education programs and strategies for all DREs in North Carolina.
Contributions to Meeting Targets:	During FY2025, North Carolina sustained a strong Drug Recognition Expert (DRE) program with 152 certified officers, 11 students pending certification, and 17 eligible for recertification, supported by 38 active instructors. The statewide DRE recertification rate reached 83.7%, and 786 evaluations were completed. Annual in-service training was provided to 110 DREs, while training efforts expanded through four Drug Impairment Training for Education Professionals (DITEP) courses for 79 participants, 36 Advanced Roadside Impaired Driving Enforcement (ARIDE) classes training 327 officers, and 39 Introduction to Drugged Driving courses reaching 636 students. Additionally, 27 students completed a Substance Abuse and Behavioral Recognition class, underscoring North Carolina's comprehensive approach to impaired driving enforcement, education, and professional development.
Agency:	N.C. Department of Health and Human Services – Forensic Testing for Alcohol Branch
Project Number:	M5TR-25-15-01 / B5BAC-25-15-06
Project Title:	Standardized Field Sobriety Testing (SFST) Program
Project Description:	This ongoing project provided training to law enforcement officers for SFST and Advanced Roadside Impaired Driving Enforcement (ARIDE) across the state.
Contributions to Meeting Targets:	During FY2025, the Forensic Tests for Alcohol (FTA) branch conducted extensive Standardized Field Sobriety Test (SFST) training statewide. A total of 139 Basic SFST classes trained 2,000 students, while 108 Refresher Training classes reached 556 students. Instructor development was also prioritized, with eight SFST Instructor Refresher Training classes for 88 instructors and three Initial Instructor Training courses certifying 34 new instructors. As a result, North Carolina currently has 285 active certified SFST instructors, strengthening the state's impaired driving enforcement and training capacity.
Agency:	North Carolina Judicial Department - Conference of District Attorneys
Project Number:	M1*AL-25-13-01 / AL-25-02-20 / OP-25-04-03 / M5CS-25-15-01
Project Title:	North Carolina Conference of District Attorneys Traffic Safety Program FY2025
Project Description:	This continuation project funded efforts to educate law enforcement personnel, prosecutors, magistrates, and judges on basic and advanced traffic safety topics and their daily job duties and responsibilities. This grant also funded Traffic Safety Resource Prosecutors to alleviate increased caseloads,

	provide technical assistance, and train prosecutors, law enforcement, judicial officials, and other allied officials in the counties with DWI Task Forces.
Contributions to Meeting Targets:	During the reporting period, the North Carolina Conference of District Attorneys (NCCDA), implemented a comprehensive program of training, technical assistance, and prosecutorial support to strengthen impaired driving enforcement and advance traffic safety priorities across North Carolina. Multiple statewide and regional trainings were conducted, including Prosecutor's School, Legal Updates, vehicular homicide, DWI, and trial advocacy. In total, more than 2,800 prosecutors, law enforcement officers, toxicologists, and traffic safety professionals received training during the reporting period. Beyond formal training, the traffic safety team provided extensive on-demand instruction both within North Carolina and nationally, published legal articles and briefs, maintained an active Traffic Law Forum with over 600 members, and responded to more than 350 technical assistance requests. The team also updated and distributed key prosecutorial and law enforcement publications, serving as a statewide clearinghouse and liaison among traffic safety partners. In addition, specialized prosecutorial support was provided in conflict and complex cases, contributing to the disposition of hundreds of DWI and traffic-related prosecutions.
Agency:	Belmont Police Department
Project Number:	AL-25-02-03
Project Title:	DWI Enforcement Team Expansion - Year 1
Project Description:	This project funded activity hours for an additional police officer to conduct impaired driving enforcement in Belmont. The project expanded the DWI Team to two (2) officers. Gaston County was ranked 9th for overall traffic fatalities and 13th for alcohol-related fatalities.
Contributions to Meeting Targets:	During the grant period, Belmont's expansion DWI officer recorded 27 impaired driving arrests, 11 seat belt citations, and 73 speeding citations through a combination of checkpoints, targeted patrols, and high-visibility enforcement operations. In addition to enforcement activities, DWI officers engaged in community outreach, delivering multiple presentations at local schools and leveraging social media platforms to disseminate traffic safety messaging. While Gaston County experienced an increase in alcohol-related fatalities during the fiscal year, the county reported an overall decrease in alcohol-related crashes. Belmont actively participated in all Governor's Highway Safety Program (GHSP) impaired driving campaigns, reinforcing its commitment to reducing impaired driving and promoting roadway safety.
Agency:	NC Judicial Department - Administrative Office of the Courts
Project Number:	M5CS-25-15-02
Project Title:	Emergency Judges for DWI Court Sessions
Project Description:	This was a continuing effort to address the pending DWI backlog created because of the COVID-19 pandemic. As a result of the COVID-19 pandemic, courts across the state were closed for periods of time. According to

Administrative Office of the Courts (AOC) records, 1,657 DWI cases were pending in Johnston, Mecklenburg, and Wake counties, which accounted for over 20% of the statewide DWI case backlog. Each of these counties held an average of nearly three (3) extra sessions of DWI court per week over the project period, with Mecklenburg and Wake holding nearly five (5) extra sessions per week. Daily travel costs were requested based on a statutorily mandated fee of \$400 per day for each district court judge plus FICA and \$78 per day in travel expenses.

**Contributions to
Meeting Targets:**

The project added a combined 213 additional DWI Court hearings in Mecklenburg and Johnston Counties, achieving a 96.5% utilization rate despite Wake County’s inability to participate due to District Attorney staffing shortages. These efforts reduced pending DWI cases in the two counties by 17.8% between March and September 2025, compared to a slight statewide increase of 0.21%.

Occupant Protection Projects and Activities

The following occupant protection related projects and activities were funded by GHSP under the FY2024-2026 Triennial Highway Safety Plan:

Agency:	North Carolina State University - Institute of Transportation Research and Education
Project Number:	OP-25-04-02 / M1OP-25-13-01 / M2OP-25-13-01
Project Title:	2025 North Carolina Observational Survey of Seat Belt Use
Project Description:	This project conducted the state’s Annual Seat Belt Survey in accordance with National Highway Traffic Safety Administration (NHTSA) requirements to qualify for seat belt incentive grant program funds, and in accordance with the Uniform Criteria for State Observational Surveys of Seat Belt Use. The survey was conducted in select counties and results will document the statewide seatbelt use rate.
Contributions to Meeting Targets:	It was determined that the seat belt usage rate in North Carolina was 92.17%.
Agency:	University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number:	OP-25-04-04 / M1PE-25-13-01
Project Title:	BuckleUpNC Occupant Protection Program
Project Description:	This continuation project maintained and updated the BuckleUpNC website (www.buckleupnc.org), which provides consumer information on occupant protection to the public through a toll-free number, website, brochures, and flyers. The project also provided program and technical assistance to CPS advocates and administrators. The Highway Safety Research Center continued to support the North Carolina Occupant Protection Task Force and continued to collaborate with GHSP and the Office of the State Fire Marshal on Occupant Protection issues throughout the year.
Contributions to Meeting Targets:	The Highway Safety Research Center (HSRC) at the University of North Carolina updated and maintained the BuckleUpNC.org website, which underwent a complete revision in FY2025. The redesign introduced a new look and improved organization of information, making the site more user-friendly and accessible to the public. Website engagement increased significantly, with over 75,000 users accessing the site during the fiscal year. HSRC also continued to maintain the restricted-access program management portal of BuckleUpNC.org, which coordinates with local North Carolina Child Passenger Safety (CPS) programs to collect and monitor program data. This information is utilized by HSRC, the Office of the State Fire Marshal (Safe Kids NC), and GHSP to assess statewide program performance. As of FY2025, there were 241 programs operating across 308 service locations in 97 counties. At permanent checking stations, 6,250 seat checks were conducted during the year. HSRC also participated in or conducted numerous community outreach events, and updated, printed, and distributed research-based educational materials for use by programs and advocates statewide.

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By the end of FY2025, North Carolina had 3,585 certified technicians, underscoring the state’s strong commitment to child passenger safety.

Agency:	North Carolina Department of Public Safety (NC State Highway Patrol)
Project Number:	M2HVE-25-13-01
Project Title:	Click It or Ticket Overtime Enforcement 2025
Project Description:	This continuation project funded the Click-It or Ticket model with enforcement in high-priority counties with high rates of unrestrained fatalities and injuries. Counties will be selected based upon recommendations from GHSP and SHP.
Contributions to Meeting Targets:	As part of this project, the North Carolina State Highway Patrol (NC SHP) conducted overtime enforcement of seat belt use during Click It or Ticket campaigns across Pitt, Franklin, Robeson, Johnston, Guilford, Forsyth, Caldwell, Iredell, Buncombe, and Mecklenburg counties. These efforts resulted in 2,240 seat belt violations and 137 child restraint violations. In addition, NC SHP actively participated in all GHSP campaigns, demonstrating its continued commitment to occupant protection and statewide traffic safety initiatives.
Agency:	Mountain Area Health Education Center, Inc.
Project Number:	CR-25-22-01
Project Title:	Safe Kids Western North Carolina FY2025
Project Description:	This continuation project funded Safe Kids Western North Carolina (Safe Kids WNC) to increase and maintain the base of Child Passenger Safety (CPS) Technicians trained in Special Needs Transportation. Safe Kids WNC is the referral resource for families of children with special health care needs and offers the “Transporting Children with Special Needs” CPS enrichment course twice a year in different regions of the state. Safe Kids WNC continued efforts to develop and grow partnerships with law enforcement while participating in local Click It or Ticket enforcement activities and the CPS Diversion Program. The project educated preteens and teens to become safe passengers now and safe drivers in the future.
Contributions to Meeting Targets:	During FY2025, Mountain Area Health Education Center (MAHEC) advanced child passenger safety efforts across the region, increasing the number of special needs trained CPS technicians to 125, a slight gain from FY2024, and raising the statewide CPS technician recertification rate to 66.5%, a three-point improvement. The program distributed car seats to underserved families in need, assisted 44 children with special healthcare needs, and checked 547 seats for proper installation and education at CPS clinics. Outreach and training included 29 locations providing CPS education materials, 17 continuing education classes with 1,174 participants, four certification classes with 74 participants, and five Hot Car display events reaching 263 attendees. Additionally, 11 individuals participated in the CPS Diversion program, reflecting MAHEC’s ongoing commitment to training, education, and community engagement in support of child passenger safety in western North Carolina.

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Agency: North Carolina Department of Insurance

Project Number: M1CPS-25-13-01 / M2CPS-25-13-01 / B1CPS_US-25-13-01

Project Title: Child Passenger Safety Program for North Carolina

Project Description: This ongoing project funds the Office of State Fire Marshal (OSFM)/Safe Kids NC to continue CPS efforts and unattended vehicle/hot car deaths.

Contributions to Meeting Targets: The Office of State Fire Marshal's (OSFM) Child Passenger Safety Program, known as Safe Kids NC, continued to demonstrate national leadership in FY2025. A total of 31 CPS certification classes and six renewal courses were conducted, resulting in 3,585 certified CPS technicians across North Carolina. The state achieved a recertification rate of 68 percent, significantly higher than the national average of 53.41 percent. More than 235 technicians attended the annual Safe Kids NC conference, further strengthening professional development and collaboration. In partnership with UNC-HSRC, Safe Kids NC worked to overhaul the CPS Diversion program, with a new system scheduled for rollout in the first quarter of FY2026 to improve statewide tracking and consistency. Currently, 44 counties operate seat belt diversion programs. In response to Hurricane Helene and Tropical Storm Chantal, Safe Kids NC hosted five events to assist families impacted by the storms, distributing child restraints to those in need. Throughout the year, Safe Kids NC provided educational materials, participated in conferences and training opportunities, and conducted public awareness initiatives. These included heat stroke prevention events focused on the dangers of hot cars and promotion of Child Passenger Safety Week across North Carolina.

Agency: North Carolina Department of Insurance

Project Number: UNATTD-25-20-01

Project Title: NC Please Don't Forget Me Hot Car Awareness Program

Project Description: This project funded heatstroke/unattended passenger awareness and education to the public to reduce heatstroke-related deaths.

Contributions to Meeting Targets: During Fiscal Year 2025, the Office of State Fire Marshal's (OSFM) Safe Kids NC staff conducted 48 hot car awareness educational events across North Carolina communities. A hot car awareness display was also featured in Safety City for 11 days during the North Carolina State Fair, reminding fairgoers that even in cooler months, vehicle temperatures can quickly reach unsafe levels and children should never be left unattended in vehicles. Safe Kids NC, in partnership with local coalitions and partners, organized multiple media events at ten locations and supported eight additional coalition-led events statewide. In total, 160 hot car awareness events were held during FY2025, each utilizing a Hot Car Temperature Display to demonstrate the dangers of vehicular heat exposure. Despite these extensive outreach efforts, North Carolina experienced two heat stroke-related child fatalities in FY2025, underscoring the continued importance of public education and prevention initiatives.

Agency: Governor's Highway Safety Program

Agency:	Robeson County
Project Number:	OP-25-04-05
Project Title:	Robeson County "Saved by the Belt" Occupant Restraint Program
Project Description:	This project had previously been managed by Southeastern Regional Medical Center and was later moved to Robeson County. The project funded activity hours for a coordinator who oversaw a seat belt diversion program, administered in partnership with the Robeson County District Attorney’s Office, local law enforcement agencies, and the court system. The program allowed first-time seat belt use offenders to have their first offense dismissed if they participated in the “Trauma Nurses Talk Tough” seat belt education program.
Contributions to Meeting Targets:	During Fiscal Year 2025, the Robeson County seat belt education program conducted 33 two-hour classes with a total of 145 participants. The grant facilitator actively supported local Vision Zero Task Force meetings and promoted the program through community events and partnerships with law enforcement agencies. A recidivism survey was administered to evaluate the program’s effectiveness, with 39.6 percent of contacted participants responding. Among respondents, approximately 85 percent reported no additional seat belt citations following the class. Those who did report subsequent violations indicated that they occurred six months or more after participation. Importantly, 84 percent of surveyed participants stated that they now always wear a seat belt. These combined efforts contributed to a reduction in unrestrained fatalities in Robeson County during FY2025, underscoring the program’s role in advancing traffic safety and reinforcing positive behavioral change among participants.

Police Traffic Services

The police traffic services related projects and activities listed below were funded by GHSP under the FY2024-2026 Highway Safety Plan:

Agency:	Governor's Highway Safety Program
Project Number:	PT-25-06-01
Project Title:	Statewide Traffic Enforcement Program (STEP)
Project Description:	This ongoing project funded a program for traffic safety equipment for use in statewide enforcement and education programs. The Governor's Highway Safety Program (GHSP) conducted various enforcement efforts throughout the year, including several "Booze It & Lose It" and "Click It or Ticket" campaigns. GHSP encouraged law enforcement agencies to participate and report their citation totals via online reporting on a weekly basis during each campaign as well as at other times during the year. Agencies were evaluated at the end of the year for their participation and reporting. Based on a demonstrated need, agencies requested specific equipment to assist GHSP in achieving their goals in the reduction of alcohol, speed, or unrestrained fatalities. This project funded the cost of the equipment.
Contributions to Meeting Targets:	In FY2025, 230 law enforcement agencies participated in the supply acquisition phase of the Statewide Traffic Enforcement Program. Requested equipment included in-car video systems, LiDAR units, preliminary breath testers (PBTs), radar devices, speed display signs, and Crash Data Recorder (CDR) kits. GHSP achieved an increase in agency participation in occupant protection and speed enforcement campaigns compared to FY2024.
Agency:	Dare County Sheriff's Office
Project Number:	PT-25-06-12
Project Title:	Region 1 LEL
Project Description:	This ongoing project worked with County Coordinators and regional law enforcement agencies to participate in GHSP campaigns and other traffic-related initiatives.
Contributions to Meeting Targets:	Region 1 maintained 82.8% reporting in FY2025.
Agency:	New Bern Police Department
Project Number:	PT-25-06-02
Project Title:	Region 2 LEL
Project Description:	This ongoing project worked with County Coordinators and regional law enforcement agencies to participate in GHSP campaigns and other traffic-related initiatives.
Contributions to Meeting Targets:	Region 2 maintained 92.9% reporting in FY2025.

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Agency:	Brunswick County Sheriff's Office
Project Number:	PT-25-06-03
Project Title:	Region 3 LEL
Project Description:	This ongoing project worked with County Coordinators and regional law enforcement agencies to participate in GHSP campaigns and other traffic-related initiatives.
Contributions to Meeting Targets:	Region 3 maintained 87.9% reporting in FY2025.
Agency:	Granville County Sheriff's Office
Project Number:	PT-25-06-04
Project Title:	Region 4 LEL
Project Description:	This ongoing project worked with County Coordinators and regional law enforcement agencies to participate in GHSP campaigns and other traffic-related initiatives.
Contributions to Meeting Targets:	In FY2025, Region 4 focused on promoting highway safety with goals to maintain seatbelt use above 90% and raise law enforcement agency participation in campaigns to 90%; however, participation fell short at 71%. Joint enforcement efforts in Edgecombe, Granville, Nash, and Wilson Counties were successful. Seatbelt survey results were encouraging, with Region 4 counties averaging above 90%, suggesting potential for broader application. Night-time seatbelt initiatives and GHSP campaigns were reinforced with participating agencies, demonstrating continued commitment to safety despite challenges in meeting participation and reporting targets.
Agency:	Orange County Sheriff's Office
Project Number:	PT-25-06-05
Project Title:	Region 5 LEL
Project Description:	This ongoing project worked with County Coordinators and regional law enforcement agencies to participate in GHSP campaigns and other traffic-related initiatives.
Contributions to Meeting Targets:	Region 5 maintained 81.1% reporting in FY2025.
Agency:	Town of Southern Pines
Project Number:	PT-25-06-60
Project Title:	Region 6 LEL
Project Description:	This ongoing project worked with County Coordinators and regional law enforcement agencies to participate in GHSP campaigns and other traffic-related initiatives.

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Contributions to Meeting Targets:	Region 6 maintained 81% reporting in FY2025.
Agency:	Davidson County Sheriff's Office
Project Number:	PT-25-06-07
Project Title:	Region 7 LEL
Project Description:	This ongoing project worked with County Coordinators and regional law enforcement agencies to participate in GHSP campaigns and other traffic-related initiatives.
Contributions to Meeting Targets:	Region 7 maintained 80.1% reporting in FY2025.
Agency:	Charlotte-Mecklenburg Police Department
Project Number:	PT-25-06-08
Project Title:	Region 8 LEL
Project Description:	This ongoing project worked with County Coordinators and regional law enforcement agencies to participate in GHSP campaigns and other traffic-related initiatives.
Contributions to Meeting Targets:	Region 8 maintained 89.3% reporting in FY2025.
Agency:	Marion Police Department
Project Number:	PT-25-06-09
Project Title:	Region 9 LEL
Project Description:	This ongoing project worked with County Coordinators and regional law enforcement agencies to participate in GHSP campaigns and other traffic-related initiatives.
Contributions to Meeting Targets:	Region 9 maintained 80.3% reporting in FY2025.
Agency:	Columbus Police Department
Project Number:	PT-25-06-10
Project Title:	Region 10 LEL
Project Description:	This ongoing project worked with County Coordinators and regional law enforcement agencies to participate in GHSP campaigns and other traffic-related initiatives.
Contributions to Meeting Targets:	Region 10 maintained 100% reporting in FY2024.
Agency:	Sylva Police Department
Project Number:	PT-25-06-11
Project Title:	Region 11 LEL

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Project Description: This ongoing project worked with County Coordinators and regional law enforcement agencies to participate in GHSP campaigns and other traffic-related initiatives.

Contributions to Meeting Targets: Region 11 maintained 81.2% reporting in FY2025.

Agency: Raleigh Police Department

Project Number: PT-25-06-23

Project Title: Raleigh Overtime for Traffic Enforcement

Project Description: This project funded overtime for officers to work high-visibility enforcement with a focus on seatbelt and speeding enforcement. Wake County was ranked 2nd in overall fatalities, 2nd in unrestrained fatalities, and 2nd in speeding-related fatalities.

Contributions to Meeting Targets: During FY2025, the Raleigh Police Department conducted extensive high-visibility enforcement activities in support of traffic safety initiatives. Although the stated goals of reducing speed-related fatalities and unrestrained fatalities were not met, the department demonstrated significant enforcement efforts over the grant period. A total of 157 shifts were conducted, involving 24 officers, for a combined 627.5 enforcement hours. These activities resulted in 4,883 speed-related contacts, 542 DWI-related contacts, and 168 occupant protection-related contacts. In addition, the Raleigh Police Department actively participated in 33.3 percent of GHSP campaigns.

Agency: Dare County Sheriff's Office

Project Number: PT-25-06-14

Project Title: Dare County Overtime for Traffic Enforcement

Project Description: This project funded overtime for traffic safety enforcement with a focus on seatbelt and speeding enforcement and pedestrian/bicycle safety to reduce related fatalities. Dare County is ranked 43rd in pedestrian fatalities, 34th in pedestrian crashes with serious injuries, and 10th in crashes involving bicycles. Dare County is situated in a traditionally underserved area of North Carolina.

Contributions to Meeting Targets: Dare County increased enforcement efforts during the spring and summer months to align with peak tourism activity. Despite these efforts, pedestrian crashes rose to 14 in FY2025, compared with the 2018–2022 average of 9.6. The county experienced a 17.6% reduction in bicycle crashes during FY2025; however, there was one bicyclist fatality reported during the same period. On a positive note, speed-related crashes decreased by 27.6%, and alcohol-related crashes declined by 21.8%. Dare County also participated in 100% of GHSP-sponsored campaigns.

Agency: Salisbury Police Department

Project Number: PT-25-06-35

Project Title: Salisbury Traffic Safety Enforcement Overtime

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Project Description:	This project funded overtime for officers to work high-visibility traffic safety enforcement. Rowan County is ranked 18th in overall fatalities, 24th in unrestrained fatalities, and 20th in speeding-related fatalities.
Contributions to Meeting Targets:	In FY2025, the Salisbury Police Department reported notable enforcement and safety trends: speeding-related contacts rose by over 24%, increasing from 516 to 641, while seat belt citations grew nearly 16%, from 38 to 44. Rowan County experienced a positive reduction in speed-related fatalities, dropping more than 28% compared to the 2018–2022 average (from 5.4 to 4). However, unrestrained fatalities presented a concerning rise of more than 42%, climbing from the average of 7 to 10. These figures highlight both the effectiveness of increased enforcement in reducing speed-related deaths and the ongoing challenge of addressing seat belt compliance and restraint use.
Agency:	Concord Police Department
Project Number:	PT-25-06-56
Project Title:	Concord Police Department Overtime for Traffic Enforcement
Project Description:	This project funded overtime for officers to work high-visibility traffic safety enforcement. Cabarrus County is ranked 19th in overall fatalities, 34th in unrestrained fatalities, and 33rd in speeding-related fatalities.
Contributions to Meeting Targets:	Officers working overtime in Concord issued 168 speeding related citations, 4 DWI related citations, and 12 occupant protection citations. Cabarrus County experienced a reduction in speed related crashes, decreasing from the 2018–2022 average of 262.4 to 206 in FY2025. There was also a decline in alcohol related crashes from 236.6 to 209 and overall fatalities from 25.6 to 19 compared to the 2018–2022 averages. The Concord Police Department participated in 100% of GHSP campaigns.
Agency:	Canton Police Department
Project Number:	PT-25-06-52
Project Title:	Canton Traffic Safety Enforcement Overtime
Project Description:	This project funded overtime for officers to work high-visibility traffic safety enforcement. Haywood County is ranked 56th in overall fatalities, 51st in unrestrained fatalities, and 61st in speeding-related fatalities. This is a traditionally underserved community for grant-funded traffic safety efforts.
Contributions to Meeting Targets:	Canton Police Department increased its speed-related contacts from 53 to 522 and its occupant-protection contacts from 38 to 58 in FY2025. This enforcement contributed to a reduction in overall traffic fatalities in Haywood County. Canton PD participated in 35.7% of Governor's Highway Safety Program (GHSP) campaigns.
Agency:	Fayetteville Police Department
Project Number:	PT-25-06-39
Project Title:	Fayetteville Overtime for Traffic Enforcement

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Project Description:	This project funded overtime for high-visibility traffic safety enforcement. Cumberland County is ranked 4th in fatalities, 4th in alcohol-related fatalities, 5th in unrestrained fatalities, and 5th in speed-related fatalities. Cumberland County is ranked 15th in NCDOT's Transportation Disadvantaged Index (TDI) rankings.
Contributions to Meeting Targets:	During FY2025, the Fayetteville Police Department increased its traffic-related contacts by more than 4.8% compared to FY2024. This enforcement activity contributed to a nearly 27% decrease in overall traffic fatalities in Cumberland County. Fayetteville PD achieved 100% participation in Governor's Highway Safety Program (GHSP) campaigns, demonstrating full commitment to statewide traffic safety initiatives.
Agency:	Charlotte-Mecklenburg Police Department
Project Number:	PT-25-06-24
Project Title:	Charlotte-Mecklenburg Police Department Traffic Safety Enforcement Overtime
Project Description:	This project funded overtime for officers to work high-visibility traffic safety enforcement. Mecklenburg County is ranked 1st in overall fatalities, 1st in unrestrained fatalities, and 1st in speeding-related fatalities.
Contributions to Meeting Targets:	During FY2025, the Charlotte-Mecklenburg Police Department (CMPD) achieved 93.3% participation in Governor's Highway Safety Program (GHSP) campaigns. CMPD recorded a 131% increase in speeding-related contacts and a 45% increase in occupant protection contacts compared to the previous fiscal year. While speeding-related fatalities decreased, the reductions did not meet the project's established targets for either speed-related or unrestrained fatalities.
Agency:	New Bern Police Department
Project Number:	PT-25-06-16
Project Title:	New Bern Overtime for Traffic Enforcement
Project Description:	This project funded overtime for officers to work high-visibility traffic safety enforcement. Craven County is ranked 52nd in overall fatalities, 46th in unrestrained fatalities, and 63rd in speeding-related fatalities. Craven County is ranked 29th in NCDOT's Transportation Disadvantaged Index (TDI) rankings.
Contributions to Meeting Targets:	Officers working overtime in New Bern issued 157 speeding related citations, 0 DWI related citations, and 11 occupant protection citations. Craven County experienced a slight increase in unrestrained fatalities from the 2018-2022 average of 3.2 to 4. Regrettably, speed-related fatalities increased from the 2018-2022 average of 1.6 to 4. New Bern Police Department participated in 93.3% of GHSP campaigns.
Agency:	Mooresville Police Department
Project Number:	PT-25-06-25
Project Title:	Mooresville Traffic Unit Expansion Year 3

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Project Description:	This continuation project funded activity hours for two officers to conduct high-visibility traffic safety enforcement. Iredell County is currently ranked 13th in overall fatalities, 23rd in unrestrained fatalities, and 23rd in speeding fatalities.
Contributions to Meeting Targets:	During FY2025, the Mooresville Police Department recorded 1,226 speed-related contacts, 244 impaired driving contacts, and 190 occupant protection contacts. Officers actively participated in impaired driving checkpoints and traffic education events throughout the grant period, reinforcing community engagement and traffic safety awareness. Mooresville achieved full participation in all Governor's Highway Safety Program (GHSP) campaigns. Within Iredell County, overall traffic fatalities increased compared to the 2018-2022 average, though alcohol-related crashes decreased slightly, highlighting both progress and ongoing challenges in roadway safety.
Agency:	Cabarrus County Sheriff's Office
Project Number:	PT-25-06-51
Project Title:	Cabarrus County Sheriff's Office Traffic Enforcement and Education Unit Expansion
Project Description:	This project funded activity hours for two officers to conduct high-visibility traffic safety enforcement throughout Cabarrus County. Cabarrus County is currently ranked 19th in overall fatalities, 34th in unrestrained fatalities, and 33rd in speeding fatalities.
Contributions to Meeting Targets:	During FY2025, Cabarrus County experienced decreases in overall fatalities, alcohol-related crashes, and young driver-involved crashes. The traffic team conducted 44 seat belt initiatives and 17 impaired driving initiatives, resulting in 123 seat belt violations, 11 DWI citations, and 553 speed-related citations. To strengthen education and prevention, the county hosted 61 classes for young drivers, reaching 1,241 licensed high school students with instruction on the dangers of distracted and impaired driving. The agency also organized multiple Child Passenger Safety (CPS) events, checking hundreds of car seats to promote safe travel for children. Cabarrus County achieved 100% participation in Governor's Highway Safety Program (GHSP) campaigns, demonstrating full engagement in statewide traffic safety efforts.
Agency:	Zebulon Police Department
Project Number:	PT-25-06-49
Project Title:	Zebulon Traffic Unit
Project Description:	This project funded activity hours for two officers to conduct high-visibility traffic safety enforcement. Wake County ranks 2nd in overall fatalities, 2nd in unrestrained fatalities, and 2nd in speeding-related fatalities.
Contributions to Meeting Targets:	During FY2025, the Zebulon Police Department pursued three project goals focused on reducing serious injury crashes, young driver crashes, and alcohol-related crashes. While enforcement objectives such as increasing speed-related contacts, conducting saturation patrols, and raising impaired driving contacts were not met, speed contacts fell to 499, only 8 saturation patrols

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were conducted, and 24 impaired driving contacts were made. The department did achieve its educational objective by holding four educational events for young drivers. Outcome data showed serious injury crashes declined slightly to 408, short of the 15% reduction goal, and alcohol-related crashes decreased to 995, not meeting the 12% reduction target. However, young driver crashes dropped significantly to 4,690, surpassing the 10% reduction goal and marking the project's most notable success. Zebulon PD participated in 80% of GHSP campaigns.

Agency:	Durham County Sheriff's Office
Project Number:	PT-25-06-40
Project Title:	2025 Durham Sheriff Traffic Enforcement Grant
Project Description:	This project funded activity hours for three deputies to work high-visibility traffic safety enforcement. Durham County is ranked 9th in overall fatalities, 7th in unrestrained fatalities, and 9th in speeding-related fatalities.
Contributions to Meeting Targets:	During FY2025, the Durham County Sheriff's Office identified the county's top crash sites and concentrated speed enforcement efforts in those areas. The traffic unit conducted 2,321 traffic-related contacts, resulting in 866 speed-related citations and 94 seat belt violations. Durham County experienced a slight decrease in unrestrained fatalities and speed-related fatalities; however, overall traffic fatalities increased during the fiscal year. The Sheriff's Office achieved 86.7% participation in Governor's Highway Safety Program (GHSP) campaigns.
Agency:	Brunswick County Sheriff's Office
Project Number:	PT-25-06-26
Project Title:	Brunswick County Sheriff Highway Traffic Safety Project
Project Description:	This project funded activity hours for three deputies to work high-visibility traffic safety enforcement. Brunswick County is ranked 22nd in overall fatalities, 16th in unrestrained fatalities, 19th in speeding related fatalities, and 9th in older driver fatal crashes
Contributions to Meeting Targets:	The Brunswick County Sheriff's Office (BCSO) is recognized as a regional leader in coordinating large-scale traffic safety operations. BCSO Traffic Safety Team deputies are cross sworn with a neighboring county agency, extending its jurisdiction and enhancing collaborative traffic enforcement efforts. During FY2025, BCSO conducted and/or attended 14 seat belt initiatives, six speed initiatives, 12 saturation patrols, and 15 DWI checking stations, resulting in 439 occupant protection-related contacts and 1,514 speed-related contacts. Brunswick County experienced a decrease in unrestrained fatalities; however, overall fatalities increased during the fiscal year. BCSO demonstrated strong engagement in statewide traffic safety efforts, achieving 93.3% participation in Governor's Highway Safety Program (GHSP) campaigns.
Agency:	Edgecombe County Sheriff's Office
Project Number:	PT-25-06-29
Project Title:	Edgecombe County Traffic Enforcement

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Project Description:	This project funded activity hours for one officer to work high-visibility traffic safety enforcement. Edgecombe County is ranked 52nd in overall fatalities, 33rd in unrestrained fatalities, and 37th in speeding-related fatalities. Edgecombe County also ranks 5th in NCDOT's Transportation Disadvantaged Index (TDI) rankings.
Contributions to Meeting Targets:	During FY2025, the Edgecombe County Sheriff's Office conducted 129 occupant protection contacts and more than 1,000 speed-related contacts, which resulted in 83 occupant protection citations, 395 speeding citations, and three DWI citations. Despite these enforcement efforts, the county experienced increases in unrestrained fatalities, overall traffic fatalities, and speed-related fatalities. The Sheriff's Office participated in 66.7% of Governor's Highway Safety Program (GHSP) campaigns.
Agency:	Robeson County Sheriff's Office
Project Number:	PT-25-06-34
Project Title:	Robeson County Traffic Enforcement
Project Description:	This grant funded activity hours for three deputies to conduct high-visibility traffic safety enforcement in Robeson County. Robeson County ranks 5th for overall fatalities, 4th for unrestrained fatalities, and 4th for speed-related fatalities. Robeson County also ranks the highest of any county on NCDOT's Transportation Disadvantaged Index (TDI) rankings.
Contributions to Meeting Targets:	During FY2025, the Robeson County Sheriff's Office pursued three primary goals focused on reducing overall traffic fatalities, speed-related fatalities, and unrestrained fatalities through a combination of educational outreach, community engagement, campaign participation, and enforcement activities. High-visibility enforcement was conducted along the top five crash-prone highways, resulting in 1,951 speed-related contacts and 1,807 occupant protection-related contacts. These efforts contributed to measurable outcomes: overall fatalities declined by 10% from the five-year average of 55.8 to 50, speed-related fatalities decreased by 10% from 16.2 to 14, and unrestrained fatalities were reduced by 10% from 22.6 to 20. Collectively, these accomplishments demonstrate the agency's success in meeting its stated objectives and advancing roadway safety in Robeson County. Robeson County Sheriff's Office participated in 86.7 percent of GHSP campaigns.
Agency:	Davidson Police Department
Project Number:	PT-25-06-28
Project Title:	Steps to Vision Zero Davidson GHSP Grant 2024-2025
Project Description:	This project funded activity hours for one officer to work high-visibility traffic safety enforcement. Mecklenburg County is ranked 1st in Overall, Alcohol Related, unrestrained and speeding fatalities.
Contributions to Meeting Targets:	The Davidson Police Department conducted 14 nighttime seat belt initiatives, 47 daytime seat belt initiatives, and seven impaired-driving initiatives, resulting in 31 seat belt citations, two DWI citations, and 196 speeding-related citations. The grant officer collaborated with local high schools to deliver DWI

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	awareness programming and additional traffic safety outreach. The Department also achieved full participation in all GHSP-sponsored campaigns during the grant year.
Agency:	Robeson County Sheriff's Office
Project Number:	PT-25-06-48
Project Title:	Robeson County Traffic Enforcement Unit Expansion
Project Description:	This continuation grant funded activity hours for one deputy to conduct high-visibility traffic safety enforcement in Robeson County. Robeson County ranks 5th for overall fatalities, 4th for unrestrained fatalities, and 4th for speed-related fatalities. Robeson County also ranks the highest of any county on NCDOT's Transportation Disadvantaged Index (TDI) rankings.
Contributions to Meeting Targets:	During FY2025, the Robeson County Sheriff's Office pursued three primary goals aimed at reducing overall traffic fatalities, speed-related fatalities, and unrestrained fatalities through educational outreach, community engagement, campaign participation, and enforcement activities. High-visibility enforcement along the top five crash-prone highways, combined with 1,951 speed-related contacts and 1,807 occupant protection-related contacts, supported these objectives. As a result, the agency achieved its targets: overall fatalities declined by 10% from the five-year average of 55.8 to 50, speed-related fatalities decreased by 10% from 16.2 to 14, and unrestrained fatalities were reduced by 10% from 22.6 to 20. These accomplishments demonstrate measurable progress in advancing roadway safety and accountability within Robeson County. Robeson County Sheriff's Office participated in 86.7 percent of GHSP campaigns.
Agency:	Nashville Police Department
Project Number:	PT-25-06-50
Project Title:	Nashville Police Department Traffic Unit Continuation
Project Description:	This continuation project seeks to fund activity hours for one officer to conduct high-visibility traffic safety enforcement. The Town of Nashville is located within Nash County which ranks 15th in overall fatalities, 17th in unrestrained fatalities, and 11th in speeding-related fatalities.
Contributions to Meeting Targets:	During FY2025, the Nashville Police Department conducted five seat belt initiatives and one impaired driving initiative, resulting in 145 speeding citations, 52 seat belt citations, and 12 DWI-related citations. Nash County recorded decreases in both overall fatalities and speed-related fatalities; however, unrestrained fatalities increased during the same period. The Nashville Police Department participated in 93.3% of Governor's Highway Safety Program (GHSP) campaigns.
Agency:	Wake County Sheriff's Office
Project Number:	PT-25-06-36
Project Title:	Wake County Sheriff's Office: Crash Reduction Unit (CRU)
Project Description:	This project funded activity hours for three officers to conduct traffic safety enforcement throughout Wake County. Wake County is currently ranked 2nd

	in overall fatalities, 2nd in unrestrained fatalities, and 2nd in speeding fatalities.
Contributions to Meeting Targets:	During FY2025, the Wake County Sheriff's Office Crash Reduction Unit (CRU) made 181 occupant restraint contacts, 125 DWI contacts, and 2,767 speed-related contacts while concentrating on the county's top four crash locations and participating in 93.3% of GHSP campaigns. The CRU conducted five educational events in high school driver's education classes and partnered with Wake County schools to deliver presentations covering traffic safety topics such as impaired driving laws, speeding awareness, crash risks, texting while driving, and seat belt and child restraint requirements. Media outlets were also used to reinforce passenger and child safety practices. These combined efforts contributed to a reduction in young driver-involved fatal crashes from the 2018–2022 average of 13.8 to six, though overall fatal crashes and speed-related crashes did not decline.
Agency:	North Carolina Department of Justice (North Carolina Justice Academy)
Project Number:	PT-25-06-19
Project Title:	Spreading the Belief in Vision Zero
Project Description:	This grant funded approved Speed Measuring instruments (SMIs) in North Carolina for training purposes. The grant also funds the NC Justice Academy (NCJA) to conduct Driving Instructor training (EVOC) to help reduce emergency vehicle crashes and the Traffic Crash Investigation and Reconstruction program that provides thorough reconstruction of highway incidents.
Contributions to Meeting Targets:	During Fiscal Year 2025, the North Carolina Justice Academy (NCJA) delivered dozens of traffic safety training sessions to law enforcement officers across the state. More than 450 officers received instruction in speed enforcement and crash investigation/reconstruction, strengthening their ability to support successful courtroom prosecution. To enhance training capacity, NCJA purchased and integrated several new RADAR and LIDAR units into its programs while continuing curriculum development. These investments ensured that the Academy remains the State's sole holder of all certified NC Speed Measuring Instrument (SMI) units, providing cost-efficient, free access to law enforcement agencies statewide. Through these efforts, NCJA advanced officer readiness and reinforced its role as a central resource for traffic safety enforcement training in North Carolina.
Agency:	Waynesville Police Department
Project Number:	PT-25-06-17
Project Title:	Waynesville Police Department Traffic Safety Enforcement Overtime
Project Description:	This project funded overtime for officers to work high-visibility traffic safety enforcement. Haywood County is ranked 56th in overall fatalities, 51st in unrestrained fatalities, and 61st in speeding-related fatalities.
Contributions to Meeting Targets:	Officers working overtime in Waynesville issued 173 speeding related citations, 14 DWI related citations, and 22 occupant protection citations. Haywood County experienced a significant reduction in alcohol related

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	crashes, decreasing from the 2018–2022 average of 65.2 to 46 in FY2025. There was also a slight decline in speed related fatalities from 1.8 to 1 and unrestrained fatalities from 3.6 to 3 compared to the 2018–2022 average. The Waynesville Police Department participated in 78.6% of GHSP campaigns.
Agency:	Mint Hill Police Department
Project Number:	PT-25-06-27
Project Title:	Mint Hill Traffic Enforcement
Project Description:	This continuation grant funded activity hours for a police officer to conduct traffic safety enforcement in Mint Hill. Mint Hill is located within Mecklenburg County which is ranked 1st in overall fatalities, 1st in unrestrained fatalities, and 1st in speeding fatalities.
Contributions to Meeting Targets:	During FY2025, the Mint Hill Police Department conducted high-visibility enforcement activities that resulted in 68 DWI-related contacts, 22 seat belt citations, and 345 speed-related citations. Mecklenburg County experienced a reduction in speed-related fatal crashes; however, goals related to reducing alcohol-related fatal crashes and unrestrained fatalities were not met. The Mint Hill Police Department demonstrated strong commitment to statewide traffic safety initiatives by participating in 100% of GHSP campaigns.
Agency:	Cherokee County Sheriff's Office
Project Number:	PT-25-06-41
Project Title:	Cherokee County Overtime Enforcement
Project Description:	This project funded overtime for officers to work high-visibility traffic safety enforcement. Cherokee County is ranked 73rd for overall fatalities, 66th for unrestrained fatalities, and 68th for alcohol-related fatalities. This is a traditionally underserved community for grant-funded traffic safety efforts and ranks 36th on NCDOT's Transportation Disadvantaged Index (TDI) rankings.
Contributions to Meeting Targets:	Cherokee County, a traditionally underserved area in North Carolina, has historically faced challenges in traffic enforcement due to limited support from prior administrations, resulting in a lack of equipment such as radar and LiDAR, as well as certified operators. In the second year of this project, the Sheriff's Office continued to experience staffing and scheduling difficulties. Enforcement outcomes showed a slight increase in speeding and occupant protection citations, with speed-related fatalities decreasing; however, unrestrained fatalities increased during FY2025. The Sheriff's Office achieved 71.4% participation in Governor's Highway Safety Program (GHSP) campaigns.
Agency:	Morrisville Police Department
Project Number:	PT-25-06-15
Project Title:	Morrisville Traffic Safety Enforcement Overtime
Project Description:	This project funded overtime for officers to work high-visibility enforcement, focusing on seatbelt and speeding enforcement. Wake County was ranked 2nd

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	for overall fatalities, 4th for unrestrained fatalities, and 3rd for speeding-related fatal crashes.
Contributions to Meeting Targets:	During FY2025, the Morrisville Police Department conducted 70 speed and saturation patrols, resulting in 1,551 speed-related citations and 65 occupant protection citations. Wake County experienced a slight decrease in unrestrained fatalities compared to the 2018–2022 average; however, speed-related fatalities increased during the same period. The Morrisville Police Department participated in 80 percent of GHSP campaigns.
Agency:	Matthews Police Department
Project Number:	PT-25-06-38
Project Title:	Matthews Police Department Traffic Safety Unit
Project Description:	This continuation project funded activity hours for two officers to conduct high-visibility traffic safety enforcement. Mecklenburg County is ranked 1st in overall fatalities, 1st in unrestrained fatalities, and 1st in speeding-related fatalities.
Contributions to Meeting Targets:	The Matthews Police Department focused enforcement efforts on identified high-crash corridors within the town. During the year, the agency conducted 37 daytime seat belt initiatives, six nighttime seat belt initiatives, and two impaired driving initiatives, resulting in 443 seat belt citations, 1,893 speeding citations, and 20 DWI citations. Mecklenburg County experienced slight decreases in speed-related, alcohol-related, and unrestrained fatalities; however, these reductions did not meet the targets outlined in the application. The Matthews Police Department achieved 93.3% participation in Governor's Highway Safety Program (GHSP) campaigns.
Agency:	Nash County Sheriff's Office
Project Number:	PT-25-06-37
Project Title:	Nash County Crash Reduction Team Year 3
Project Description:	This is the third year of a project funding four deputies to work high-visibility traffic safety enforcement. Nash County is ranked 15th in overall fatalities, 8th in alcohol-related fatalities, 17th in unrestrained fatalities, and 11th in speeding-related fatalities. Nash County is ranked 21st in NCDOT's Transportation Disadvantaged Index (TDI) rankings.
Contributions to Meeting Targets:	During FY2025, the Nash County Sheriff's Office issued 564 speed-related citations, 167 occupant protection citations, and a total of 97 DWI citations. The agency also conducted 12 outreach events throughout the county to promote traffic safety and community engagement. Additionally, the Sheriff's Office achieved 80% participation in Governor's Highway Safety Program (GHSP) campaigns.
Agency:	Marion Police Department
Project Number:	PT-25-06-42
Project Title:	Marion Police Department Crash Reduction and Education Initiative

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Project Description:	This new project funded activity hours for one officer to conduct high-visibility traffic safety enforcement. The City of Marion is located within McDowell County which ranks 63rd in overall fatalities, 71st in unrestrained fatalities, 77th in speeding-related fatalities, 33rd in speed-related crashes, and 27th in motorcyclist serious injuries.
Contributions to Meeting Targets:	During FY2025, the Marion Police Department concentrated enforcement in the city's top five crash locations. The agency supported community education by participating in 12 traffic safety events with McDowell County High School's driver education program, emphasizing the importance of seat belt use in all seating positions. Marion also leveraged social media to promote traffic safety initiatives. Enforcement efforts resulted in 279 speed-related citations, 126 seat belt violations, and 37 motorcycle rider contacts. Compared to the 2018–2022 average, McDowell County experienced a significant decrease in speed-related and motorcycle crashes, though reductions in unrestrained serious injuries were only slight. Marion Police Department achieved 86.7% participation in Governor's Highway Safety Program (GHSP) campaigns.
Agency:	Onslow County Sheriff's Office
Project Number:	PT-25-06-59
Project Title:	FY25 Onslow County Sheriff's Office Traffic Safety Educator
Project Description:	This project funds activity hours for a traffic safety educator in Onslow County. The educator will partner with schools, community organizations, the military, and school systems to educate drivers and passengers on general traffic safety issues, including the dangers of speeding and driving while impaired and the importance of wearing seat belts.
Contributions to Meeting Targets:	The Traffic Safety Educator working with the Onslow County Sheriff's Office conducted 34 traffic safety outreach events during FY2025. These efforts established partnerships with local military bases, schools, churches, businesses, and community organizations, delivering education on the dangers of impaired driving, speeding, and the importance of seat belt use in all seating positions. Through these initiatives, approximately 6,000 individuals in Onslow County received traffic safety education. The county experienced a slight decrease in overall traffic fatalities, though not to the target level set by the agency. Notably, Onslow County realized an almost 31% reduction in serious injuries, reflecting meaningful progress in improving roadway safety.
Agency:	Onslow County
Project Number:	PT-25-06-18
Project Title:	Traffic Safety Enforcement Overtime
Project Description:	This project funded overtime for officers to work high-visibility traffic safety enforcement. Onslow County is ranked 16th for overall fatalities, 36th for unrestrained fatalities, and 8th for speeding-related fatalities.
Contributions to Meeting Targets:	Officers working overtime in Onslow County issued 403 speeding related citations, 3 DWI related citations, and 15 occupant protection citations. Onslow County experienced a slight reduction in overall fatalities, decreasing

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from the 2018–2022 average of 26.2 to 25 in FY2025. Motorcycle fatalities decreased from the 2018-2022 average of 7.4 to 4. Speed-related fatalities decreased from the 2018-2022 average of 9 to 4. Onslow County Sheriff's Office participated in 66.7% of GHSP campaigns.

Agency:	Jones County Sheriff's Office
Project Number:	PT-25-06-21
Project Title:	Traffic Safety Enforcement Overtime
Project Description:	This project funded overtime for officers to work high-visibility traffic safety enforcement. Jones County is ranked 41st in overall fatalities, 50th in unrestrained fatalities, and 53rd in speeding-related fatalities. Jones County ranks 36th in NCDOT's Transportation Disadvantaged Index (TDI) rankings.
Contributions to Meeting Targets:	Officers working overtime in Jones County issued 256 speeding related citations, 3 DWI related citations, and 0 occupant protection citations. Jones County experienced a slight reduction in speed-related fatalities, decreasing from the 2018–2022 average of 0.6 to 0 in FY2025. Unrestrained fatalities stayed the same (1) compared to the 2018-2022 average. Regrettably, overall fatalities increased from 3.2 to 4 compared to the 2018–2022 average. Jones County Sheriff's Office participated in 80% of GHSP campaigns.
Agency:	Columbus County Sheriff's Office
Project Number:	PT-25-06-30
Project Title:	Traffic Unit Expansion
Project Description:	This new project funded expanding the existing traffic unit and fund activity hours for two additional officers to conduct high-visibility traffic safety enforcement. Columbus County is ranked 28th in overall fatalities, 22nd in unrestrained fatalities, and 17th in speeding-related fatalities. Columbus County ranks 21st in North Carolina per NCDOT's Transportation Disadvantaged Index (TDI) rankings.
Contributions to Meeting Targets:	During FY2025, the Columbus County Sheriff's Office conducted 63 seat belt initiatives and 39 impaired driving initiatives, resulting in 194 seat belt citations, 11 DWI citations, and 111 speeding citations. In addition, the agency carried out 211 speed enforcement and saturation patrol initiatives, a level of activity that far exceeded most other grant-funded agencies. The county experienced decreases in overall fatalities and unrestrained fatalities; however, speed-related fatalities increased despite the extensive enforcement efforts. The Sheriff's Office achieved 100% participation in Governor's Highway Safety Program (GHSP) campaigns, underscoring its strong commitment to statewide traffic safety initiatives.
Agency:	Edgecombe County Sheriff's Office
Project Number:	PT-25-06-31
Project Title:	Traffic Unit Expansion

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Project Description:	This project will fund activity hours and equipment for two additional officers to work high-visibility traffic safety enforcement. Edgecombe County is ranked 52nd in overall fatalities, 33rd in unrestrained fatalities, and 37th in speeding-related fatalities. Edgecombe County also ranks 5th NCDOT's Transportation Disadvantaged Index (TDI).
Contributions to Meeting Targets:	During FY2025, the Edgecombe County Sheriff's Office conducted 129 occupant protection contacts and more than 1,000 speed-related contacts, which resulted in 94 occupant protection citations, 212 speeding citations, and 27 DWI citations. Despite these enforcement efforts, the county experienced increases in unrestrained fatalities, overall traffic fatalities, and speed-related fatalities. The Sheriff's Office participated in 66.7% of Governor's Highway Safety Program (GHSP) campaigns.
Agency:	Sparta Police Department
Project Number:	PT-25-06-32
Project Title:	Traffic Safety Enforcement Overtime
Project Description:	This project funded overtime for officers to work high-visibility traffic safety enforcement. Alleghany County is ranked 36th in NCDOT's Transportation Disadvantaged Index (TDI) rankings.
Contributions to Meeting Targets:	During FY2025, the Sparta Police Department issued 31 speed-related citations, 8 seat belt citations, and 15 DWI citations. Alleghany County experienced a slight decrease in both unrestrained and speed-related fatalities compared to the 2018–2022 average. However, the Sparta Police Department did not participate in any GHSP campaigns during the project year.
Agency:	Greenville Police Department
Project Number:	PT-25-06-43
Project Title:	Traffic Safety Enforcement Overtime
Project Description:	This project funded overtime for officers to work high-visibility traffic safety enforcement. Pitt County is ranked 12th for overall fatalities, 15th for unrestrained fatalities, and 10th for speeding related fatalities. Pitt County ranks 24th in NCDOT's Transportation Disadvantaged Index (TDI) rankings.
Contributions to Meeting Targets:	During Fiscal Year 2025, the Greenville Police Department implemented overtime traffic enforcement operations. These efforts resulted in 7,227 speed-related contacts and more than 200 occupant protection-related contacts. Enforcement actions produced 513 citations for speeding, 34 citations for seat belt violations, and three arrests for driving while impaired (DWI). Pitt County experienced a reduction in speed-related crashes during the reporting period. However, both overall traffic fatalities and unrestrained occupant fatalities increased in FY2025. The Greenville Police Department demonstrated strong engagement with statewide initiatives, participating in 93.3 percent of Governor's Highway Safety Program (GHSP) campaigns.
Agency:	Hickory Police Department

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Project Number:	PT-25-06-44
Project Title:	Traffic Safety Enforcement Overtime
Project Description:	This project funded overtime for officers to work high-visibility traffic safety enforcement. Catawba County is ranked 17th for overall fatalities, 21st for unrestrained fatalities, and 29th for speeding-related fatalities.
Contributions to Meeting Targets:	During FY2025, the Hickory Police Department conducted overtime traffic enforcement operations that generated 1,438 speed-related contacts and 96 occupant protection contacts, resulting in 258 speeding citations and eight seat belt violations. While Catawba County experienced a slight reduction in speed-related crashes during the reporting period, unrestrained occupant fatalities increased, highlighting both progress and ongoing challenges in traffic safety.
Agency:	Weldon Police Department
Project Number:	PT-25-06-45
Project Title:	Traffic Safety Grant
Project Description:	This project funded activity hours for a dedicated traffic enforcement officer to conduct high-visibility traffic safety enforcement. Halifax County is ranked 30th for overall fatalities, 31st for unrestrained fatalities, and 34th for speed-related fatalities. Halifax County ranks 5th in North Carolina per NCDOT's Transportation Disadvantaged Index (TDI) rankings.
Contributions to Meeting Targets:	During FY2025, the Weldon Police Department conducted one seat belt initiative and seven impaired driving initiatives, resulting in 43 seat belt citations and 435 speeding citations. Halifax County recorded significant safety improvements, with unrestrained fatalities decreasing from the 2018–2022 average of 5.8 to 2, speed-related fatalities dropping from 3.6 to 1, and alcohol-related fatalities declining from 5.8 to 2. Additionally, Weldon PD achieved an 86.7% participation rate in Governor's Highway Safety Program (GHSP) campaigns.
Agency:	Wake County Sheriff's Office
Project Number:	PT-25-06-46
Project Title:	Crash Reduction Unit Expansion
Project Description:	This new expansion project funded activity hours for an additional three officers to conduct traffic safety enforcement throughout Wake County. Wake County is currently ranked 2nd in overall fatalities, 2nd in unrestrained fatalities, and 2nd in speeding fatalities.
Contributions to Meeting Targets:	During FY2025, the Wake County Sheriff's Office Crash Reduction Expansion Unit (CRU), though not fully staffed until May, made 181 occupant restraint contacts and 2,767 speed-related contacts while focusing on the county's top four crash locations and participating in 93.3% of GHSP campaigns. The CRU also held two educational events in high school driver's education classes and used media outlets to promote passenger and child safety seat practices along with North Carolina seat belt and child restraint laws. These efforts

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contributed to a reduction in young driver-involved fatal crashes from the 2018–2022 average of 13.8 to six, although overall fatal crashes and speed-related crashes did not decline.

Agency:	Richmond County Sheriff's Office
Project Number:	PT-25-06-47
Project Title:	Governor's Highway Safety Personnel - Year 1
Project Description:	This first-year project funded activity hours for two officers to work high-visibility traffic safety enforcement. Richmond County is ranked 55th in overall fatalities, 53rd in unrestrained fatalities, and 46th in speeding-related fatalities.
Contributions to Meeting Targets:	During FY2025, the Richmond County Sheriff's Office conducted 49 seat belt initiatives and 12 impaired driving initiatives, resulting in 118 seat belt citations, 23 DWI-related citations, and 838 speed-related citations. Speed-related fatalities in Richmond County remained unchanged, while unrestrained fatalities showed a slight increase; however, no alcohol-related fatalities were recorded during the year. The Sheriff's Office also achieved a 73.7% participation rate in Governor's Highway Safety Program (GHSP) campaigns
Agency:	Lenoir County Sheriff's Office
Project Number:	PT-25-06-53
Project Title:	Crash Reduction Unit
Project Description:	This project funded activity hours for a two-member traffic enforcement team to conduct high-visibility traffic safety enforcement. Lenoir County is ranked 36th for overall fatalities, 49th for unrestrained fatalities, and 41st for speed-related fatalities. Lenoir County ranks 5th in North Carolina per NCDOT's Transportation Disadvantaged Index (TDI) rankings.
Contributions to Meeting Targets:	During FY2025, the Lenoir County Sheriff's Office conducted 20 nighttime seat belt initiatives, 24 daytime seat belt initiatives, and 12 impaired driving initiatives, resulting in 228 seat belt citations, 71 DWI citations, and 688 speeding citations. The county experienced decreases in overall fatalities, unrestrained fatalities, and a slight reduction in overall traffic crashes. The Sheriff's Office achieved 93.3% participation in Governor's Highway Safety Program (GHSP) campaigns.
Agency:	Burlington Police Department
Project Number:	PT-25-06-54
Project Title:	Burlington Police Department BikeSafe
Project Description:	This project funded expanding Burlington Police Department's motorcycle program to increase traffic safety enforcement, expand involvement in the Bike Safe NC program, and assist other agencies in Alamance County and the region with traffic enforcement and BikeSafe educational programs.

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Contributions to Meeting Targets:	During Fiscal Year 2025, the Burlington Police Department implemented several traffic safety initiatives to enhance roadway safety and reduce motorcyclist risk. The Department conducted five BikeSafe programs designed to increase the number of safe and well-educated motorcyclists in the community. Although seventeen classes were scheduled, only five were held due to limited participation from the biking community. In addition, Burlington PD identified areas with recurring speeding concerns and carried out high-visibility enforcement operations in those locations, resulting in 2,053 speed-related contacts during the fiscal year. The Department also demonstrated its commitment to statewide safety priorities by participating in 100 percent of Governor's Highway Safety Program (GHSP) campaigns. Collectively, these efforts underscore Burlington PD's dedication to advancing traffic safety and supporting national objectives.
Agency:	Benson Police Department
Project Number:	PT-25-06-55
Project Title:	Traffic Safety Enforcement Overtime
Project Description:	This project funded overtime for officers to work high visibility enforcement with a focus on seatbelts and speeding enforcement. Johnston County is ranked 7th for overall fatalities, 7th for alcohol-related, 8th for speeding, and 12th for unrestrained fatalities.
Contributions to Meeting Targets:	Officers working overtime in Benson issued 14 speeding-related citations, 0 DWI-related citations, and 0 occupant protection citations. This agency experienced challenges administering the grant and while they are being funded for FY2026, management is keeping a close eye on their performance. Failure to improve performance will result in suspension of their funding in FY2026. Johnston County experienced a significant increase in unrestrained fatalities, increasing from the 2018–2022 average of 10 to 15 in FY2025. There was also an increase in alcohol-related fatalities from the 2018-2022 average of 8.8 to 14. Johnston County realized a decrease in speed-related fatalities from the 2018-2022 average of 7.4 to 6. The Benson Police Department did not participate in any of GHSP's campaigns.
Agency:	Henderson Police Department
Project Number:	PT-25-06-57
Project Title:	Traffic Safety Enforcement Overtime
Project Description:	This project funded overtime for officers to work high-visibility traffic safety enforcement. Vance County is ranked 45th for overall fatalities, 38th for unrestrained fatalities, and 69th for speeding-related fatalities. Vance County ranks 5th in NCDOT's Transportation Disadvantaged Index (TDI) rankings.
Contributions to Meeting Targets:	Officers working overtime in Henderson issued 14 speeding-related citations, 0 DWI related citations, and 0 occupant protection citations. This agency experienced challenges administering the grant and is not being funded in FY2026. Vance County experienced a reduction in unrestrained fatalities, decreasing from the 2018–2022 average of 5 to 0 in FY2025. There was also a

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slight decline in alcohol-related fatalities from 3.2 to 1. Regrettably, speed-related crashes increased from 88 to 91 compared to the 2018–2022 average. The Henderson Police Department participated in 6.7% of GHSP campaigns.

Agency:	Roanoke Rapids Police Department
Project Number:	PT-25-06-33
Project Title:	Roanoke Rapids Police Department Traffic Enforcement Officer
Project Description:	This new project funded activity hours for one officer to conduct high-visibility traffic safety enforcement. Halifax County ranked 30th in overall fatalities, 25th in alcohol-related fatalities, 31st in unrestrained fatalities, 34th in speeding-related fatalities, 21st in unrestrained serious injuries, and 5th in NCDOT's Transportation Disadvantaged Index (TDI) rankings.
Contributions to Meeting Targets:	During FY2025, the Roanoke Rapids Police Department’s traffic enforcement officer carried out a series of traffic safety initiatives that resulted in 120 speeding-related contacts and 24 occupant-protection-related contacts. Halifax County recorded reductions in both overall traffic fatalities and unrestrained fatalities during this period. Roanoke Rapids participated in 66.7% of the Governor’s Highway Safety Program (GHSP) campaigns.
Agency:	Waynesville Police Department
Project Number:	PT-25-06-61
Project Title:	Region 11 Law Enforcement Liaison
Project Description:	This was a project that worked with County Coordinators and regional law enforcement agencies to participate in GHSP campaigns and other traffic-related initiatives. The previous Law Enforcement Liaison in Region 11 had retired in the third quarter of the fiscal year.
Contributions to Meeting Targets:	The statewide seat belt usage rate was 92.17%. Region 11 maintained 81.2% reporting in FY2025. The Region 11 LEL retired from Sylva PD during the fourth quarter. Following this retirement, the LEL position was reassigned to Waynesville PD to complete the remainder of the fiscal year.

Motorcycle Safety

The following motorcycle safety related projects and activities were funded by GHSP under the FY2024-2026 Triennial Highway Safety Plan:

Agency:	North Carolina Department of Public Safety (NC State Highway Patrol)
Project Number:	M11MT-25-16-01 / MC-25-03-05
Project Title:	Bike Safe 2025
Project Description:	This ongoing project funded the BikeSafe NC initiative throughout North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to reduce motorcycle crashes and fatalities through training. This grant will fund a position and equipment to supervise the program throughout the state.
Contributions to Meeting Targets:	During FY2025, the NC State Highway Patrol advanced the BikeSafe program statewide by conducting 145 classes that trained 303 students and facilitating a court diversion program with 44 participants. Two assessor training classes added 14 new assessors, bringing additional capacity to the program. The agency also organized the annual BikeSafe Summit with 55 attendees, implemented a transition plan to a new website to improve flexibility and ensure SHP data ownership, and engaged the public for 11 days at Safety City during the NC State Fair with a demo bike.
Agency:	Raleigh Police Department
Project Number:	MC-25-03-03
Project Title:	BikeSafe Regional Coordinator
Project Description:	This is an ongoing project to fund the BikeSafe NC initiative in the Triangle region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.
Contributions to Meeting Targets:	During this grant cycle, the BikeSafe program conducted 145 classes statewide, providing training to 303 students.
Agency:	Cabarrus County Sheriff's Office
Project Number:	MC-25-03-01
Project Title:	BikeSafe Regional Coordinator
Project Description:	This is an ongoing project funded the BikeSafe NC initiative in the southwestern region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.
Contributions to Meeting Targets:	During this grant cycle, the BikeSafe program conducted 145 classes statewide, providing training to 303 students.
Agency:	Asheville Police Department
Project Number:	MC-25-03-06

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Project Title:	Bike Safe Regional Coordinator
Project Description:	This ongoing project funded the BikeSafe NC initiative in the Western region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.
Contributions to Meeting Targets:	During this grant cycle, the BikeSafe program conducted 145 classes statewide, providing training to 303 students.
Agency:	Winston-Salem Police Department
Project Number:	MC-25-03-02
Project Title:	BikeSafe Regional Coordinator
Project Description:	This is an ongoing project funded the BikeSafe NC initiative in the Triad region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.
Contributions to Meeting Targets:	During this grant cycle, the BikeSafe program conducted 145 classes statewide, providing training to 303 students.
Agency:	Jacksonville Police Department
Project Number:	MC-25-03-04
Project Title:	BikeSafe Regional Coordinator
Project Description:	This is an ongoing project to fund the BikeSafe NC initiative in the Eastern region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.
Contributions to Meeting Targets:	During this grant cycle, the BikeSafe program conducted 145 classes statewide, providing training to 303 students.
Agency:	Greenville Police Department
Project Number:	MC-25-03-07
Project Title:	BikeSafe NC Regional Coordinator
Project Description:	This new project funded the BikeSafe NC initiative in the northeastern east region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.
Contributions to Meeting Targets:	During this grant cycle, the BikeSafe program conducted 145 classes statewide, providing training to 303 students.
Agency:	Lenoir County Community College
Project Number:	MC-25-03-08
Project Title:	North Carolina Motorcycle Safety Education Program (NCMSEP) Quality Assurance / Summer Update

Project Description:	This project funded training for regional motorcycle educators through a quality assurance team and the summer rider coach instructor update.
Contributions to Meeting Targets:	During Fiscal Year 2025, the motorcycle safety program conducted 59 quality assurance visits across 26 training courses statewide. Instructional offerings included 477 <i>Basic Rider Course</i> classes serving 4,127 students, three <i>Basic Rider Course II</i> classes serving 16 students, two <i>Advanced Rider Course</i> classes serving 11 students, 45 <i>Three-wheel Basic Rider Course</i> classes serving 183 students, and three <i>Rider Coach Prep</i> classes that produced 34 new Rider Coaches. The program also hosted its annual summer update in July at Davidson-Davie Community College in Thomasville, attended by 77 participants. Dr. Ray Ochs, Vice President of Training Systems for the Motorcycle Safety Foundation, returned as keynote speaker, reinforcing the program's commitment to high-quality rider education and professional development.
Agency:	Lenoir County Community College
Project Number:	M11MT-25-16-02
Project Title:	NC Motorcycle Safety Education Program Equipment/Personnel
Project Description:	This is an ongoing project that supports rider training to meet the needs of a growing population of motorcyclists.
Contributions to Meeting Targets:	During Fiscal Year 2025, approved equipment and training materials were purchased to strengthen the North Carolina Motorcycle Safety Education Program. Rider coach capacity expanded, with the number of certified coaches increasing by nearly three percent compared to FY2024. These investments supported program growth and enhanced the delivery of motorcycle safety training statewide.

Traffic Records

The following traffic records-related projects and activities were funded by GHSP under the FY2024-2026 Triennial Highway Safety Plan:

Agency:	University of North Carolina at Chapel Hill – Highway Safety Research Center
Project Number:	TR-25-07-02
Project Title:	2025 Traffic Records Strategic Plan Update
Project Description:	This continuation project provided technical and logistical support to the Traffic Records Coordinating Committee (TRCC) and to update the North Carolina Strategic Plan for Traffic Safety Information System.
Contributions to Meeting Targets:	The UNC Highway Safety Research Center (HSRC) planned and facilitated four Traffic Records Coordinating Committee (TRCC) meetings during FY2025. As part of these efforts, the 2025 North Carolina Traffic Records Strategic Plan was updated, reviewed, finalized, approved, and submitted. The plan is publicly accessible online at: https://connect.ncdot.gov/groups/NCTRCC/Pages/Projects-Plans.aspx .
Agency:	North Carolina State University – Institute of Transportation Research and Education
Project Number:	TR-25-07-01 / M3DA-25-14-01 / B3DSA-25-14-01
Project Title:	NC Vision Zero Technical and Program Support
Project Description:	This ongoing project promoted North Carolina’s Vision Zero efforts by providing stakeholders and the public with online analytical crash statistical information presented in usable databases and formats suitable for long- and short-range planning. This website was maintained and updated monthly.
Contributions to Meeting Targets:	The Institute for Transportation Research and Education (ITRE) sustained its commitment to providing continuous public access to the North Carolina Vision Zero (NCVZ) website and data visualization tools. During the performance period, overall website engagement grew substantially, with page views increasing from 59,785 to 77,006. This growth reflects the expanding public use of NCVZ’s traffic crash data resources and highlights the value of these tools in supporting statewide traffic safety initiatives.
Agency:	North Carolina Administrative Office of the Courts
Project Number:	B3T-25-14-01 / M3DA-25-14-04
Project Title:	eCitation Printer Distribution
Project Description:	This ongoing project funded eCitation expansion in local law enforcement agencies to increase the percentage of electronic citations versus paper citations, fulfilling a major goal of the Traffic Safety Information System Strategic Plan.
Contributions to Meeting Targets:	The North Carolina Administrative Office of the Courts continued to expand electronic citation submissions during Fiscal Year 2025. As a result of these efforts, 96.57 percent of all citations issued statewide were electronic, representing an increase from 95.2 percent in FY2024. A total of 636 law

enforcement agencies across North Carolina participated in either the eCitation or Brazos programs, underscoring the broad adoption of electronic systems to improve the timeliness, accuracy, and completeness of citation data.

Agency:	NCDOT – North Carolina Division of Motor Vehicles
Project Number:	B3SA-25-14-01 / M3DA-25-14-02
Project Title:	North Carolina Crash Reporting Information System (CRIS) Replacement Program
Project Description:	This continuation project funded enhancements to the North Carolina electronic crash reporting system managed by the North Carolina Division of Motor Vehicles.
Contributions to Meeting Targets:	NCDMV successfully completed implementation of the NC CRIS Crashweb application, including SafetyNet, Medical, Safety Responsibility, Admin, Requests, and Crash Data and Image Migration components as part of the statewide crash database modernization effort. Crash image migration remains in development. To date, only one external crash-reporting vendor has completed its initial integration, while two of the largest vendors have not yet begun the process. Several outstanding issues and delays—particularly those involving third-party software integrations—are expected to impact the ability to achieve full implementation of the application by the established deadline.
Agency:	University of North Carolina at Chapel Hill – Highway Safety Research Center
Project Number:	B3DSA-25-14-02 / M3DA-25-14-03
Project Title:	Leveraging EMS, ER Visit, and Crash Data to Inform Traffic Safety Action in North Carolina
Project Description:	This project utilized EMS and emergency room visit data to inform transportation safety. Public health data obtained from EMS and emergency room visits will be evaluated to support local Vision Zero planning efforts and assist in the development of Safe Streets and Roads for All planning. The project team will demonstrate the effectiveness of novel data sources to inform transportation safety decision-making by providing regular traffic safety updates for state government and local agency meetings.
Contributions to Meeting Targets:	Data sharing agreements were executed for 2023 crash data, an additional year of EMS data, and <i>North Carolina Disease Event Tracking and Epidemiologic Collection Tool</i> (NC DETECT) visit data between December 2024 and February 2025. By March 2025, the team received 2023 crash data and 2021-2023 Emergency Department (ED) data, though EMS data for 2023 was delayed due to a transition to a new <i>National Emergency Medical Services Information System</i> (NEMSIS) standard. Despite this, 2023 crash and ED datasets were cleaned, harmonized, analyzed, and integrated by September 2025, while EMS data integration was deferred to FY2026. In the interim, 2021-2022 EMS data were incorporated into the Health Outcomes Dashboard,

providing insights into traffic injury trends and integrated crash-EMS reporting by county, injury severity, and road user type.

Young Drivers

The following young driver related projects and activities were funded by GHSP under the FY2024-2026 Triennial Highway Safety Plan:

Agency:	University of North Carolina – Highway Safety Research Center
Project Number:	TSP-25-23-02
Project Title:	North Carolina Teen Driver Safety Initiative
Project Description:	This continuation project funded the Teen Driver Resource Center to provide guidance and assistance to various stakeholder groups with an interest in improving teen driver and passenger safety throughout North Carolina.
Contributions to Meeting Targets:	The program goal of reducing young driver-related fatal crashes by 4 percent was successfully achieved, with fatalities decreasing from the 2018-2022 average of 198 to 143 during FY2025. During the year, the ncteendriver.org website was redesigned and promoted to target audiences in North Carolina, particularly parents of teen drivers, to support the Time to Drive curriculum. As a result, website traffic increased from 944 users in FY2024 to more than 3,700 users in FY2025. HSRC collaborated with GHSP and other experts to analyze teen driver crash data and assess the impacts of changes to North Carolina’s Graduated Driver Licensing rules, providing research-based input. The project director presented on the state of driver licensing in North Carolina to the NC Driver Education Advisory Board on November 21, 2024, and conducted a webinar on teen driver safety on April 30, 2025, as part of the NC Traffic Safety Conference webinar series. In addition, HSRC staff participated in multiple meetings to support teen driver safety, including those of the NC Executive Committee for Highway Safety, the NC Driver Education Advisory Committee, and the NC Strategic Highway Safety Plan Older/Younger Drivers Working Group.
Agency:	University Health Systems of Eastern North Carolina
Project Number:	TSP-25-23-04
Project Title:	Distracted Driving in Eastern NC: Expansion and Continuation of Education to High Schools in Pitt, Onslow, and Wayne
Project Description:	This continuation project funded local parent education and peer-to-peer education initiatives in several additional counties in eastern North Carolina.
Contributions to Meeting Targets:	During FY2025, the Teen Safe Driving Program reduced teen-driver fatal crashes across Onslow, Pitt, and Wayne counties from the 2018–2022 average of 10.8 to 7, a 35% decrease that surpassed the goal of a 10% reduction. The program educated 320 parents through in-person and virtual sessions, reached over 1.4 million impressions through targeted campaigns and a PSA in AMC theaters, and engaged communities with 52 social media posts. Student outcomes included a 12 percent observed decrease in distracted driving behaviors in Pitt County and an 11% decrease in distracted driving behaviors in Wayne. In total, 1,125 students were educated on the dangers of distracted driving in Pitt County driver’s education classes, 432 in Onslow, 54 in Martin,

and 450 in Beaufort, while 15 Teen Safe Driving Ambassadors in Pitt County provided peer-led education. The program was also showcased nationally at the Safe States Injury Prevention Convention, underscoring its holistic approach to teen driving safety.

Agency:	Students Against Destructive Decisions (SADD)
Project Number:	TSP-25-23-01
Project Title:	NC SADD LEADS: Learning through an Evidence-informed Approach to Driver Safety
Project Description:	This project funded Students Against Destructive Decisions (SADD) to work in communities overrepresented in teen crashes to identify the causes of teen crashes through a data driven approach, respond with evidence-based countermeasures, and build a sustainable network of peer-to-peer based student chapters to provide programming in those schools and communities, and eventually across the state.
Contributions to Meeting Targets:	North Carolina Students Against Destructive Decisions (NC SADD) experienced notable growth and expanded outreach during FY2025. The State Coordinator confirmed 88 active chapters, an increase from 66 in FY2024, along with 105 new members. Pre- and post-surveys distributed throughout the year generated 566 student responses, primarily from driver education students, to evaluate knowledge gains following program presentations. NC SADD established 18 new partnerships with diverse organizations, including driving schools through NCDTSEA, SERADTSEA, and ADTSEA, which proved especially effective in reaching students. Participation in local and national conferences further strengthened these collaborations. A total of 91 events, presentations, and initiatives were recorded, with 59 taking place in overrepresented communities such as Wake, Mecklenburg, Durham, and Forsyth Counties. This represents more than double the reach compared to FY2024, with an estimated 4,674 individuals engaged directly through traffic safety programs. When including mobilization via newsletters, the total reach increased to 11,062 individuals. Media engagement also expanded significantly. NC SADD recorded 314,743 social media impressions across three platforms, with 72,024 impressions translating into 10,776 unique viewers. Spotify ad campaigns addressing seat belt safety, impaired driving prevention, and distracted driving prevention contributed an additional 242,719 impressions. Overall, NC SADD’s growth in chapters, partnerships, events, and media presence reflects steady progress in advancing traffic safety education and awareness across North Carolina.
Agency:	StreetSafe NC
Project Number:	TSP-25-23-03
Project Title:	StreetSafe Lifesaving Driving Experience (Spanish Version)
Project Description:	This grant funded instructors and materials for the bilingual version of the StreetSafe Driving Experience and the Alcohol Education Session for the

Hispanic youth community in Johnston, Wake, Durham, Mecklenburg, and Cabarrus Counties.

Contributions to Meeting Targets:

During FY2025, StreetSafe staff met regularly with District Attorneys’ Offices and community partners across North Carolina to provide educational alternatives for Spanish-speaking residents, conducted monthly outreach to promote the Spanish-language program, and offered bilingual court assistance in New Hanover County while maintaining a 24-hour Spanish-language phone line. The program delivered 48 alcohol education sessions in Orange and New Hanover counties, using impairment goggles to demonstrate the dangers of impaired driving and emphasizing the importance of “having a plan.” StreetSafe also utilized the Seatbelt Convincer at hands-on driving events, giving more than 850 Spanish-speaking drivers firsthand experience of seatbelt safety, and successfully expanded bilingual programming to underserved communities to reinforce the message that impaired driving is preventable, and seatbelt use saves lives.

Other Highway Safety Priorities

The following projects and activities were funded by GHSP to address other highway safety priorities under the FY2024-2026 Triennial Highway Safety Plan:

Agency:	East Carolina University
Project Number:	OD-25-21-01
Project Title:	Identifying and Reporting Medically-at-Risk Older Drivers: Expanding Stakeholders
Project Description:	This project aimed to reduce older driver-related fatal crashes by supporting the creation, development, and implementation of educational tools to assist stakeholders in understanding not only the necessity of identifying medically at-risk drivers but also how the process works in North Carolina with the Medical Review Unit at the Division of Motor Vehicles.
Contributions to Meeting Targets:	East Carolina University (ECU) completed the third installment with <i>The Road Ahead</i> film during Fiscal Year 2025, designed to educate Advanced Practice Registered Nurses (APRNs) on recognizing cognitive impairments that could lead to traffic crashes. To extend the reach of this educational resource, ECU presented content via webinar to the <i>Centralina Area Agency on Aging</i> , hosted a session at the agency’s annual conference, and delivered an additional session to the <i>Duke Dementia Family Support Program</i> . Promotion of previously funded films also continued. These works were highlighted at the <i>Gerontology Society of America (GSA)</i> conference in Seattle, Washington, in November 2024, and at the <i>Research on Emergency Medical Services Discussions Advancing Research in Transportation Safety (DARTS)</i> meeting in Washington, D.C., in January 2025. Through these efforts, ECU advanced professional education for APRNs and strengthened collaboration with aging and dementia support organizations, while maintaining national visibility for its film series.
Agency:	University of North Carolina – Highway Safety Research Center
Project Number:	OD-25-21-02
Project Title:	Senior Driver Information Center
Project Description:	This continuing project supported the statewide Senior Driver Safety Coalition and supports a website to educate older adults and their families about ways aging can affect driving, steps that individuals and families can take to keep driving safer and longer, available resources, and how to access these services
Contributions to Meeting Targets:	During FY2025, the Highway Safety Research Center (HSRC) advanced older driver safety initiatives through improvements to the ncseniordriver.org website, distribution of educational materials, and continued support for the CarFit program and the Senior Driver Working Group, which was renamed the NC Coalition for Older Adult Transportation (COAT). Website traffic remained steady compared to FY2023, while readability enhancements and a review of links and videos strengthened usability. HSRC compiled a comprehensive list of transportation providers across all 100 counties, emphasizing non-fixed route

options such as paratransit, demand-response, rideshare, and volunteer driver programs. Staff coordinated four COAT meetings with broad participation from state agencies, universities, nonprofits, and safety organizations, and collaborated nationally through conferences and the State Aging Road Users Programs: Interstate Collaboration. Outreach efforts included participation in the N.C. State Fair, CarFit events, the Safe Kids NC Injury Prevention Conference, and senior centers, alongside new communication strategies such as targeted volunteer emails, a Mailchimp newsletter, and expanded partnerships with community organizations to broaden CarFit’s reach.

Agency:	Town of Chapel Hill
Project Number:	PS-25-05-01 / FHPE-25-17-02
Project Title:	FY 25 Pedestrian Safety Action Plan
Project Description:	The project funded efforts to continue the town’s Pedestrian Safety Action Plan and build off North Carolina’s Vision Zero initiative to create a safe, connected, and accessible community for pedestrians. This grant funded a Vision Zero Coordinator to analyze existing pedestrian crash data, collect pedestrian crash data, and provide guidance to treat high-risk streets and intersections. This program also created a Vision Zero coalition comprised of community stakeholders, including representatives of underserved communities, who will guide the Plan’s activities. Funding was also provided for overtime crosswalk enforcement activities.
Contributions to Meeting Targets:	In FY2025, the Town of Chapel Hill achieved several key milestones in advancing traffic safety and community engagement. The Chapel Hill Police Department (CHPD) completed 385 hours of overtime enforcement, surpassing the goal of 360 hours, with a focus on high-pedestrian traffic areas such as schools. The Town published its annual crash report with enhanced analysis of local crash trends and led multiple community engagement initiatives, including walk audits, the Peoples Academy, National Night Out, UNC’s <i>Cyclicious</i> , and school-based classes. A communications campaign was implemented to educate the public on traffic safety topics, while coordination with partners was expanded through increased collaboration with NCDOT Division 7, the creation of Vision Zero working groups with more than nine partners, monthly meetings with Chapel Hill-Carrboro City Schools (CHCCS), and the establishment of a traffic calming and special projects working group. Notably, a new traffic calming request portal was launched to improve resident access and participation in safety initiatives.
Agency:	BikeWalk North Carolina
Project Number:	FHPE-25-17-03 / PS-25-05-02
Project Title:	NC Friendly Driver Program: Bike/Ped Safety and Better Transportation for All
Project Description:	This grant funded the Friendly Driver Program, a 1.5-hour, interactive course detailing laws for drivers and bicyclists, the purpose of and how to properly use bicycle infrastructure, and how to avoid common crashes between people in cars and on bikes. In addition, NC BikeWalk organized and delivered the NC

	BikeWalk Transportation Summit that focused on non-motorized safety education and best practices.
Contributions to Meeting Targets:	BikeWalkNC staff significantly exceeded FY2025 training and outreach targets, reaching 2,242 participants through 53 presentations; a 391% increase in participants and 331% increase in presentations compared to FY2024. This included 1,061 student drivers trained in 28 sessions within Winston-Salem Forsyth County Schools, 780 student drivers across 11 classes in Durham County Public Schools, and 317 students in Durham and Orange Counties. Staff also presented to a national audience during the League of American Bicyclists webinar on June 10, 2025, and hosted the 14th Annual BikeWalk Transportation Safety Summit on September 7–9, 2025, which served 173 attendees.
Agency:	North Carolina Department of Public Instruction – Transportation Services
Project Number:	SB-25-10-01
Project Title:	School Travel Safety
Project Description:	This ongoing project funded school bus safety education to school district staff and the public to improve the safety of every student that rides the school bus.
Contributions to Meeting Targets:	In FY2025, North Carolina launched the <i>Stopping for School Buses</i> educational campaign, piloted in Cumberland County with NCSU-ITRE. Outreach achieved broad reach and engagement: social media ads generated 2 million impressions and 1,258 clicks; Google ads produced 336,880 impressions and 10,702 clicks; YouTube video ads reached nearly 50,000 users; and radio PSAs reached 219,000 listeners. The campaign secured 100 percent participation from all NC school districts in the National Association of State Directors of Pupil Transportation Services (NASDPTS) annual <i>Stop Arm/Illegal Passing Survey</i> . Additionally, 1,500 informational tags were distributed to reinforce driver awareness of school bus safety practices.
Agency:	NCDOT Communications Office
Project Number:	B5PEM-25-15-01
Project Title:	Booze It & Lose It Media Buys FY2025
Project Description:	This ongoing project funded media campaigns to address impaired driving issues. This project also funded marketing efforts associated with sporting and other events. GHSP continued outreach efforts regarding impaired driving with a media placement campaign during each enforcement period. These campaigns may include social media, out-of-home, streaming radio, and other media sources identified through a data-driven approach in conjunction with the advertising agency of record. The agency of record is funded through NCDOT to coordinate creative, media buys and placement, and statewide distribution of GHSP’s message during and between campaigns.
Contributions to Meeting Targets:	During Fiscal Year 2025, the Communications Office implemented a statewide media advertising strategy to reduce alcohol-related traffic fatalities, utilizing paid placements across major streaming and cable television platforms, social

media campaigns on Meta and YouTube, and out-of-home advertising through gas station television and interactive bar jukeboxes. To broaden reach and engagement, GHSP also established strategic partnerships with Learfield Communications for college football promotions, Charlotte Football Club for professional soccer visibility, NASCAR for the 2025 NASCAR Clash in Winston-Salem, and the Carolina Hurricanes for outreach during hockey games in Raleigh.

Agency:	NCDOT Communications Office
Project Number:	M1HVE-25-13-01 / PM-25-18-01
Project Title:	Click It or Ticket Media Buys FY2025
Project Description:	This ongoing project funded media campaigns to address occupant protection issues. This project also funds marketing efforts associated with sporting and other events. GHSP continued outreach efforts regarding occupant protection with a media placement campaign during each enforcement period. These campaigns may include social media, out-of-home, streaming radio, and other media sources identified through a data-driven approach in conjunction with the advertising agency of record. The agency of record is funded through NCDOT to coordinate creative, media buys and placement, and statewide distribution of GHSP’s message during and between campaigns.
Contributions to Meeting Targets:	During Fiscal Year 2025, the Communications Office employed a comprehensive media strategy to reduce traffic fatalities and promote seat belt use across North Carolina. Efforts included paid placements on streaming and cable television, audio streaming and radio platforms, social media campaigns, out-of-home advertising at gas stations, and cinema promotions. Influencer-driven content, highlighted by NASCAR driver Ross Chastain, further expanded audience engagement. Strategic partnerships with Learfield Communications, Charlotte Football Club, NASCAR, and the Carolina Hurricanes provided additional visibility through college football, professional soccer, major racing events, and hockey games, reinforcing GHSP’s statewide outreach and impact.
Agency:	NCDOT Communications Office
Project Number:	PM-25-18-02
Project Title:	General Media Buys FY2025
Project Description:	This ongoing project funded media campaigns to address traffic safety issues such as speeding, distracted driving, older drivers, etc. GHSP continued outreach efforts regarding these traffic safety issues with a media placement campaign during any applicable enforcement campaign or event. Campaigns may include social media, out-of-home, streaming radio, and other media sources identified through a data-driven approach in conjunction with the advertising agency of record. The agency of record is funded through NCDOT to coordinate creative, media buys and placement, and statewide distribution of GHSP’s message during and between campaigns.

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Contributions to Meeting Targets: During Fiscal Year 2025, the Communications Office executed a statewide media advertising strategy to reduce traffic, speed-related, older driver-involved, and motorcycle fatalities in North Carolina. This included paid placements across streaming television, programmatic display and video, digital advertising, and out-of-home channels such as gas station television and interactive bar jukeboxes. To expand reach, GHSP partnered with major media outlets and sports organizations and engaged social media influencers, most notably NASCAR driver Ross Chastain, whose Coca-Cola 600 victory prominently featured GHSP branding/safety messages. GHSP also produced a commercial advertisement with Chastain, scheduled for release across television, streaming, and digital platforms, further reinforcing the campaign's visibility and impact.

Agency: NCDOT Communications Office

Project Number: FHPE-25-17-01

Project Title: Watch For Me Media Buys FY2025

Project Description: This ongoing project funded a media campaign to address bicycle and pedestrian safety and to advance the work of the Watch for Me NC initiative. GHSP funded outreach efforts regarding bicycle and pedestrian safety with a media placement campaign that may include social media, public transit wraps, and other media sources as identified through a data-driven approach in conjunction with the advertising agency of record. The agency of record is funded through NCDOT to coordinate creative, media buys and placement, and statewide distribution of GHSP's message.

Contributions to Meeting Targets: During Fiscal Year 2025, the Communications Office implemented a multi-channel paid media campaign to reduce non-motorist fatalities across North Carolina, with targeted outreach in Western NC and other regions. The campaign included radio, online video and display advertising, paid social media, and out-of-home screen placements, supported by a broadcasting partnership with PBS NC that delivered 130 underwriting spots, multiple banner ads, and promotional visibility through its digital and broadcast platforms. GHSP also partnered with the Nantahala Outdoor Center to deploy sidewalk decals, safety signage, branded vehicles, and sponsorship of the Women's Pedal Fest. Additionally, five North Carolina-based social media influencers shared Watch For Me safety tips, generating 374,000 impressions, 13,200 engagements, and a 3.5% engagement rate, highlighting the campaign's effectiveness in expanding digital outreach.

Agency: National Safety Council

Project Number: CP-25-09-10

Project Title: North Carolina Employer Traffic Safety

Project Description: This was a new project administered by the National Safety Council program entitled "Our Driving Concern." The project collaborated with employers, statewide organizations, and business associations to create free educational materials for North Carolina employers aimed at raising awareness of

transportation safety risks such as distracted driving, speeding, impaired driving, and seat belt use in order to reduce traffic fatalities and serious injuries.

Contributions to Meeting Targets:

The Our Driving Concern (ODC) project, submitted as an off-cycle application in FY25, launched successfully and completed all planned tasks in its initial partial year, expanding GHSP’s reach to employers, a stakeholder group not previously targeted. The National Safety Council developed a strategic plan for deploying an employer-focused traffic safety program in North Carolina and established a stakeholder advisory committee of 10 members from nine organizations, holding the first Advisory Group meeting on September 16, 2025. Throughout the year, ODC produced a wide range of new employer-oriented safety resources including policy templates, posters, handouts, scenarios, weekly challenges, and self-check tools designed to address speeding, distraction, and other risky driving behaviors among employees and their families. Additional materials were created specifically for young drivers in the workplace, such as the “Focus on Young Drivers in the Workplace” resources and a new LMS module. All materials are being integrated into workplace training, added to the ODC website for easy access, and incorporated into LMS to strengthen ongoing education and engagement across North Carolina employers.

Agency:	Johnston County District Attorney’s Office (North Carolina Courts)
Project Number:	CP-25-09-07
Project Title:	Johnston County High-Risk Traffic Offender Initiative
Project Description:	This project funded personnel costs for a dedicated legal assistant to review court calendars to identify high-risk driving offenses, including DWI, and review those driving records before adjudication. The information will be used by prosecutors to better assess risk and suitability appropriate prosecution.
Contributions to Meeting Targets:	During Fiscal Year 2025, Johnston County charged 45 cases of speeding in excess of 99 miles per hour. Of these, only seven were successfully adjudicated with offenders losing their driver’s licenses, while 34 cases were continued, underscoring the ongoing challenges faced in case resolution. All offenders under the age of 21 were required to complete face-to-face corrective driving courses before consideration of case reduction or dismissal, with 573 individuals completing the SafeStreets program during the year. In addition, 39 defendants were charged with speeding to elude. Of these, 29 cases were continued, two defendants failed to appear in court, five were found guilty, and one case was dismissed. These outcomes highlight the difficulty of prosecution, as more serious traffic offenses are frequently subject to multiple continuances or non-appearances. Overall, the program reflects both the progress made through corrective education and the persistent challenges in adjudicating high-risk traffic offenses.
Agency:	NC Division of Motor Vehicles- NCDOT
Project Number:	DE-25-08-01

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Project Title:	Customer Compliance Services Training
Project Description:	This continuation project trains officers to conduct professional and thorough hearings that balance an individual’s privilege to drive with highway safety concerns. The hearing officers are educated on case law and statute updates to ensure that they conduct and hold hearings in accordance with all applicable laws. The project will also bring the National Judicial College to North Carolina to conduct training for the hearing officers.
Contributions to Meeting Targets:	NCDMV enhanced the expertise of its Administrative Hearing Officers by providing a minimum of 24 hours of relevant training during the grant year. All staff received instruction on updates to statutes, codes, policies, and procedures to support their continued professional development. The Division also met its FY2025 performance goal of limiting successful appeals to no more than 20 cases, concluding the year with a total of 15.
