

NORTH CAROLINA

Governor's Highway Safety Program

Annual Report

FY2022



Governor Roy Cooper
State of North Carolina

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Executive Summary

This Annual Report describes the accomplishments and challenges experienced by the North Carolina Governor’s Highway Safety Program (GHSP) during FY2022 (October 1, 2021 – September 30, 2022). GHSP funded a total of 108 projects for state, local and nonprofit agencies with the goal of reducing motor vehicle crashes and the resulting injuries and fatalities. These projects addressed several problem areas including alcohol-impaired driving, occupant protection, speeding, young drivers, older drivers, motorcycle safety, pedestrians, bicyclists, and traffic records. These projects were rooted in a “Safe System” approach as outlined in the National Roadway Safety Strategy. These projects will help North Carolina create Safe Users, Safe Speeds, Safe Vehicles, Safe Roads, and quality post-crash care.

The federal grant funds administered during this fiscal year included Section 402 (State and Community Highway Safety Grant Program), 405(b) (Occupant Protection Incentive Grants), 405(c) (State Traffic Safety Information System Improvement Grants), 405(d) (Alcohol-Impaired Driving Countermeasure Incentive Grants) and 405(f) (Motorcyclist Safety Grants).

This FY2022 Annual Report includes:

- North Carolina’s progress in meeting the targets set for reductions in overall fatalities and other performance measures
 - A description of how GHSP will adjust its upcoming HSP to better meet performance targets for performance targets not met
 - A description of North Carolina’s data-driven problem identification process and selection of evidence-based countermeasures
 - A description of the State’s evidence-based enforcement program activities
- A list of projects and activities approved during FY2022 including a description of each project, an explanation of how each project contributed to meeting North Carolina’s targets, and a rationale for projects that were not implemented
 - A description of paid media expenditures
 - A legislative update

Progress in Meeting Targets

North Carolina experienced 1,756 traffic fatalities during 2021 (according to North Carolina crash data). This was an increase of 14.2 percent from the 1,538 fatalities in 2020. Higher fatalities occurred across nearly all performance measures during 2021. This phenomenon was not unique to North Carolina—fatalities increased nationwide and, in many states, last year.

Despite this, North Carolina speeding-related fatalities decreased 13% for 2021 compared to 2020. As described in this report, GHSP supports a variety of enforcement and educational campaigns designed to encourage drivers to obey speed limits. Another positive development is that alcohol-impaired driving fatalities decreased by 17.4 percent during 2021.

The June 2022 observed seat belt use rate for North Carolina was 90.8 percent meeting its target of 90 percent. Nevertheless, unrestrained passenger vehicle occupant fatalities increased 13 percent in 2021, from 501 to 567. To reverse this trend, GHSP is planning to support a variety of evidence-based educational and enforcement efforts during the next fiscal year. GHSP has also reinvigorated the Occupant Protection Task Force and completed an Occupant Protection Assessment with NHTSA. The recommendations from that assessment are the basis for

strengthening North Carolina’s occupant protection program.

North Carolina experienced an increase in fatalities on several other performance measures during 2021, including motorcyclist fatalities, pedestrian fatalities, and drivers aged 20 or younger involved in fatal crashes. GHSP remains committed to reversing these trends by using evidence-based approaches as described in NHTSA’s *Countermeasures That Work*.

Program Area Highlights

The North Carolina Governor’s Highway Safety Program supports a variety of efforts to decrease motor vehicle crashes and the resulting injuries and fatalities as demonstrated in subsequent sections of this Annual Report. Following are key highlights of GHSP’s program areas.

Alcohol-Impaired Driving

GHSP is very aggressive in the fight to remove impaired drivers from our roadways. GHSP supports proven programs such as *Booze It & Lose It* to deter drinking and driving. During FY2022, 86.3 percent of law enforcement agencies in the state participated in the *Booze It & Lose It* campaign, yielding 6,409 DWI arrests and 225,061 charges for other traffic violations. Law enforcement officers in North Carolina use mobile breath-alcohol testing units, better known as BAT Mobiles, to increase the efficiency of on-site DWI processing. Each BAT Mobile is equipped with evidentiary breath test instruments, a Drug Recognition Expert (DRE) evaluation room, and all other necessary equipment and supplies for processing DWI suspects. GHSP also increased use of new social media tools, including social media influencers, to convey impaired driving prevention messaging.

During FY2022, GHSP supported DWI Enforcement Teams in 10 counties that are overrepresented in alcohol-related crashes, injuries and fatalities. GHSP crafted the initiative to encourage law enforcement agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers are most likely to be on the roadways—typically Thursday, Friday and Saturday nights between 10 p.m. and 6 a.m. GHSP also works to ensure the successful prosecution of impaired drivers through initiatives such as the Traffic Safety Resource Prosecutor (TSRP) program, the creation of dedicated DWI courts and the expansion of blood alcohol testing facilities.

This year, GHSP also worked with the Insurance Institute for Highway Safety (IIHS), UNC HSRC, GHSA CSI project and other local groups to create an updated “Booze It & Lose It” campaign that involves new messaging, new tools, and more “upstream” prevention efforts. This campaign is slated to begin in January 2023.

Occupant Protection

Increasing seat belt use is one of GHSP’s highest priorities. During FY2022, law enforcement agencies in North Carolina conducted two statewide waves of the *Click It or Ticket* campaign, plus a special enforcement campaign



held during Child Passenger Safety Week. During these three waves, law enforcement officers conducted 8,865 checkpoints and saturation patrols, resulting in 11,638 safety belt citations and 1,386 child passenger safety violations. Additionally, GHSP partnered with the North Carolina State Highway Patrol to conduct Special Operation Projects in 10 designated high-risk counties. GHSP also continued funding a seat belt diversion program in Robeson County. Developed through a partnership between a local hospital and the District Attorney's office, the program allows first-time seat belt violations to be dismissed pending participation in a seat belt use training class. The project is coupled with increased enforcement efforts in the local community.

North Carolina remains very active in child passenger safety training, education and assistance. As of the end of FY2022, North Carolina had 3,285 individuals with Child Passenger Safety Certification, including 47 Instructors and 111 Technician Proxies. The Technician recertification rate was 68 percent for North Carolina (compared to 50.4 percent nationwide). In FY2022, there were 208 Permanent Checking Station programs operating 268 service locations in 86 counties. Over 5,700 children were served, and 5,810 car seats were checked at North Carolina car seat checking stations. Though, COVID-19 continues to reduce the total number of seats checked. Many stations are still limiting interactions with the public due to COVID-19 restrictions and some have not yet resumed seat check activities.

GHSP hosted a virtual NHTSA-facilitated assessment of North Carolina's occupant protection program in February 2021. The assessment, conducted by traffic safety experts from around the nation, examined current programs and policies regarding seat belts and

occupant protection for children in North Carolina. The assessment identified the program's strengths, accomplishments, and challenges, and offered suggestions for improvement, especially in efforts to target persistent seat belt non-users more effectively. GHSP continues to work towards addressing and implementing many of the recommendations from the assessment in a continuing effort to strengthen North Carolina's occupant protection program. The NC Occupant Protection Task Force has worked in FY 2022 to implement many of these recommendations, and in Task Force meetings provides regular updates on the status of these recommendations. enforcement efforts in the local community. GHSP also revised communications tactics on occupant protection to help reach younger drivers and passengers, a group that seat belt survey results show use seat belts less often than others.



Speeding and Police Traffic Services

Speeding continues to be a major cause of injuries and fatalities on North Carolina roadways and has significant economic, social, and personal costs for North Carolinians. Law enforcement agencies in North Carolina conducted the *Speed a Little. Lose a Lot*

enforcement campaign from April 11 to 17, 2022. The campaign reminds drivers there is no reason to speed because the consequences could be more than just getting a ticket. The campaign complements the NC Vision Zero initiative, which seeks to reach zero traffic-related fatalities through coordinated agency-to-agency efforts that help change the overall traffic safety culture. In FY 2022, eleven Vision Zero communities began creating and/or implementing Vision Zero plans in their communities, and almost all of these plans include strategies to reduce speed related crashes.

In a further effort to target speed enforcement, GHSP encourages counties to adopt systematic approaches for identifying roads that are priorities. Through support and refinement of the Vision Zero Analytics project GHSP continued to share data with all agencies, particularly in counties overrepresented in speeding fatalities. Additionally, GHSP has



continued to promote training in Data-Driven Approaches to Crime and Traffic Safety (DDACTS) enforcement strategies. GHSP has a long-standing partnership with the North Carolina Justice Academy, which provides training in crash investigation and speed measuring instrument certification to law enforcement officers statewide.

In FY2022, GHSP partnered with the UNC Highway Safety Research Center to conduct a statewide survey of law enforcement officers to gather perceptions and experiences, specifically those related to traffic safety. Over 700 law enforcement professionals took part in the survey, the result of which were collected and included in a comprehensive report published by HSRC which was provided to NHTSA.

Young Drivers

GHSP is supporting and evaluating several innovative approaches to improving young driver safety. During FY2022 GHSP funded teen driver safety initiatives led by University Health Systems of Eastern North Carolina (Vidant Health), the University of North Carolina Highway Safety Research Center (HSRC), and SADD. GHSP also provided continued leadership of the Driver Education Advisory Committee.

GHSP is also prioritizing education about the state's Graduated Drivers Licensing (GDL) system. This year was the 25th Anniversary of GDL in North Carolina, so an informal group of stakeholders comprised of child advocates, safety groups, researchers and others took this opportunity to educate policymakers and the general public about the research surrounding GDL's effectiveness. GHSP helped develop a video to promote the anniversary and they co-hosted a GDL 25th Anniversary Event in Raleigh on June 23, 2022.

Motorcycle Safety

Motorcycles are an increasingly popular form of transportation in North Carolina. A key safety initiative to reduce motorcyclist crashes and fatalities is BikeSafe North Carolina. BikeSafe offers training in riding techniques and discusses a variety of safety topics. The training is conducted by law enforcement motor officers in a non-threatening, non-enforcement

environment. Students are typically experienced riders who are interested in improving their riding skills and the training takes place in the classroom and on the streets. During FY2022, there were 48 host agencies for the BikeSafe program that conducted a total of 148 events with 464 attendees.

Traffic Records

North Carolina strives to develop and implement effective programs that improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of traffic safety data. Based on input driven by our Traffic Records Coordinating

between the crash reporting databases and medical databases. Additionally, through the analytical work funded through the Vision Zero program, GHSP has supported efforts to make crash data readily available to law enforcement, the public, media representatives and researchers.

The biggest Traffic Records effort currently underway is a complete revamp of the crash report form (NC DMV 349), the entire NC Crash Data Record System (TEAAS), and each of the data systems involved in the recording and analyses of crash data by traffic engineers,



Committee, recent efforts have focused on linking State data systems to each other and improving the compatibility and interoperability of North Carolina's data systems with national data systems. Such data is needed to identify priorities for Federal, State, and local highway and traffic safety programs, and to evaluate the effectiveness of these programs.

During the past six years, North Carolina has funded a Traffic Records Assessment, helped the NC Administrative Office of the Courts (AOC) continue eCitation®, and funded several ongoing projects to develop data linkage

municipalities, NC law enforcement, and researchers.

Other Priorities

The North Carolina Governor's Highway Safety Program funds other projects that help North Carolina and GHSP advance the traffic safety goals set forth in the FY2022 Highway Safety Plan. These projects address issues such as older driver safety, pedestrians and bicyclists, distracted driving, and commercial motor vehicle safety. Similar to the high priority areas described above, GHSP focuses on proven countermeasures as part of a Safe System

approach to reduce traffic-related fatalities and serious injuries.

Community Outreach

In FY 2023, GHSP has robust community outreach plans, an essential part of a Safe System approach to traffic safety as outlined in the National Roadway Safety Strategy. In 2017 GHSP funded the Vision Zero Network to create local community coalitions to advance Safe System approaches to traffic safety needs. As of 2022, twelve coalitions have been actively involved by creating community coalitions, drafting and implementing Vision Zero plans, and attending specialized training given through the NC Vision Zero Leadership Institute.

Also in FY 2023, GHSP teamed with insurance industry leaders to create the NC Alliance for Safe Transportation (NCAST), a nonprofit organization working to foster community-based public engagement in traffic safety. One deliverable for this project is to host three community input sessions across NC to gather public input in underserved communities about their traffic safety needs. Those sessions will be held in April and May 2023. These sessions are in addition to the community forums that will be held as part of the Strategic Highway Safety Plan (SHSP) that will be crafted this year in conjunction with other transportation partners.

Ongoing Commitment to Improving Traffic Safety in North Carolina

GHSP will continue serving as a leader for improving traffic safety in North Carolina. GHSP is committed to funding evidence-based, innovative, and results-oriented programs rooted in a comprehensive Safe System approach to accomplish our mission of reducing crashes, saving lives and decreasing incapacitating injuries. The achievements to date have been the result of a wide range of educational, enforcement and other safety initiatives in our state. These efforts are credited to the hard work and dedication of many agencies and individuals including law enforcement officers, prosecutors, judges, educators, researchers, community groups and safety advocates. In FY 2023, GHSP plans to continue these efforts along with increased community engagement, targeted outreach to underserved communities, and significantly larger investments in communications and public awareness. We are confident that our efforts during FY2023 and beyond will continue to improve the safety of our streets and highways for all North Carolinians.

About the North Carolina Governor's Highway Safety Program

Mission

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



Organizational Structure

The North Carolina Governor's Highway Safety Program (GHSP) is housed within the North Carolina Department of Transportation (NCDOT). The GHSP Director is the ranking official with authority to administer North Carolina's highway safety program and is also appointed by the Governor as the Governor's Representative for Highway Safety.

The GHSP has a staff of 11 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 both Assistant Director, the Task Force Manager/Assistant, s, along with NC DOT Communications, indirectly supervises the communications manager. The two assistant directors oversee GHSP's Planning, Programs and Evaluation, Finance and Administration, and high-profile public 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.

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 crash, citation, and other empirical data. The Planning, Programs and Evaluation section staff includes a manager and four Highway Safety Specialists (HSS). One additional specialist coordinates and oversees the law enforcement liaison network in addition to a specific program area. Every project is assigned to a specific Highway Safety Specialist who is the Project Director's liaison with the GHSP, NHTSA and other highway safety agencies. Highway Safety Specialists are responsible for these project areas:

1. Traffic Records
2. Impaired Driving
3. Bicycle/Pedestrian
4. Occupant Protection
5. Youth and Young Drivers
6. Motorcycle Safety
7. Older Drivers
8. Speed

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 Finance 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. The Public Information

and Education section is currently staffed with a Communications Manager. The Communications and Events Coordinator receives additional support and assistance from the NCDOT Communications Office.

GHSP Staff

Mark Ezzell Director
 Stacy Deans.....Assistant Director-Internal Operations
 Cheryl Leonard.....Assistant Director- External Operations
 Warren SmithPlanning, Programs and Evaluation Manager
 Jackie Mitchell..... HSS-Traffic Records/Youth and Young Driver Coordinator
 Lori BrownHSS-Impaired Driving Coordinator
 Bob Stevens Law Enforcement Liaison/HSS-Speed Coordinator
 Kevin Buster.....HSS- Law Enforcement Personnel Grants
 Vacant ..HSS-Vulnerable Road Users (Bicycle/Pedestrian, Young Driver, Senior Driver, Distracted Driving)
 Vacant Occupant Protection and Impaired Driving Task Force Coordinator
 VacantCommunications Manager
 Shanon Daniels..... Finance Officer
 Kayde-ann Miller-Ford..... Program Assistant
 Sylvia Thompson..... Program Assistant

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Funded Projects and Activities

The following projects helped to support planning and administration activities by GHSP under the FY2022 Highway Safety Plan:

Project Number(s): PA-22-01-01
 Project Title: GHSP Planning and Administration In-House
 Agency: North Carolina Department of Transportation-Governor's Highway Safety Program
 Project Description: This was an ongoing project that provided funding for the Director and Assistant Director positions to manage the day-to-day operations of the highway safety office. This project also provided funding for the Finance Officer, Administrative

Assistant, and Program Assistant positions to carry out the administrative tasks for the office to properly function.

Contribution to Meeting Targets: This project supported salaries and associated costs of five administrative employees to manage the highway safety office.

Project Number(s): SA-22-09-01

Project Title: GHSP Programs and Operations Support In-House

Agency: North Carolina Department of Transportation-Governor's Highway Safety Program

Project Description: This was an ongoing project that provided funding for the Planning, Programs and Evaluation Manager and Highway Safety Specialist positions responsible for administering and monitoring grants, a Law Enforcement Liaison position to coordinate and enhance law enforcement participation, a Communication and Events Coordinator position to promote and assist in managing events, and an administrative position. This project also provided funding for other operational expenses and highway safety events throughout the year.

Contribution to Meeting Targets: This project supported five highway safety specialists and one law enforcement liaison to provide oversight for grants. The highway safety specialists conducted compliance monitoring on over 90 external projects funded for FY2022. This project also supported a Communications and Events Coordinator position to promote highway safety campaigns through earned media. There were numerous campaign kickoffs and other media events conducted throughout the year to generate attention to various highway safety efforts.

Project Number(s): SA-22-09-02

Project Title: GHSP Media and Events In-House

Agency: North Carolina Department of Transportation-Governor's Highway Safety Program

Project Description: This was an ongoing project to provide funding for a media campaign 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 include funding for GHSP's Traffic Safety Conference.

Contribution to Meeting Targets: GHSP conducted earned media events to kick off the Booze It & Lose It campaigns during October (Halloween), December/January (Holiday), March (St. Patrick's Day), June/July (Operation Firecracker) and August/September (Labor Day). Other events included the coordination of the Safety City traffic safety display at the N.C. State Fair in October and the Tree of Life media event in conjunction with Mothers Against Drunk Drivers in December. GHSP conducted

earned media events to kick off the Click It or Ticket campaigns during November and May, as well as the Child Passenger Safety Week efforts in September.

Project Number(s): SA-22-09-05
 Project Title: Highway Safety Plan and Annual Report
 Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
 Project Description: This project supported and assisted the NC GHSP in organizing and preparing the NC Highway Safety Plan and Annual Report.
 Contribution to Meeting Targets: HSRC provided invaluable support in the preparation and submission of the NC GHSP's Highway Safety Plan and Annual Report. Both documents were submitted prior to the deadlines.

Project Number(s): SA-22-09-11
 Project Title: Conference and Event Support
 Agency: North Carolina State University - Institute of Transportation Research and Education
 Project Description: This continuation grant supported the NC Traffic Safety Conference and Expo (NCTSC).
 Contribution to Meeting Targets: The agency experienced issues with staffing that most likely impacted their efforts in achieving a meaningful impact on decreasing alcohol related fatalities and crashes in Iredell County. However, they conducted numerous saturation patrols in their Top 5 alcohol related crash locations. They conducted fourteen daytime seatbelt initiatives and twelve nighttime seatbelt initiatives. The agency conducted thirteen impaired driving educational presentations. Statesville participated in all GHSP campaigns.

Project Number(s): SA-22-09-07
 Project Title: NC Law Enforcement Survey on Traffic Safety Initiatives
 Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
 Project Description: This project funded a statewide survey of law enforcement attitudes and actions regarding traffic safety enforcement.
 Contribution to Meeting Targets: The survey was conducted as designed and completed. The themes of the survey included officers' thoughts and opinions about traffic enforcement to include stops, penalties, and perceptions of agency priorities, officers' training, officers' exposure to critical incidents, officers' opinions about new and existing laws in North Carolina, and opportunities for officers to provide any additional

thoughts or perceptions. The report was provided to GHSP, NHTSA, and a number of our traffic safety partners, to include law enforcement.

Project Number(s): SA-22-09-08
 Project Title: Building Capacity for Vision Zero in NC Communities
 Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
 Project Description: This continuation project continued efforts to strengthen and expand Vision Zero efforts by working with stakeholders in local communities to improve roadways by expanding Safe Systems efforts.
 Contribution to Meeting Targets: HSRC provided monthly coaching calls with fifteen North Carolina Vision Zero communities. This is an increase from the eight communities coached in 2021. Quarterly calls with all VZ communities included presentations and training on a variety of traffic safety concerns, to include authentic community engagement, speed/kinetic energy management, planning for the World Day of Remembrance events, the Statewide Vision Zero Task Force, Safe Streets for All funding, and additional topics first visited in FY2021. End of the year follow-up with the communities included a summary of lessons learned and next steps. HSRC developed comprehensive and tailored Vision Zero Leadership Training materials to include activities, tools, and resources to support teams in their efforts to prioritize and strategically plan next steps for their coalitions. A Vision Zero Leadership Institute was held that brought ten teams with fifty attendees.

Project Number(s): SA-22-09-03
 Project Title: GHSP STEP System Website and Reporting System Year 8
 Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
 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.
 Contribution to Meeting Targets: HSRC supported all aspects of the GHSP STEP website throughout the fiscal year.

Performance Measures and Targets

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 a team of 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
- Pedalcyclist fatalities

Core behavior measure

- Seat belt use rate

For the 10 performance measures related to fatalities, the primary data source is the Fatality Analysis Reporting System (FARS). The North Carolina State Crash Data file is the source for 2021 and 2022 fatality data and serious injury data. The annual seat belt observation survey is the source for seat belt use.

For each performance measure, we first present targets for FY2022 and indicate whether these targets have been achieved. We then provide figures showing five-year trends for each performance measure. This is followed by a brief discussion of North Carolina’s overall progress in addressing each performance measure. For those performance targets that were not met, a description is provided of how GHSP will adjust its upcoming Highway Safety Plan (HSP) to better meet future targets. At the end of this section, we present a table that summarizes the results in achieving performance targets for FY2022 and FY2021.

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 2019 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 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 2019 update to the SHSP, with Highway Safety Specialists and other GHSP staff serving on many working groups. This helped better align the targets and strategies of the HSP with the goals and strategies of the SHSP.



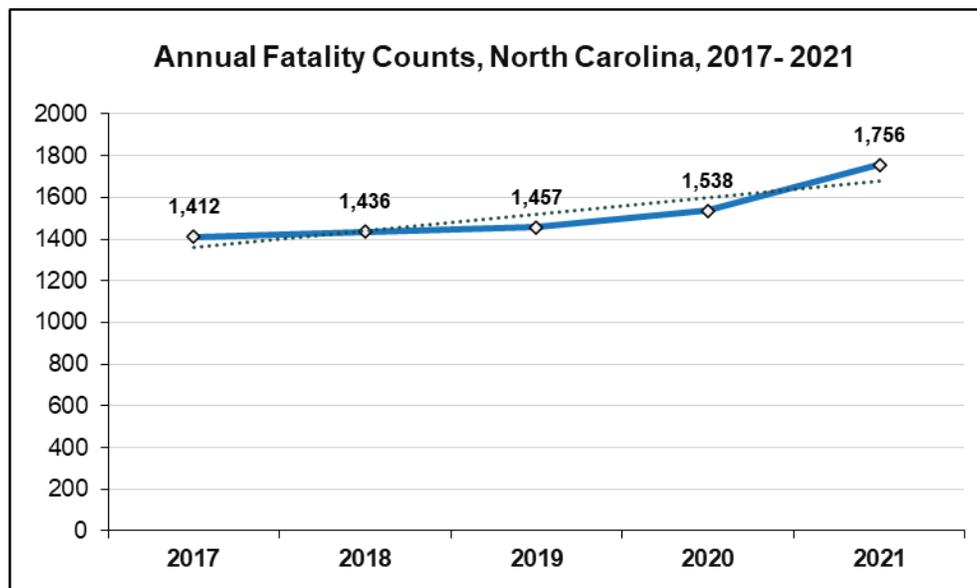
Traffic Fatalities

Target

Reduce traffic-related fatalities by 12.07 percent from the 2015–2019 average of 1,427.2 to the 2018–2022 average of 1,254.9 by December 31, 2022.

Outcome

Target not achieved. The 2017–2021 average number of traffic fatalities was 1519.8, a 6.5 percent increase from the 2015–2019 average of 1,427.2. Through November 15, 2022, there have been 1,499 fatalities, indicating the FY2022 target of 1,254.9 will not be met.



Source: FARS, 2017–2020 and NCDOT Motor Vehicle Crash Data, 2021

Assessment of State’s Progress: North Carolina is not on track to meet the target for traffic fatalities. Traffic fatalities increased in North Carolina during 2020 (the most recent year for which FARS data are available). Eighty-one (81) more fatalities occurred during 2020 than 2019, an increase of 5.3 percent. This same trend occurred nationwide—traffic fatalities in the U.S. increased by 6.8 percent during 2020. According to NCDOT Motor Vehicle Crash Data, traffic fatalities continued to grow in 2021.

Plans to Meet Performance Targets: GHSP remains committed to reducing traffic fatalities in our state. To meet future performance 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 will 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. For FY2024, this will include new partnerships with Emergency Medical Services, state and federal tribal governments, military installations, and others; a new nonprofit dedicated to public

outreach and awareness; at least 5 community listening sessions; a pilot project testing new impaired driving messaging and partnerships, and other activities that combine with our traditional tools of enforcement and public awareness. The Program Area sections of the Annual Report describe planned activities for meeting performance targets.

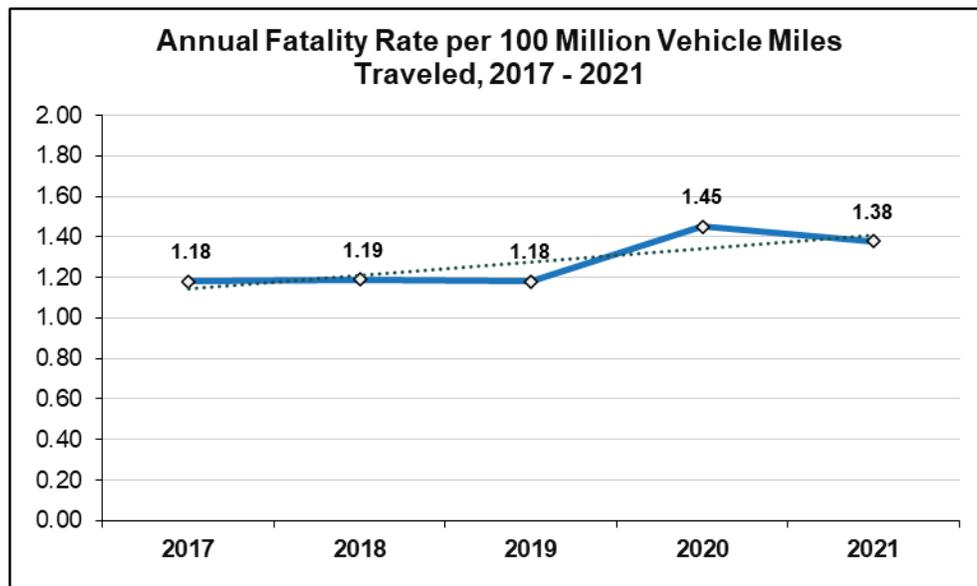
Fatality Rate per 100 Million VMT

Target

Reduce the fatality rate per 100 million VMT by 12.50 percent from the 2015–2019 average of 1.208 to the 2018–2022 average of 1.057 by December 31, 2022.

Outcome

In progress. The 2017–2021 average fatality rate per 100 million VMT was 1.276, a 5.8 percent increase from the 2015–2019 average of 1.208.



Source: FARS, 2017–2020 and NCDOT Motor Vehicle Crash Data, 2021.

Assessment of State’s Progress: North Carolina’s annual fatality rate per 100 million VMT rose sharply in 2020 (the most recent year for which FARS data are available). This was the result of an increase in fatalities coupled with a substantial drop in VMT due to the pandemic and statewide shutdown. The fatality rate for 2021 was based on state estimates and will be adjusted once the final rate is published by NHTSA.

Plans to Meet Performance Targets: 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. In FY 2024, we will also add the partnerships, tactics and tools outlined previously to create a safe system approach that will address fatality rate per 100 million VMT. The Program Area sections of the Annual Report describe planned activities for meeting performance targets.

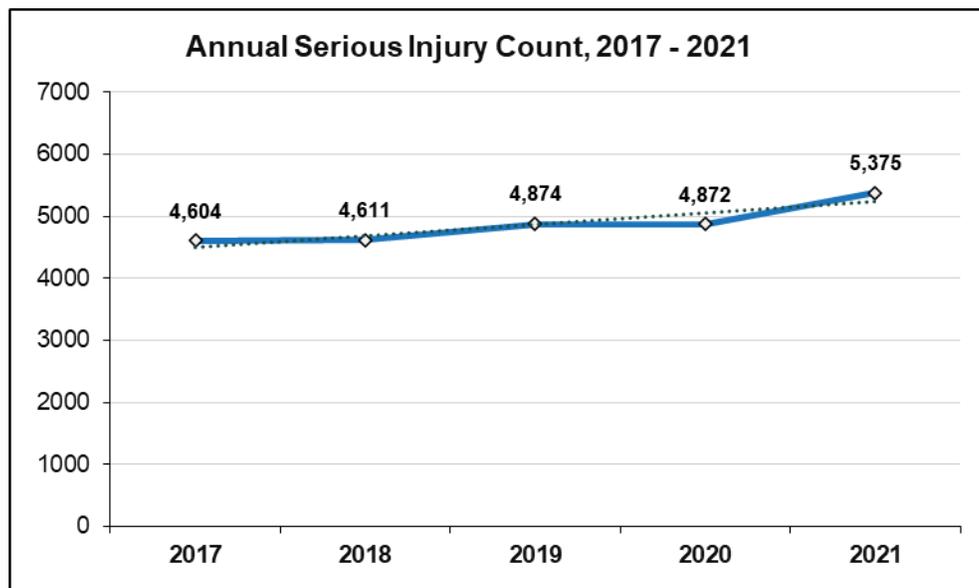
Serious Injuries

Target

Reduce the number of serious injuries by 19.79 percent from the 2015–2019 average of 4,410.2 to the 2018–2022 average of 3,537.6 by December 31, 2022.

Outcome

Target not achieved. The 2017–2021 average number of serious injuries was 4867.2, 10.36 percent increase from the 2015–2019 average of 4,410.2. Through November 15, 2022, there have been 4,640 serious injuries in traffic crashes, indicating the FY2022 target of 3,537.6 will not be met.



Source: NCDOT Motor Vehicle Crash Data, 2017–2021.

Assessment of State’s Progress: Although the number of serious injuries has fluctuated, there was a steep rise between 2019 and 2021. This parallels the rise in fatalities during this same period. Based on preliminary data, serious injuries appear to be declining in 2022.

Plans to Meet Performance Targets: 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. The Program Area sections of the Annual Report describe planned activities for meeting performance targets.

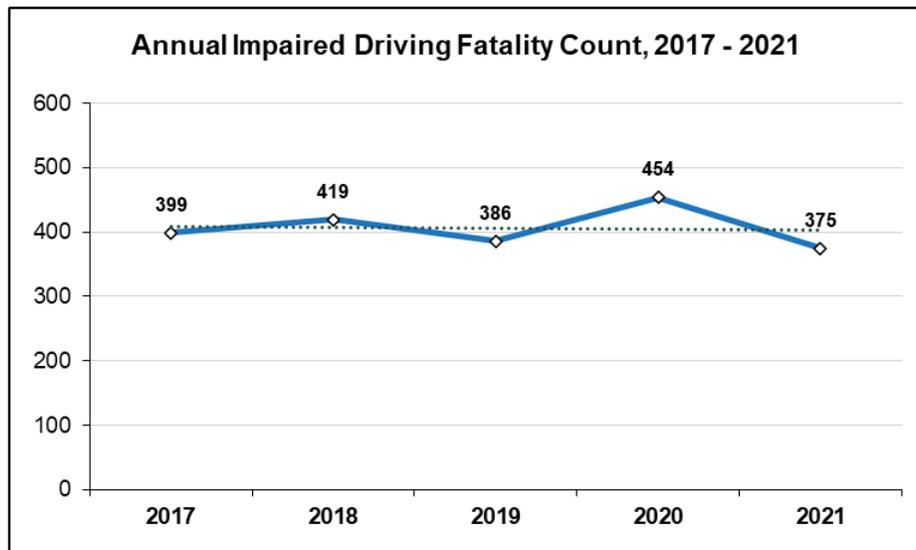
Alcohol-Impaired Driving Fatalities

Target

Decrease alcohol impaired driving fatalities 10 percent from the 2015–2019 average of 380.3 to the 2018–2022 average of 342.3 by December 31, 2022.

Outcome

Target not achieved. The 2017–2021 average number of fatalities involving drivers with a BAC of .08 or above was 406.6, a 6.9 percent increase from the 2015–2019 average of 380.3. Through November 15, 2022, there have been 333 alcohol-impaired fatalities, indicating the FY2022 target of 342.3 is unlikely to be met.



Source: FARS, 2017–2020 and NCDOT Motor Vehicle Crash Data, 2021.

Assessment of State’s Progress: North Carolina is not on track to meet the target for alcohol-impaired driving fatalities. Fatalities increased noticeably during 2020 (the most recent year for which FARS data are available). Sixty-eight (68) additional alcohol-impaired driving fatalities occurred during 2020 than 2019, an increase of 18 percent. Fatalities appear to have dropped in 2021, based on North Carolina Crash Data. Overall, the 5-year trend suggests a small rise in alcohol-impaired fatalities.

Plans to Meet Performance Targets: North Carolina is very aggressive in the fight to remove impaired drivers from our roadways. GHSP is funding many initiatives during FY2023 to address impaired driving including DWI high visibility enforcement teams, DWI treatment courts and expedited blood testing. Additionally, GHSP has rejuvenated and expanded the Statewide Impaired Driving Task Force. The Task Force updated the State’s Impaired Driving Plan in FY2021, which provides a comprehensive approach for preventing and reducing alcohol-impaired driving in North Carolina. Many of the Task Force’s recommendations are on track for implementation. In FY 2024, we will pilot a new impaired driving campaign that revises the traditional elements of “Booze It & Lose it” with new partnerships with

Eastern Band of Cherokee Indians, Western NC treatment providers, and others; expand use of continuous alcohol monitoring devices; updated trainings on the Safe System approach to addressing impaired driving; and increased patrols. We also will work more extensively with military installations and develop plans that target urban counties that comprise a large percentage of the impaired driving deaths in NC. See the Impaired Driving Program Area for more details.

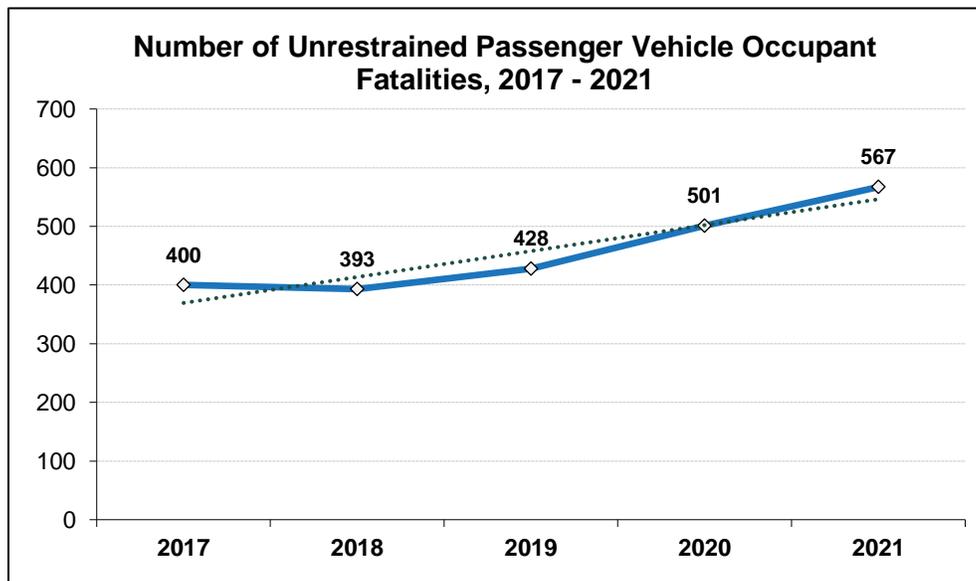
Unrestrained Passenger Vehicle Occupant Fatalities

Target

Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 10 percent from the 2015–2019 average of 406.0 to the 2018–2022 average of 365.4 by December 31, 2022.

Outcome

Target not yet achieved. The 2017–2021 average number of unrestrained passenger vehicle occupant fatalities was 457.8, a 12.76 percent increase from the 2015–2019 average of 406. Through November 15, 2022, there have been 473 unrestrained fatalities, indicating the FY2022 target of 365.4 will not be met.



Source: FARS, 2017–2020 and NCDOT Motor Vehicle Crash Data, 2021.

Assessment of State’s Progress: There were 567 unrestrained fatalities in North Carolina during 2021, an increase of 66 fatalities from 2020. Prior to 2019, unrestrained fatalities had been gradually decreasing. Belt use in North Carolina is somewhat lower among males, young adults ages 20-39, occupants of vans and pickup trucks, and at nighttime. An estimated 600 lives are saved each year in North Carolina by passenger restraints. Approximately 100 more lives could be saved each year if all passenger vehicle occupants were properly restrained.

Plans to Meet Performance Targets: To meet performance targets for unrestrained fatalities, GHSP is planning to support a variety of evidence-based educational and enforcement efforts during the next fiscal year. GHSP is supporting two “Click It or Ticket mobilizations with additional mini-mobilizations in many of the 25-30 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. Efforts will emphasize nighttime enforcement-- 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 has reinvigorated the Occupant Protection Task Force to include 20 additional members, created a comprehensive Occupant Protection Plan, and had an Occupant Protection Assessment conducted through NHTSA in 2021. See the Occupant Protection program area for more details.

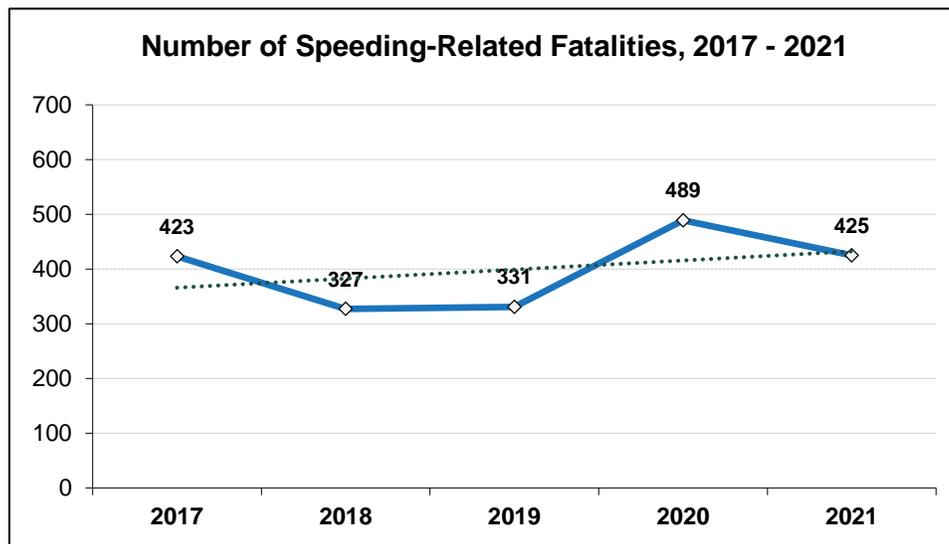
Speeding-Related Fatalities

Target

Decrease speeding-related fatalities 10 percent from the 2015–2019 average of 352.3 to the 2018–2022 average of 317.1 by December 31, 2022.

Outcome

Target not achieved. The 2017–2021 average number of speeding-related fatalities was 399.0, a 13.3 percent increase from the 2015–2019 average of 352.3. Through November 15, 2022, there have been 363 speeding-related fatalities, indicating the FY2022 target of 317.1 will not be met.



Source: FARS, 2017–2020 and NCDOT Motor Vehicle Crash Data, 2021.

Assessment of State’s Progress: North Carolina is not on track to meet the target for speeding-related fatalities. There were 489 speed-related fatalities in North Carolina during 2020 (the most recent year for which FARS data are available). This was an increase of 158 fatalities (48 percent) from the preceding year. One third (32 percent) of all fatalities in North Carolina during 2020 were speeding related. Speeding is particularly common among drivers age 16-29, on weekends, among motorcyclists, and among drivers who had been drinking. Despite the sharp rise in fatalities in 2020, the 5-year moving average suggests a gradual decline in speeding-related fatalities since 2017.

Plans to Meet Performance Targets: GHSP is committed to supporting proven countermeasures to reduce speeding-related crashes and fatalities. To meet performance targets, GHSP will support the statewide campaign “Speed a Little. Lose a Lot” during the next fiscal year. 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 will be funded in counties overrepresented in speeding fatalities. GHSP plans to share data with enforcement agencies including the locations of speed related crashes, day of the week and the time of day they are occurring. GHSP will continue to work with the Executive Committee for Highway Safety to explore changes to existing seat belt law to

increase compliance, and will work with the Safety & Mobility Section of DOT to educate about the issues posed by 85th percentile rule on setting speed limits. In FY2023, GHSP will continue seat belt awareness messaging targeting large counties with lower seat belt use rates. The FY 2022 official seat belt use rate increased to over 90% for the first time in three years, and we will use that momentum to expand our “Local Heroes” advertising in other target counties. Finally, we will leverage partnerships with organizations such as the NC High School Athletic Association, the NC Alliance for Safe Transportation, the NC Sheriffs Association and others to address speeding. See the Police Traffic Services program area for more details.

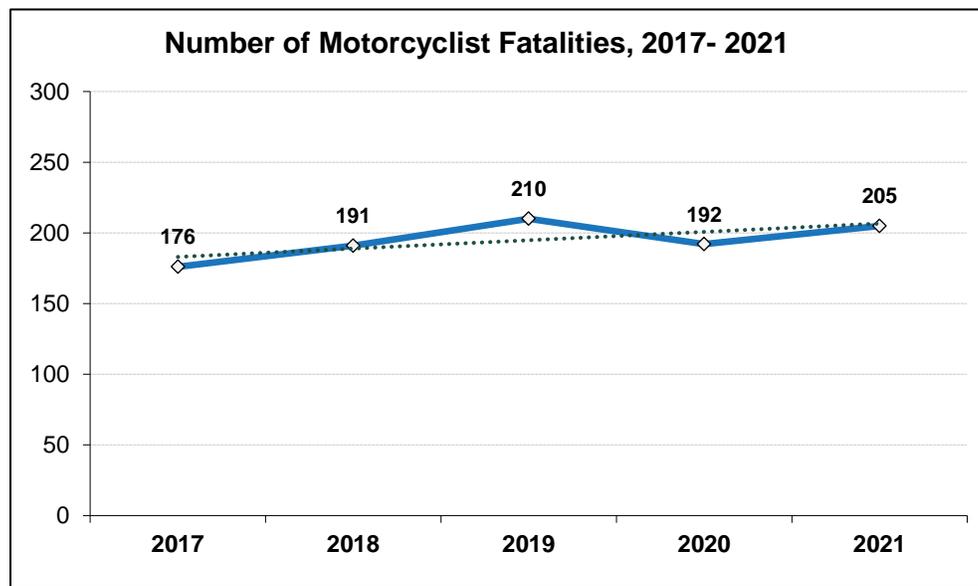
Motorcyclist Fatalities

Target

Decrease motorcyclist fatalities 5 percent from the 2015–2019 average of 190.4 to the 2018–2022 average of 180.9 by December 31, 2022.

Outcome

Target not achieved. The 2017–2021 average number of motorcyclist fatalities was 194.8, an increase of 2.3 percent from the 2015–2019 average of 190.4. Through November 15, 2022, there have been 195 motorcyclist fatalities, indicating the FY2022 target of 180.9 will not be met.



Source: FARS, 2017–2020 and NCDOT Motor Vehicle Crash Data, 2021.

Assessment of State’s Progress: Motorcyclist fatalities increased 6.8 percent from 192 motorcyclist fatalities during 2020 to 205 motorcyclist fatalities during 2021. Each year, motorcyclists account for approximately 15 percent of all traffic fatalities in the state. The popularity of motorcycle riding has grown in North Carolina over the past two decades. There are more riders traveling more miles, resulting in more exposure of motorcyclists to other traffic and potentially dangerous conditions.

Plans to Meet Performance Targets: GHSP strongly supports efforts to provide training to help motorcyclists become safe riders. To meet performance targets, GHSP is expanding 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 will conduct kickoff events for Motorcycle Safety Awareness Month. See the Motorcycle Safety program area for more details.

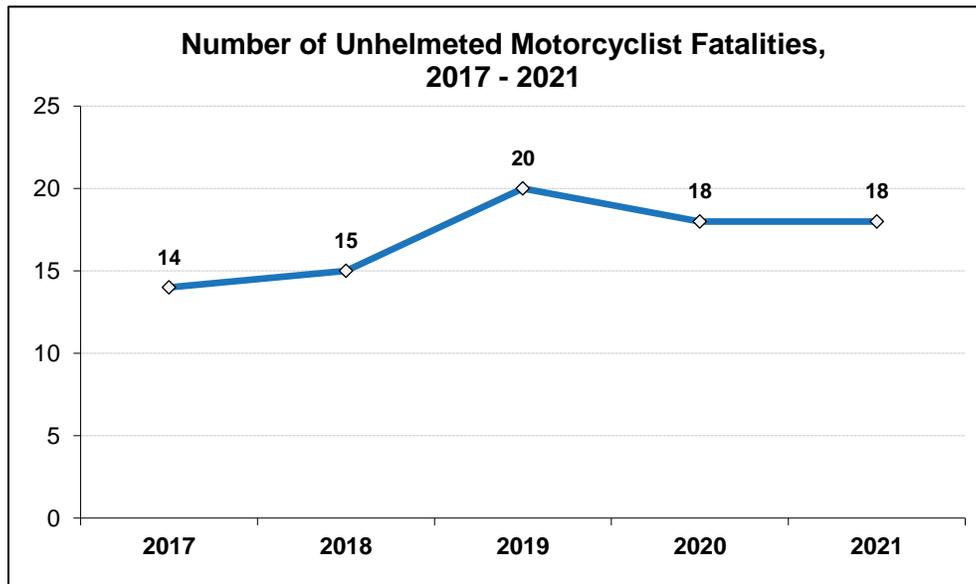
Unhelmeted Motorcyclist Fatalities

Target

Maintain unhelmeted motorcyclist fatalities at or below 15 by December 31, 2022.

Outcome

Target not yet achieved. The 2017–2021 average number of unhelmeted motorcyclist fatalities was 17, slightly above the 2015–2019 average of 15.4. Through December 1, 2022, there have been 16 unhelmeted motorcyclist fatalities, indicating the FY2022 target of 15 of less will not be met.



Source: FARS, 2017–2020 and NCDOT Motor Vehicle Crash Data, 2021.

Assessment of State’s Progress: 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 2021, only 18 unhelmeted motorcyclists were killed in crashes. An estimated 100+ lives in North Carolina are saved each year by motorcycle helmets. Additional lives could be saved if all riders wore helmets. In FY 23 and beyond, GHSP will continue to fund the BikeSafeNC project to educate motorcycle riders on safe riding, and will stay vigilant to protect NC’s strong universal helmet law.

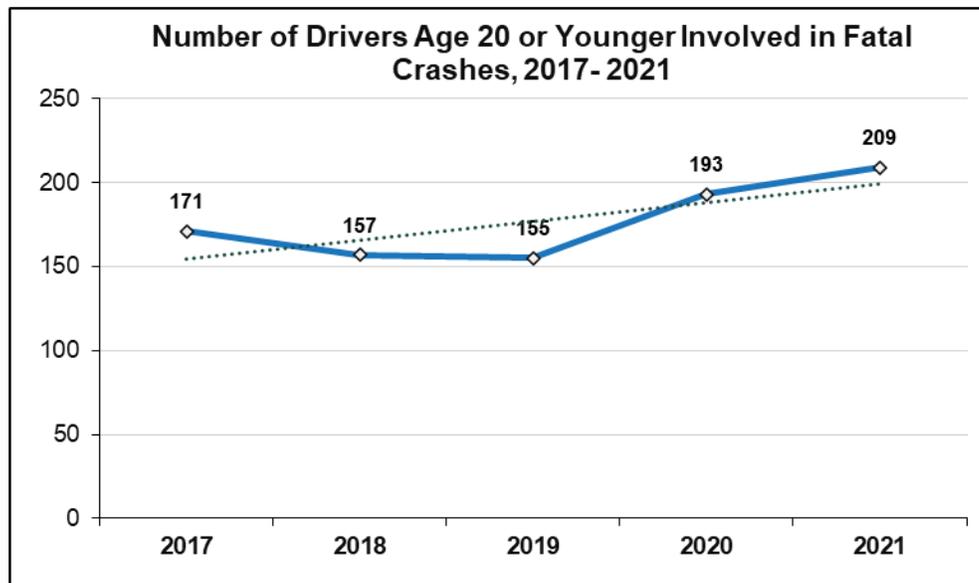
Drivers Age 20 or Younger Involved in Fatal Crashes

Target

Decrease drivers age 20 or younger involved in fatal crashes by 10 percent from the 2015–2019 average of 165.8 to the 2018–2022 average of 149.2 by December 31, 2022.

Outcome

Target not yet achieved. The 2017–2021 average number of young drivers involved in fatal crashes was 177, an increase of 6.8 percent increase from the 2015–2019 average of 165.8. Through November 15, 2022, there have been 139 fatalities involving young drivers, indicating the FY2022 target of 149.2 is unlikely to be met.



Source: FARS, 2017–2020 and NCDOT Motor Vehicle Crash Data, 2021.

Assessment of State’s Progress: Motor vehicle crashes are a leading cause of death among teenagers in North Carolina. During 2021, there were 209 fatal crashes involving drivers age 20 or younger, a noticeable increase from the 193 fatal crashes in 2020. Prior to 2020, fatal crashes among young drivers had been steadily declining in North Carolina.

Plans to Meet Performance Targets: In FY 2022, 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 will continue to participate with the Drivers Education Advisory Committee to help advance policies and practices to reduce young driver crashes. GHSP also partners with NC High School Athletic Association to bring safe driving messages to high school students through athletic directors, coaches and athletes. In FY 2023, GHSP is increasing outreach to military bases to help spread safe driving messages and

work with base commanders to provide technical assistance. Finally, in an effort to reach underserved populations, GHSP has partnered with Alliance Marketing to enhance our community presence at eight Historically Black Colleges and Universities by hosting tabling events at football and basketball games. See the Young Drivers program area for more details.

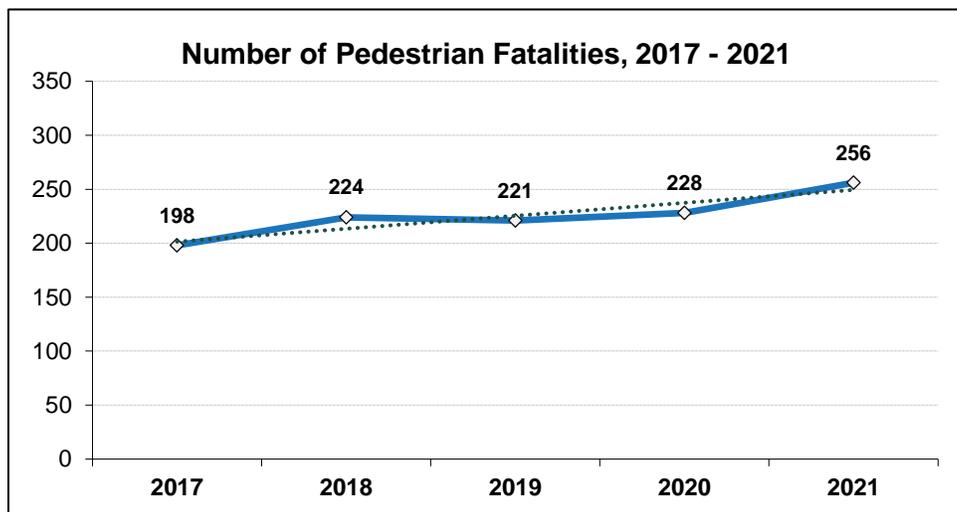
Pedestrian Fatalities

Target

Decrease the number of pedestrian fatalities by 5 percent from the 2015–2019 average of 202.6 to the 2018–2022 average of 192.5 by December 31, 2022.

Outcome

Target not achieved. The 2017–2021 average number of pedestrian fatalities was 225.4, a 11.25 percent increase from the 2017–2019 average of 202.6. Through November 15, 2022, there have been 216 pedestrian fatalities, indicating the FY2022 target of 192.5 will not be met.



Source: FARS, 2017–2020 and NCDOT Motor Vehicle Crash Data, 2021.

Assessment of State’s Progress: North Carolina experienced 256 pedestrian fatalities during 2021, an increase of 28 fatalities compared to 2020. Moreover, the long-term trend suggests a steady rise in pedestrian fatalities. This mirrors national trends. Pedestrian fatalities accounted for 15 percent of all traffic fatalities in North Carolina during 2021.

Plans to Meet Performance Targets: GHSP believes reductions in pedestrian fatalities are possible. GHSP is partnering with the Highway Safety Research Center to revise the “Watch for Me” program to better address pedestrian safety needs incorporating Safe System approaches. In May 2023, GHSP will award the “Watch for Me” program to a nonprofit partner, who will be expected to use the revised curriculum in “Watch for Me” communities and other communities with a serious need. In addition, GHSP is now part of the NC Safety and Mobility Section of NCDOT. This new alignment will help accomplish Safe System objectives by working more closely with those who influences built environments. In FY 2022 GHSP worked with the NC Office of State Human Resources to pilot “WalkSmartNC,” a comprehensive pedestrian safety campaign targeting state employees but scalable and replicable for other employers. In FY 2022, GHSP also funded projects with Bike/Walk NC to

educate drivers on pedestrian and bicycle safety issues, and GHSP was a major sponsor of Bike/Walk NC's 2022 conference. Finally, in FY 2022 GHSP targeted projects in the coastal region of the state, which experiences seasonal surges in out-of-state pedestrians. In FY23, GHSP plans to continue these projects, and expand pedestrian safety messages through the NC Alliance for Safe Transportation. See the Other Highway Safety Priorities section for more details.

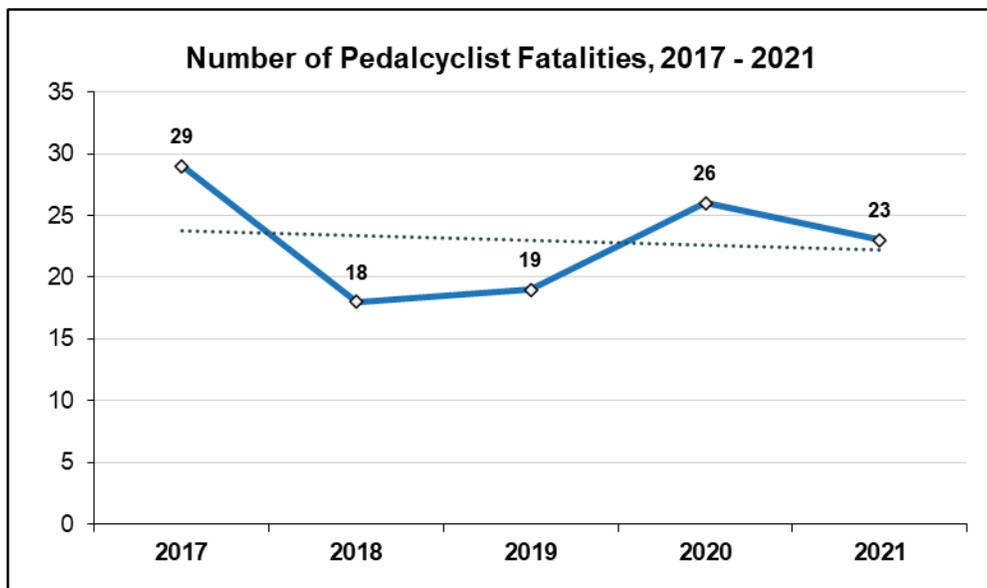
Pedalcyclist Fatalities

Target

Decrease the number of bicyclist fatalities 10 percent from the 2015–2019 average of 20.8 to the 2018–2022 average of 18.7 by December 31, 2022.

Outcome

Target not achieved. The 2017–2021 average number of bicyclist fatalities was 23, a 10.6 percent increase from the 2015–2019 average of 20.8. Through November 15, 2022, there have been 14 bicyclist fatalities, indicating the FY2022 target of 18.7 may not be met.



Source: FARS, 2017–2020 and NCDOT Motor Vehicle Crash Data, 2021.

Assessment of State’s Progress: The number of pedalcyclist fatalities in North Carolina is much lower than the number of fatalities involving pedestrians, motorcyclists, and other types of vulnerable road users. Although the number of fatalities fluctuates from year to year, the long-term trend suggests a slight rise in pedalcyclist fatalities.

Plans to Meet Performance Targets: GHSP believes further reductions in pedalcyclist fatalities are possible. GHSP is partnering with the Highway Safety Research Center to revise the “Watch for Me” program and BikeWalk NC to better address pedalcyclist safety needs in our state. In addition, GHSP is working closely with the NC Safety and Mobility Section of NCDOT to align both structural and behavioral funding to address pedalcyclist safety. In FY23, GHSP plans to continue these projects, and expand pedalcycling safety messages through the NC Alliance for Safe Transportation. See the Other Highway Safety Priorities section for more details.

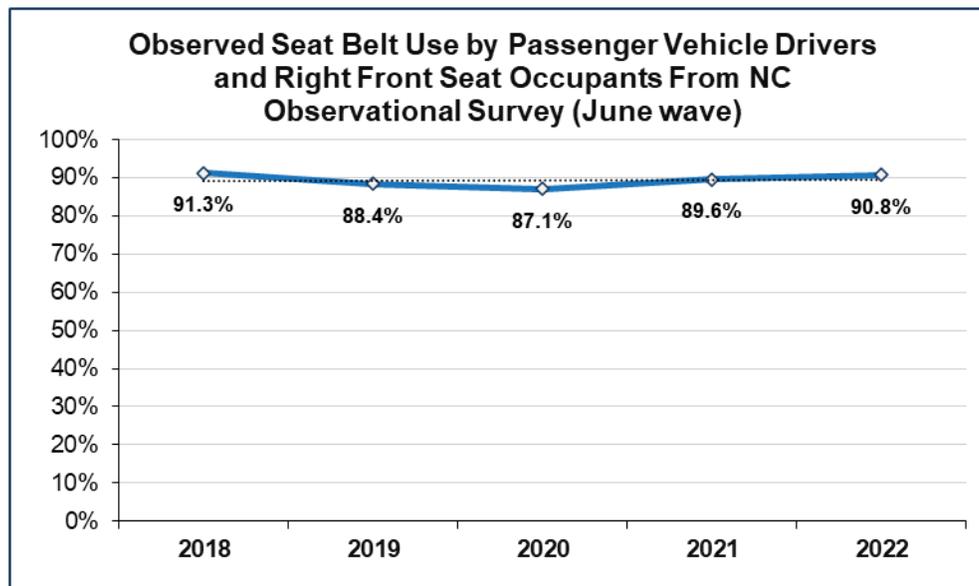
Seat Belt Use Rate

Target

Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 90% by December 31, 2022.

Outcome

Target achieved. The preliminary results of 2022 observed seat belt use survey show a rate of 90.8%, above the target of 90% set for 2022.



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

Note: The 2020 annual seat belt use survey was postponed to September due to COVID-19.

Assessment of State's Progress: North Carolina met its target. The 2022 observed belt use rate for drivers and front seat occupants in North Carolina was 90.8% which is slightly above the 5-year average (89.4%) and meets the target of 90 percent of observed seat belt use of front seat outboard occupants in passenger vehicles by December 31, 2022.

Plans to Meet Performance Targets: Increasing seat belt use continues to be one of GHSP's highest priorities. As described earlier, to meet performance targets, GHSP-funded activities will focus on nighttime belt enforcement, low-belt use counties, and child passenger safety. See the Occupant Protection program area for more details.

Assessment of Results in Achieving Performance Targets for FY2022 and FY2021

Performance Measure	FY2022					FY2021			
	Target period	Target Years	Target value FY22 HSP	Data Source/ FY22 Progress Results	On Track to Meet FY22 Target	Target Value FY21 HSP	Target Years	Data Source/ FY21 Final Results	Met FY21 Target
C-1) Total Traffic Fatalities	5 year	2018-2022	1,254.9	1519.80 (2017-2020 FARS, 2021 State)	N	1,309.9	2017-2021	1,458.6 (2016-2020 FARS)	N
C-2) Serious Injuries in Traffic Crashes	5 year	2018-2022	3,537.6	4867.2 (2017-2020 FARS, 2021 State)	N	3,656.1	2017-2021	4,389.6 (2016-2020 State)	N
C-3) Fatalities/VMT	5 year	2018-2022	1.057	1.30 (2017-2020 FARS, 2021 State)	N	1.105	2017-2021	1.272 (2016-2019 FARS; 2020 State)	N
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seating Positions	5 year	2018-2022	365.4	457.8 (2017-2020 FARS, 2021 State)	N	357	2017-2021	430.4 (2016-2020 FARS)	N
C-5) Alcohol-Impaired Driving Fatalities	5 year	2018-2022	342.3	406.6 (2017-2020 FARS, 2021 State)	N	360	2017-2021	417.2 (2016-2020 FARS)	N
C-6) Speeding-Related Fatalities	5 year	2018-2022	317.1	399.0 (2017-2020 FARS, 2021 State)	N	448	2017-2021	427.2 (2016-2020 FARS)	Y
C-7) Motorcyclist Fatalities	5 year	2018-2022	180.9	194.8 (2017-2020 FARS, 2021 State)	N	178	2017-2021	190.8 (2016-2020 FARS)	N
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2018-2022	15	18 (2017-2020 FARS, 2021 State)	N	14	2017-2021	16.2 (2016-2020 FARS)	N
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2018-2022	149.2	177.0 (2017-2020 FARS, 2021 State)	N	152	2017-2021	172.6 (2016-2020 FARS)	N
C-10) Pedestrian Fatalities	5 year	2018-2022	192.5	225.4 (2017-2020 FARS, 2021 State)	N	185	2017-2021	214.2 (2016-2020 FARS)	N
C-11) Bicyclist Fatalities	5 year	2018-2022	18.7	23 (2017-2020 FARS, 2021 State)	N	19	2017-2021	21.8 (2016-2020 FARS)	N
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	Annual	2022	90.0	90.8 State survey	Y	91.5	2021	89.6 State survey	N

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	2018	2019	2020	2021	2022
Occupant Restraint Citations Issued During Grant-Funded Enforcement Activities	29,679	29,869	20,942	28,136	35,317
Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	9,404	9,994	8,280	9,757	9,902
Speeding Citations Issued During Grant-Funded Enforcement Activities	122,004	127,956	104,572	126,982	135,936

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



Program Areas and Selection of Evidence-Based Countermeasures

During FY2022, GHSP used federal highway funds to support a variety of programs, projects, and activities to advance the traffic safety targets set forth in the Highway Safety Plan. GHSP focuses on evidenced-based strategies which are proven effective in reducing motor vehicle crashes, injuries, and fatalities.

Evidence-Based Traffic Safety Plan

GHSP has developed processes, policies, and procedures to ensure that resources are used efficiently and effectively to support the goals of North Carolina's highway safety program. North Carolina incorporates an evidence-based approach in its statewide programs through the components described below.

Data-driven Problem Identification

GHSP conducts an extensive problem identification process to develop and implement the most effective and efficient plan for the distribution of federal funds. A number of data sources are examined to give the most complete picture of the major traffic safety problems in the State. These sources include FARS data, the North Carolina Crash Database, and enforcement and adjudication data. North Carolina also conducts seat belt and cell phone use observational surveys and examines these data for problem identification and evaluation purposes. Input from stakeholders, members of the public, researchers, and others also help inform problem identification and evidenced-based programs that reduce traffic fatalities. The problem identification process helps to ensure the implemented initiatives address the crash, fatality, and injury problems within the State. This process also provides appropriate criteria for the designation of funding priorities and

provides a benchmark for administration and evaluation of the overall highway safety plan.

The data analyses conducted in the problem identification process identifies which drivers or other road users are under- or overinvolved in crashes and determine when and where crashes are occurring. Behavioral measures, such as alcohol impairment, speeding and seat belt non-use, are also examined. GHSP encourages counties to adopt more systematic approaches for identifying roads that are priorities. To this end, GHSP promotes training in Data-Driven Approaches to Crime and Traffic Safety (DDACTS) enforcement strategies to assist local law enforcement agencies to develop their enforcement plans.

GHSP utilizes an in-house review team and input from partners to review project applications and prioritize the applications based on the applicants' problem identification, goals and objectives, use of evidence-based strategies and activities, budget, and past performance.

Selection of Evidence-based Countermeasures

To meet North Carolina's targets, GHSP focuses on strategies that are proven effective in reducing motor vehicle crashes, injuries, and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 10th Edition of NHTSA's *Countermeasures that Work* (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas. Countermeasures include high-visibility enforcement of alcohol, speed, and occupant protection laws using checkpoints and saturation

patrols. Associated media plans ensure these enforcement efforts are well publicized to the driving public.

Continuous Monitoring

To ensure projects remain committed to their stated plans, various tracking mechanisms are used to assist GHSP Highway Safety Specialists in monitoring the progress of each project.

Quarterly progress reports are required from each agency receiving grant funding to assess whether goals and outcomes are met. Projects that fund enforcement personnel are further required to report on monthly enforcement actions taken, educational programs delivered, and hours worked. During each statewide enforcement campaign, GHSP requires grant-funded law enforcement agencies to provide weekly, online reports of their citation totals. GHSP also solicits non-grant funded law enforcement agencies to participate in these campaigns and report their activities. Reports of checkpoints and saturation patrols include data on the locations and times worked, the number of officers present, and the number and types of citations issued. Project monitoring allows GHSP to determine if adjustments to plans are necessary to provide the greatest use of resources to address targeted traffic safety problems.

Program Areas

During FY2022, GHSP funded a variety of programs, projects, and activities with federal transportation funds to advance the traffic safety targets set forth in the Highway Safety Plan. The North Carolina Governor's Highway Safety Program has identified the following top priorities for program funding:

- Alcohol-Impaired Driving
- Occupant Protection
- Speeding and Police Traffic Services
- Young Drivers
- Motorcycles Safety
- Traffic Records
- Other Highway Safety Priorities: Older Drivers, School Bus Safety, Pedestrians, Bicyclists, Distracted Driving and Commercial Motor Vehicles

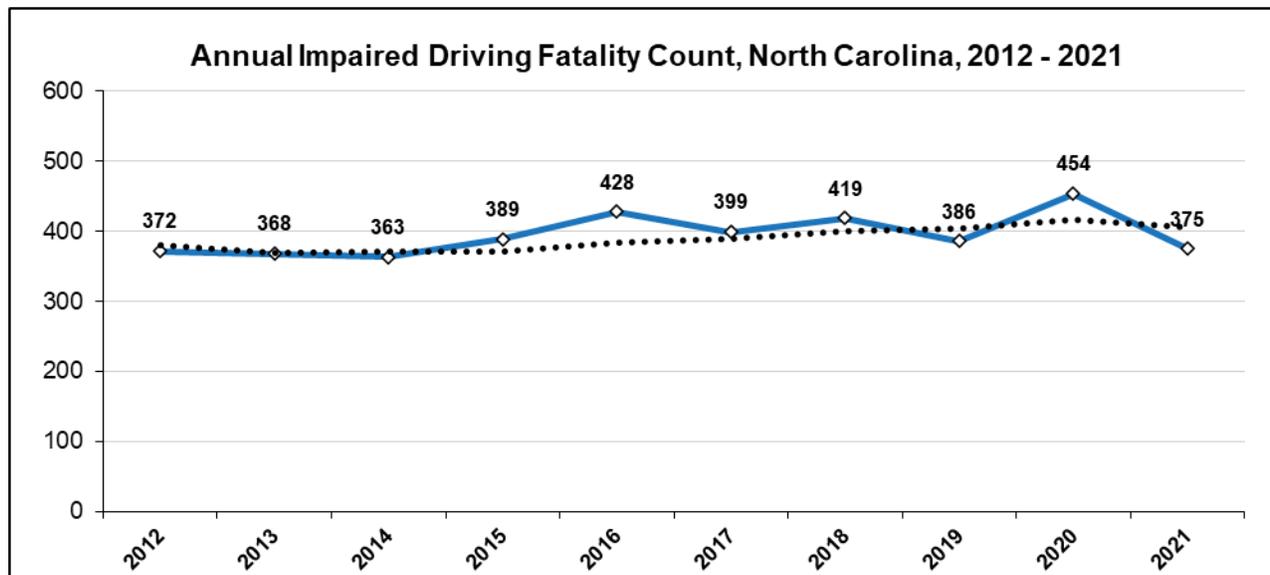
The order in which the program areas are discussed in this Annual Report generally coincides with their position in GHSP's overall set of priorities, with the top priorities being alcohol-impaired driving and occupant protection. Each program area begins with a brief background, followed by a discussion of programs funded during FY2022 and their results.

Impaired Driving

Background

In 2021, there were 375 fatalities in crashes involving alcohol. This was a 17.4% decrease from the 454 fatalities in 2020. Alcohol was involved in 3.6% of all crashes during 2021, 7.0% of all traffic injuries, and 21.4% of all traffic fatalities. Prior to the decrease last year, fatalities involving alcohol were gradually rising in North Carolina. Based on the 5-year moving average (the dotted line in the figure below), fatalities involving alcohol have increased each year since 2015.

FARS data show that alcohol involvement is more common in fatal crashes involving males, drivers ages 20-54, motorcycle and moped riders, and drivers on rural roadways. Alcohol-involved fatal crashes are most common at nighttime, especially between the hours of 7 p.m. and 3 a.m. The counties that account for the most alcohol-related fatalities are Mecklenburg, Wake, Guilford, Robeson, and Cumberland counties. Together, these five counties comprise 33 percent of all alcohol-related fatalities in the state. (North Carolina has 100 counties.)



Source: FARS.

Noteworthy Programs

Enforcement

High Visibility Enforcement (HVE)

According to NHTSA's Countermeasures that Work, high visibility enforcement (HVE) is one of the most effective approaches for reducing impaired driving. The high visibility aspect is key because the largest benefit from such campaigns

comes from deterring the general driving population from violating traffic safety laws. When drivers believe impaired driving is likely to be detected and violators punished, fewer will engage in this behavior. To ensure the general driving population is aware of law enforcement campaigns, they must be highly visible and publicized extensively.

North Carolina has developed a comprehensive program to combat impaired driving and to maximize the likelihood of detecting, investigating, arresting, and convicting impaired drivers. The state has implemented the “Booze It & Lose It” campaign every year since 1994. This is a statewide campaign stressing enforcement and media coverage. During 2022, the statewide law enforcement participation rate for all highway safety campaigns was 86.5%, and statewide law enforcement participation in *Booze It & Lose It* campaigns averaged 86.3%. GHSP continues to utilize an online reporting system for law enforcement agencies. This system allows each department to enter their activity each week during campaigns. Enforcement numbers are then immediately available in the statewide totals. All law enforcement agencies funded by GHSP are required to participate in a minimum of one DWI enforcement activity each month and in all high visibility enforcement campaigns.

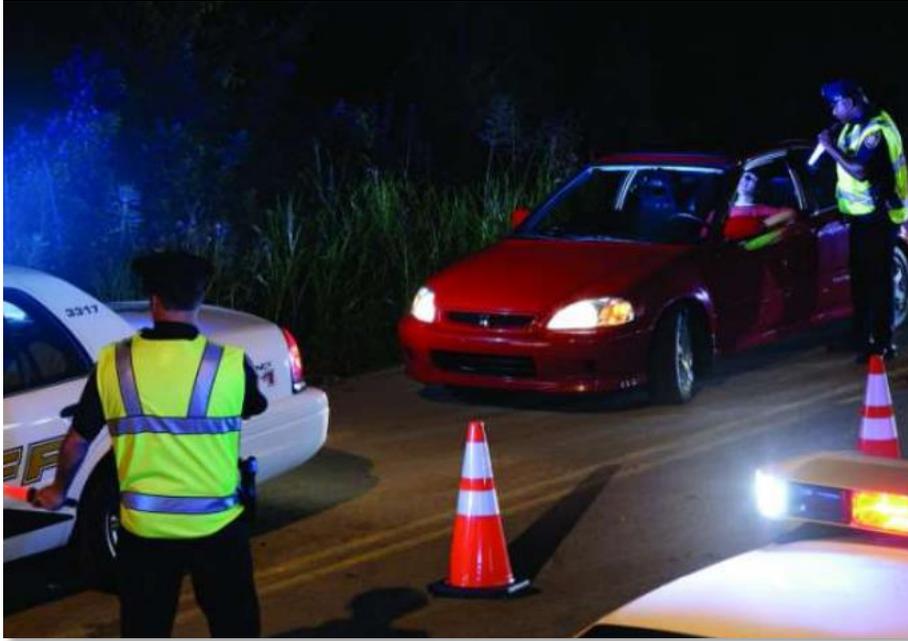
North Carolina utilizes a variety of communication strategies to draw attention to *Booze It & Lose It* and the enforcement efforts in the state. This year GHSP deliberately reduced the number of in person kickoff events in favor of campaign kickoff events done either online or developed by local partners. GHSP uses innovative paid media strategies to reach young adult audiences, a key demographic according to market research. This includes media buys on internet radio, digital video, digital displays on microtargeted web sites, TV advertising on cable stations, and customizable advertising such as in movie theaters. GHSP has created new digital video ads, including cartoons and animation, to use as digital video and displays. GHSP also uses free social media such as Facebook, Twitter, and Instagram. Social media site engagement has doubled and will continue to be a key part of our advertising strategy. Marketing and advertising efforts are becoming more strategic with the ability to micro-target our audience and utilize a

variety of mediums to ensure *Booze It & Lose It* makes the most effective use of messaging.

GHSP has been working with the Insurance Institute for Highway Safety (IIHS), UNC HSRC, GHSA CSI project (through an IIHS contract with former Maryland SHSO director Tom Gianni) and other local groups to create an updated “Booze It & Lose It” campaign that involves new messaging, new tools, and more “upstream” prevention efforts. In FY 2022, the planning group decided on the components of a small reboot project in the far Western NC counties. The group began creating a new logo, new training tools for law enforcement, and an increased focus on post-arrest use of CAM bracelets. In addition, law enforcement and others in far west counties were given information about treatment options available in the area. The revamp campaign will also expand the message to include the kinds of things one may “Lose” in a DWI (job, money, self-esteem). This campaign is slated to begin in January 2023. traditional proven approaches such as high visibility enforcement to create a more effective program that can be replicated in other states.

Law Enforcement Liaisons Network

GHSP coordinates a statewide Law Enforcement Liaisons (LELs) network. The state has been divided into 11 regions, with each region consisting of multiple counties. GHSP chooses one law enforcement officer from each region to serve as the regional LEL. The regional LELs appoint one officer per county to serve as Law Enforcement County Coordinator (LECC) in each of North Carolina’s 100 counties. Working together, the LELs and LECCs promote the *Booze It & Lose It* program, encourage checking stations, and relay campaign reporting opportunities to each agency in the state. With the support of the regional LELs, several counties have organized DWI task forces that are made up of officers from each agency in the county. By



organizing agencies at the county level, more checking stations are being conducted. Additionally, an increased number of smaller towns in these counties are now able to host checking stations.

Breath Alcohol Testing Unit Program (B.A.T. Mobile Program)

Law enforcement officers in North Carolina use seven mobile breath-alcohol testing units, better known as "BAT Mobiles," to increase the efficiency of on-site DWI processing. The BAT Mobiles are fully functional DWI processing centers. Each BAT Mobile is equipped with evidentiary breath test instruments, a DRE evaluation room, cellular telephones, computers, officers' workstations, magistrates' work area, lavatory, DWI checkpoint signs, traffic cones, traffic vests, search batons, screening test devices, and all other necessary equipment and supplies for processing DWI suspects. Since its inception in 1996, the BAT Mobile program has played a major role in assisting law enforcement officers at DWI checking stations and in raising awareness of the dangers of impaired driving at education and safety events. Each year, the BAT Mobile Program receives approximately 450 -

500 requests to participate in enforcement and educational events. Approximately 35% of those requests are for educational events that promote safety across the state. Each BAT mobile unit displays the logos of "Booze It & Lose It" and ".08 It's The Law."

During FY2022, GHSP continued its support of the BAT Mobile program by funding portable fingerprint capturing devices and applicable

software to further assist law enforcement processing of arrestees at checking stations. GHSP will continue this funding in FY2023. GHSP also continued funding for a database application system for the FTA to support the business processes associated with scheduling, enrollment, and delivery of training programs, tracking certification history, as well as scheduling and tracking special events for the BAT mobile program.

During FY2022, the North Carolina Department of Health and Human Services Forensic Tests for Alcohol (FTA) Branch embarked on an aggressive new initiative to increase DWI awareness across the state by providing BAT mobile units in all 100 North Carolina counties during the 100 Deadliest Days of Summer, the period from Memorial Day to Labor Day when fatal vehicle crashes typically increase. The 100 Counties in 100 Days campaign accomplished much more than ensuring the BAT mobile units had a presence in all 100 counties. Efforts included 204 high visibility engagement events such as DWI checking stations, saturation patrols, and border-to-border events. Furthermore, the BAT

Program organized fifty-nine educational safety presentations in twenty-nine counties. The result of the joint efforts removed more than 472 impaired drivers from North Carolina roadways and educated more than 20,000 people on the dangers of impaired driving and the consequences associated with DWI.

GHSP's annual *Booze It & Lose It* campaigns are the most intense periods of enforcement activities for the BAT Mobiles. Typically, these campaigns run during periods prone to increased drinking and driving including the Saint Patrick's Day weekend, the Fourth of July holiday, Labor Day, Halloween, and Christmas to New Years.

DWI Enforcement Teams

GHSP continues to establish DWI Enforcement Teams in counties that are overrepresented in alcohol-related crashes, injuries, and fatalities. GHSP crafted the initiative to encourage law enforcement agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers are most likely to be on the roadways—typically Thursday, Friday, and Saturday nights between 10 p.m. and 6 a.m. During FY2022, GHSP provided funds to support DWI Enforcement Teams in Buncombe, Forsyth, Gaston, Guilford, Iredell, Mecklenburg, Onslow, Robeson, Union, and Wake counties. Collectively, these ten counties accounted for 32.6% of the alcohol-involved fatalities in North Carolina during the past five years, and they include the seven counties with the highest number of fatalities. These agencies have set goals to reduce the number of alcohol-related crashes and fatalities, increase the number of officers trained to use breath testing equipment and administer field sobriety tests, and educate the public about the dangers of driving while impaired. GHSP also provided access to data and county maps in these communities to communicate the location of impaired driving

crashes, injuries, and fatalities, as well as the time of day and day of week that these are occurring.

Drug Recognition Expert Program

During FY2022, GHSP continued to support the Drug Recognition Program through the N.C. Department of Health and Human Services' Forensic Testing for Alcohol section. This grant funds both a DRE Program Coordinator to administer the program and a DRE Training Coordinator to schedule trainings across the state to help officers detect impaired driving suspects under the influence of drugs. The DRE Training Coordinator also provides training for DRE's and DRE instructors to ensure state-of-the-art training for all certified DRE personnel in North Carolina. The GHSP continued to fund the Data Entry and Management System, which allows for increased management proficiency in the DRE Program.

GHSP is also the lead agency for a National Governor's Association (NGA) group collaborative working to expand testing, data collection and data sharing on the extent of drugged driving in North Carolina. This collaborative includes representatives of the Governor's Office, NC Conference of District Attorneys, NC Office of Chief Medical Examiner's Office, NC Division of Public Health, and others.

Prosecution

GHSP is dedicated to the successful prosecution of impaired drivers. North Carolina has expanded the Traffic Safety Resource Prosecutor (TSRP) program with the N. C. Conference of District Attorneys. These positions are liaisons with NHTSA, National Association of Prosecutor Coordinators (NAPC), GHSP, North Carolina State Highway Patrol, NC court system and other agencies, and provide both general and specific technical assistance to prosecutors, law enforcement, judges, and other highway safety

professionals. Some of the TSRP activities include:

- Distributing a DWI Primer, Checkpoint Primer, Criminal Procedure Manual, Cannabis Impairment Quick Assessment, and DWI Manual for law enforcement.
- Publishing the tri-annual "For the Record," a traffic safety newsletter distributed to law enforcement across the state. The newsletter is a resource providing case law, important traffic safety topics, and procedural updates on highway safety issues.
- Publishing and distributing the tri-annual "Now Comes the State" magazine to 4500 prosecutors in North Carolina, as well as victim advocates, legal assistants, and investigators. Each magazine contains relevant traffic safety issues.
- Managing a listserv known as the NC Traffic Law Forum which has 405 participating law enforcement officers, judges, magistrates, and prosecutors throughout North Carolina.
- The NC Traffic Law Forum lets officers, prosecutors, judges, and magistrates obtain professional advice at any time and to track defense arguments that are being used throughout the State.
- Maintaining a webpage for highway safety issues that includes a training calendar for prosecutors, judges, magistrates, and law enforcement officers as well as information about publications and contact information for the TSRP.
- Providing highway safety training courses for prosecutors, law enforcement officers, magistrates, and judges such as: DWI Boot Camps, Train the Trainer, New Prosecutor's School, Legal Updates, Summer and Fall Association Meetings, Lethal Weapon, GHSP Traffic Safety Conference, Cross Examination, Understanding Toxicology in Impaired Driving, and webinars.

The Conference of District Attorneys funds the State TSRP, five regionally based TSRPs, a Traffic Safety Czar and a Traffic Safety Legal Assistant through a GHSP grant. They will continue to assist with prosecuting cases and providing technical assistance to prosecutors, law enforcement, judicial officials, and other professionals in their regions.

In addition, the Region 3 Judicial Outreach Liaison (a North Carolina resident) has worked closely with judges, prosecutors and others to help expand judicial knowledge of highway safety issues, and to provide a judicial perspective on highway safety planning efforts.

Adjudication

DWI Treatment Courts

GHSP supports the implementation of DWI Treatment Courts to address the recurring problem of repeat offenders who have chemical dependence issues. North Carolina presently has six DWI treatment courts. In FY2022, GHSP supported dedicated DWI Treatment Courts in Buncombe and Robeson counties. Research shows these courts result in quicker disposition of DWI cases, significantly higher conviction rates, and lower rates of offender recidivism. These DWI treatment courts are designed and operated according to the guidelines set by the National Association of Drug Court Professionals. The DWI treatment court identifies DWI offenders for participation in the program. The overall goal of the DWI treatment court is to reduce the recidivism rate for the habitual DWI offenders.

Blood Alcohol Testing Facilities

Although the North Carolina State Bureau of Investigation (SBI) laboratory does the blood alcohol testing for most law enforcement agencies in North Carolina, other regional labs exist as well. During FY2022, GHSP continued to fund a laboratory in New Hanover County to

continue and/or expand their existing blood alcohol testing facilities and to expedite the blood alcohol analysis. With the establishment of the regional blood alcohol testing labs, the turnaround time for a blood analysis is less than 30 days in participating counties.

Administrative Sanctions

Ignition Interlocks

Currently, approximately 10,000 ignition interlocks are installed in the vehicles of DWI offenders in North Carolina. In 2020, GHSP provided funding to DMV to develop a web-based system to track all interlock program participants. Funding was provided in 2021 to complete development of this system. The web-based system can track reporting for all participants, including participants in the medical program for ignition interlock. The system also transmits correct restrictions to service providers at time of install system for all approved ignition interlock service providers in North Carolina. Prior to implementation of the web-based system, the NCDMV had been implementing the ignition interlock program through a labor intensive, manual processes. In addition to the web-based system to monitor participants on the program, the system can track data regarding service providers. In 2021, the NC General Assembly unanimously passed legislation to increase voluntary use of ignition interlock, including setting .02 set levels, removing time/place restrictions on users, requiring interlock on only user's vehicle, and establishing an indigent fund. This new law will require some DMV software changes, which GHSP will likely provide funding for in FY 2023.

Administrative Hearings

For the past several years, GHSP has funded the NC Division of Motor Vehicles (NCDMV) to properly train their Administrative Hearing Officers, who oversee hearings about driving privilege restorations after convictions for driving

while impaired, driving while license revoked, and licensees required to drive with ignition interlock devices. The Division's hearing officers are expected to conduct administrative hearings, make evidentiary findings, draft findings of facts, and reach and draft conclusions of law. The findings of fact and conclusions of law made by the hearing officers are subject to judicial review. It is imperative that the hearing officers receive training on conducting fair and impartial administrative hearings and drafting orders that will withstand judicial scrutiny. The National Judicial College (NJC) offers certification in Administrative Law Adjudication Skills, Dispute Resolution Skills, General Jurisdiction Trial Skills, and Special Court Trial Skills. The certification program is typically completed over the course of a two-week period on-site at the NJC campus. As a cost saving measure the NJC sends instructors to North Carolina to conduct the training. In addition to the training and instruction provided by the NJC, they also trained their hearing officers and support staff on legislative changes, policy and procedure changes, and recent judicial decisions pertinent to their work. The NCDMV found that it was more effective to deliver this message to all hearing officers and support staff simultaneously.

Impaired Driving Task Force

GHSP continued to expand and rejuvenate the Statewide Impaired Driving Task Force. The Task Force is charged with reducing the number of impaired driving fatalities in the State by developing new strategies and initiatives to address the problem. The Task Force includes over 30 experts, including police chiefs, local sheriffs, emergency room personnel, substance use disorder treatment providers, judicial officials, public health experts, state officials and others. The Task Force has developed an Impaired Driving Plan for the State of North Carolina. The Plan describes North Carolina's

current and future initiatives regarding enforcement, media and outreach, adjudication, and treatment and rehabilitation as described in NHTSA's Highway Safety Program Guideline No. 8 Impaired Driving. During FY2021, the Impaired Driving Plan was revised and updated by the Impaired Driving Task Force. The Task Force has successfully championed policy efforts this General Assembly session to increase use of ignition interlock devices among those charged and/or convicted of impaired driving offenses and continues to work on the goals outlined in the Impaired Driving Plan, which is reviewed at each quarterly meeting.

Traffic Safety Conference and Expo

GHSP hosted the Traffic Safety Conference and Expo in August 2022. The conference was attended by more than 600 national, state and local traffic safety professionals and law enforcement officers. The conference focused on strategies for reducing traffic-related fatalities and serious injuries in North Carolina, with the ultimate goal of eliminating roadway deaths. Conference participants will learn from leading experts in the fields of distracted and impaired driving, child passengers, pedestrians and bicycles, motorcycles, teens and older driver safety, adult occupant protection, vehicle technology, law enforcement, and commercial vehicles. Presenters shared the latest research, evidence-based strategies, proven

countermeasures, and promising new approaches in a series of 40+ workshops. The next NC Traffic Safety Conference and Expo is scheduled to be held in Greenville in August 2024.

Program Results

Booze It & Lose It

During FY22 law enforcement agencies in North Carolina conducted five Booze It & Lose It campaigns:

- Halloween Booze It & Lose It (October 26 – November 1, 2020)
- Holiday Booze It & Lose It (December 13, 2021 – January 2, 2022)
- St. Patrick's Day Booze It & Lose It (March 14 – 20, 2022)
- Booze It & Lose It: Operation Firecracker (June 27 – July 10, 2022)
- Labor Day Booze It & Lose It (August 29 – September 11, 2022)

During these five campaigns, law enforcement officers conducted 18,718 checkpoints and saturation patrols, yielding 6,409 DWI arrests and over 225,061 other traffic violations. Additionally, officers arrested 7,182 fugitives, recovered 750 stolen vehicles, discovered 7,399 drug violations, and made a total of 18,679 criminal arrests. Detailed results from Booze It & Lose It activities in FY2022 are presented below.

BOOZE IT & LOSE IT.



Results of "Booze It & Lose It" Activities During FY2022

	Campaign					Totals
	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	
Participating Agencies	346	350	325	336	308	N/A
Campaign Participation Rate	88.3%	88.5%	82.8%	84.1%	81.6%	N/A
Checkpoints	217	850	340	827	635	2,869
Saturation patrols	1,695	5,924	1,658	3,400	3,172	15,849
Total checkpoints and patrols	1,912	6,774	1,998	4,227	3,807	18,718
Under 21 DWI charges	44	153	38	136	88	459
21 and over DWI charges	530	1,667	670	1,399	1,209	5,475
DWI Drugs	40	133	65	117	120	475
DRE Evaluations	4	11	9	12	14	50
Total DWI charges	614	1,953	773	1,652	1,417	6,409
Safety belt violations	1,286	3,931	2,129	4,712	4,695	16,753
Child passenger safety	189	559	293	841	633	2,515
Total occupant restraint charges	1,475	4,490	2,422	5,553	5,328	19,268
Drug violations	814	2,578	1,022	1,526	1,459	7,399
Stolen vehicles recovered	105	264	70	141	170	750
Fugitives arrested	867	2,722	816	1,529	1,248	7,182
Felony arrests	437	1,457	541	959	742	4,136
Other criminal violations	1,300	4,152	1,208	2,495	2,125	11,280
Total criminal violations	2,114	6,730	2,230	4,021	3,584	18,679
Total other traffic violations¹	20,252	67,124	26,934	56,190	54,561	225,061
Total traffic & criminal violations	24,455	80,297	32,359	67,416	64,890	269,417

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

¹Total Other Traffic Violations include speeding, DWLR, GDL, work zone violations and other traffic violations.

Future Strategies

GHSP will continue to utilize high visibility enforcement as a countermeasure. During FY2023, North Carolina law enforcement agencies plan to conduct five impaired driving campaigns:

- Halloween Booze It & Lose It (October 24 – 31, 2022)
- Holiday Booze It & Lose It (December 12, 2022 – January 1, 2023)
- St. Patrick's Day Booze It & Lose It (March 13 – 19, 2023)
- Booze It & Lose It: Operation Firecracker (June 26 – July 9, 2023)
- Labor Day Booze It & Lose It (August 28 – September 10, 2023)

In addition to high visibility enforcement, GHSP will continue to establish DWI Enforcement Teams in counties that were overrepresented in alcohol-related fatalities. During FY2023, GHSP will fund activity hours for DWI Enforcement efforts in Buncombe, Davidson, Forsyth, Gaston, Guilford, Iredell, Mecklenburg, Onslow, Union, and Wake counties. In addition to funding a number of continuation projects in FY2023 focused primarily on impaired driving, GHSP will also fund activity hours for a DWI officer for the Thomasville Police Department in Davidson County. All agencies whose primary enforcement focus is impaired driving have set goals to reduce the number of alcohol-related crashes and fatalities, increase the number of officers trained to use breath testing equipment and administer field sobriety tests, and educate the public about the dangers of driving while impaired. To ensure equity in rural communities, GHSP will be funding some smaller law enforcement agencies for overtime enforcement hours to ensure those communities have the services needed to address their traffic safety needs. This is particularly true in Robeson County, a rural community with a high American

Indian and Black population. Additional counties where overtime enforcement efforts will take place include Cabarrus, Craven, Currituck, Dare, Franklin, Henderson, Johnston, Onslow, Rowan, and Wake.

GHSP will also fund continued operation of the North Carolina BAT Mobile Program, operated by the Forensic Tests for Alcohol Branch (FTA). Since its inception in 1996, the BAT Mobile program has played a major role in assisting law enforcement officers at DWI checking stations and in raising awareness of the dangers of impaired driving at education and safety events. The units are deployed regionally assuring adequate checking station coverage throughout the state. During FY2023, GHSP will continue efforts to enhance the BAT Mobile program by funding portable fingerprint capturing devices and applicable software to further assist law enforcement processing of arrestees at checking stations. GHSP will also continue funding for a database application system for the FTA to support the business processes associated with scheduling, enrollment, and delivery of training programs, tracking certification history, as well as scheduling and tracking special events for the BAT mobile program.

During FY2023, GHSP will also support the state's Drug Recognition Expert (DRE) program, considered one of the strongest such programs in the country. GHSP will support a DRE coordinator, who will schedule trainings across the state to help officers detect impaired driving suspects under the influence of drugs. The DRE coordinator will also provide training for DRE's and DRE instructors to ensure state of the art training for all certified DRE personnel in North Carolina. Additionally, GHSP will continue to help the DRE program increase management proficiency by funding the program's Data Entry and Management System.

Finally, GHSP launched the revamped Booze It & Lose It program in Western North Carolina. This campaign is slated to begin in January 2023.

GHSP will continue to refine paid media through highly targeted marketing efforts. GHSP, along with our new agency of record, will continually reassess paid media efforts ensuring the strategic use of limited funding.

Funded Projects and Activities

The following alcohol-impaired driving related projects and activities were funded by GHSP under the FY2022 Highway Safety Plan:

Project Number(s):	M5BAC-22-15-01
Project Title:	Breath Alcohol Testing Mobile Unit Program
Agency:	North Carolina Department of Health and Human Services (Forensic Testing for Alcohol Branch)
Project Description:	This was an ongoing project with North Carolina Department of Human Services/Forensic Tests for Alcohol Branch for the Blood Alcohol Testing (BAT) program. This program provided the BAT Mobile Units stationed regionally across the state. This project also included the salary for three existing BAT coordinators and the salary for two part-time BAT coordinators. This project enhanced their ability to assist law enforcement agencies across the state in their efforts to remove impaired drivers from the highways by conducting checkpoints upon request from law enforcement agencies.
Contribution to Meeting Targets:	The BAT Mobile Unit Program conducted 208 presentations and/or educational events reaching nearly 65,000 people during the grant year. These events were conducted statewide for civic groups, public and private schools, universities, GHSP campaign events, and other highway safety events. The BAT Mobiles participated in 441 high visibility engagement and checking station events across the state. During the summer months of FY2022, the BAT Mobile Program participated in events in each of the 100 counties in North Carolina, a first for the program. Efforts that included the BAT Mobiles resulted in 967 impaired drivers being removed from North Carolina roadways.

Project Number(s):	M5TR-22-15-01
Project Title:	Drug Recognition Expert Program
Agency:	North Carolina Department of Health and Human Services (Forensic Testing for Alcohol Branch)
Project Description:	This was an ongoing project with North Carolina Department of Human Services/Forensic Tests for Alcohol Branch for the Drug Recognition Expert (DRE) Program. This project included funding for the DRE Training Coordinator and added a DRE Program Coordinator position this fiscal year. The DRE Training Coordinator scheduled training across the state to help officers detect impaired

suspects under the influence of drugs. The coordinator also provided instruction for DRE's and DRE instructors to ensure state of the art training for all certified DRE personnel. The newly created DRE Program Coordinator oversaw all of the DRE programs and helped to develop effective education programs and strategies that were provided to all DREs in the North Carolina.

Contribution to Meeting Targets: The FTA staffed a full-time DRE/SFST Training Coordinator position to coordinate the DRE grant, process training requests and certification documents, and assist in coordinating and meeting all DRE training objectives. The FTA staffed a full-time DRE/SFST Program Coordinator position to manage all DRE program objectives. There are currently 164 certified DRE officers across the state. An additional twelve students have certifications pending. The FTA conducted two DRE Basic schools and one DRE Instructor Training class this grant period. One DRE Instructor Training workshop was conducted, and four Technical Advisory Committee on Impaired Driving (TACID) meetings were held. The FTA conducted twenty-six Advanced Roadside Impaired Driving Enforcement (ARIDE) classes, training 281 officers.

Project Number(s): AL-22-02-03
Project Title: Science Program
Agency: North Carolina Department of Health and Human Services (Forensic Testing for Alcohol Branch)
Project Description: This was an ongoing project with North Carolina Department of Human Services/Forensic Tests for Alcohol Branch for the Science Program. This project provided and maintained the breath alcohol testing instruments statewide. The project also conducted all the training for law enforcement officers on these instruments.
Contribution to Meeting Targets: The FTA maintained and/or provided service for 406 EC/IR II evidential breath alcohol testing instruments and 700 ASTD's for law enforcement officers statewide. These instruments are vital in the detection and apprehension of impaired drives and serve to provide N.C. Courts with reliable and accurate evidence in the prosecution of impaired drivers. The FTA scheduled and conducted initial EC/IR II operator training for 1,084 law enforcement officers in sixty classes and provided recertification for 2,530 law enforcement officers. An additional 828 students were trained in the proper and effective use of ASTD's.

Project Number(s): M5TR-22-15-02
Project Title: Standardized Field Sobriety Testing Program
Agency: North Carolina Department of Health and Human Services (Forensic Testing for Alcohol Branch)
Project Description: This was an ongoing project with North Carolina Department of Human Services/Forensic Tests for Alcohol Branch for the Standardized Field Sobriety Testing Program (SFST). This project provided training to law enforcement

officers for SFST and Advanced Roadside Impaired Driving Enforcement (ARIDE) across the state.

Contribution to Meeting Targets: The FTA conducted eighty-six basic SFST classes, training 1,021 students. The FTA conducted 183 SFST refresher training classes, training 1,852 students. The FTA conducted eleven SFST Instructor refresher training classes, training 130 SFST instructors and two SFST Instructor training courses, training thirty-one new SFST instructors.

Project Number(s): M5CS-22-15-01
OP-22-04-06

Project Title: NCCDA Traffic Safety Program FY2022

Agency: NC Judicial-Conference of District Attorneys

Project Description: This was an ongoing project with the Conference of District Attorneys to educate law enforcement personnel, prosecutors, magistrates and judges on basic and advanced traffic related safety topics and their daily job duties/responsibilities. This grant also funded Traffic Safety Resource Prosecutors (TSRP) to alleviate the increased caseloads, provide technical assistance, train prosecutors, law enforcement, judicial officials, and other allied officials in the counties with DWI Task Forces.

Contribution to Meeting Targets: The Conference of District Attorneys completed and assisted several traffic safety and prosecutorial related trainings during FY2022, to include DWI Bootcamps, DWI checkpoint webinars, prosecuting drugged drivers, new prosecutors training, toxicology topics, and more. Traffic safety topics were presented to the Elected District Attorneys, Assistant District Attorneys, Legal Assistants, Toxicologists, the FTA, the NCSHP, Police Departments, and Sheriff's Offices. Regional Traffic Safety Resource Prosecutors responded to 86 direct requests for technical assistance. RTSRP's disposed of 467 DWI cases in District Court, 35 DWI cases in Superior Court, and 904 other traffic related cases. Subject matter publications were disseminated to 4500 prosecutors, victim advocates, legal assistants, and investigators.

Project Number(s): AL-22-02-05

Project Title: DWI Task Force

Agency: Charlotte-Mecklenburg Police Department

Project Description: This project funded a DWI Task Force with the Charlotte-Mecklenburg Police Department consisting of seven DWI Task force officers. 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.

Contribution to Meeting Targets: The Charlotte-Mecklenburg DWI Task Force conducted twenty-four DWI checking stations and saturation patrols during FY2022. The CMPD Task Force charged a total of 278 DWI offenses and a total of 4,417 violations. CMPD focused its efforts along high crash corridors and areas of high concentrations of

establishments with alcohol permits. The CMPD DWI Task Force conducted twelve drug and alcohol awareness classes at area high schools, universities, and community events. The agency instructed three SFST classes, one SFST refresher class, and two DWI 101 classes to local law enforcement. CMPD participated in all GHSP campaigns.

Project Number(s): M5HVE-22-15-01
Project Title: NCSHP BILI Overtime 2022
Agency: NC Department of Public Safety (NC State Highway Patrol)
Project Description: This was a continuation project funding the NC State Highway Patrol for overtime enforcement of driving while impaired offenses. The NCSHP strategically placed Troopers in counties ranked in the top twenty-five counties for impaired driving fatalities. The agency focused on driving while impaired suspects during the peak nighttime hours and on the weekends.
Contribution to Meeting Targets: Increased enforcement for overtime was conducted in the following counties during Booze It & Lose It campaigns: Cumberland, Duplin, Robeson, Nash, Wake, Halifax, Davidson, Cabarrus, Catawba, and Mecklenburg. The North Carolina State Highway Patrol actively participated in all GHSP campaigns.

Project Number(s): AL-22-02-06
Project Title: DWI Task Force
Agency: Guilford County Sheriff's Office
Project Description: This was a continuation grant to fund a multi-agency DWI Task Force (Guilford County Sheriff's Office, and High Point Police Department). Guilford County ranked third in overall fatalities, third in alcohol-related fatalities and third in unrestrained fatalities. The grant also funded a DWI Educator, who educates the public on impaired driving.
Contribution to Meeting Targets: The Guilford County DWI Task Force remains one of the most successful in the state in terms of both enforcement activity and educational outreach. Guilford County reported a decrease in alcohol-related fatalities and a reduction in alcohol-related crashes.

Project Number(s): AL-22-02-07
Project Title: DWI Task Force Expansion
Agency: Guilford County Sheriff's Office
Project Description: This grant expanded the impaired driving enforcement project for the Guilford County DWI Task Force by funding two additional Task Force members. Guilford County ranked third in overall fatalities, third in alcohol-related fatalities and third in unrestrained fatalities.

Contribution to Meeting Targets: The Guilford County DWI Task Force remains one of the most successful in the state in terms of both enforcement activity and educational outreach. Guilford County reported a decrease in alcohol-related fatalities and a reduction in alcohol-related crashes.

Project Number(s): M5CS-22-15-02

Project Title: Buncombe County DWI Treatment Court

Agency: Buncombe County Court System

Project Description: This was a continuation project that provided funding for the Buncombe County DWI Treatment Court's Treatment Court Coordinator position.

Contribution to Meeting Targets: The Buncombe County DWI Treatment Court had thirty-four participants during FY2022. Nine participants graduated from the program. Only two participants were terminated from the program.

Project Number(s): AL-22-02-08

Project Title: DWI Task Force

Agency: Statesville Police Department

Project Description: This new grant funded activity hours for two officers to conduct impaired driving enforcement in Statesville. Iredell County ranked 26th for alcohol related fatalities and 15th for overall fatalities. The DWI Officers focused efforts on nights and weekends apprehending impaired driving suspects with the goal of reducing alcohol-related serious injuries and fatalities in Iredell County.

Contribution to Meeting Targets: Statesville was unable to meet goals related to reductions in alcohol related fatalities and crashes in Iredell County due to staffing issues. However, the agency conducted nightly saturation patrols in its Top 5 impaired driving crash locations. They conducted fourteen daytime seatbelt initiatives and twelve nighttime seatbelt initiatives. Statesville participated in thirteen educational events focused on impaired driving. They participated in all GHSP campaigns.

Project Number(s): M5HVE-22-15-03

Project Title: Forsyth County DWI Task Force Winston-Salem

Agency: Winston-Salem Police Department

Project Description: This continuation project funded the Forsyth County DWI Task Force. Forsyth County ranked fifth in impaired driving-related fatalities and seventh in the number of unrestrained fatalities. This Task Force is a multi-agency effort between the police departments of Kernersville, Winston-Salem, and the Forsyth County Sheriff's Office. The goal of the project was to reduce the number of alcohol-related crashes and fatalities.

Contribution to Meeting Targets: Forsyth County experienced a decrease in alcohol-related fatalities but experienced an increase in alcohol-related crashes in FY2022. Winston-Salem participated in all GHSP campaigns during the fiscal year.

Project Number(s): AL-22-02-10
 Project Title: Buncombe County DWI Task Force
 Agency: Buncombe County Sheriff's Office
 Project Description: This grant funded activity hours for two deputies and a supervisor to conduct impaired driving enforcement in Buncombe County. Buncombe County ranked 8th for overall fatalities and 8th for alcohol-related fatalities statewide.
 Contribution to Meeting Targets: Buncombe County increased its frequency in conducting saturation patrols and checking stations in an effort to increase public awareness regarding traffic safety issues and to moderate troublesome driving patterns they often observe on county roadways and traffic corridors. During FY2022, the Buncombe County Sheriff's Office participated in twenty-four checking stations and thirteen focused saturation patrols in addition to regular patrol activities producing 3,325 charges. These charges include 162 arrests for DWI, 396 speeding violations, fifty-one seatbelt violations, sixteen child passenger safety violations, and over 1,500 other traffic violations. Buncombe County participated in all GHSP campaigns.

Project Number(s): M5CS-22-15-03
 Project Title: Buncombe Co. DWI Treatment and Prevention Court
 Agency: NC Judicial-Buncombe County Court System
 Project Description: This continuation project funded a Legal Assistant to work in conjunction with the Buncombe County DWI Treatment Court Coordinator.
 Contribution to Meeting Targets: The Buncombe County DWI Treatment Court had thirty-four participants during FY2022. Nine participants graduated from the program. Only two participants were terminated from the program.

Project Number(s): M5X-22-15-01
 Project Title: Impaired Driving and Underage Drinking Problem
 Agency: Mothers Against Drunk Driving (MADD)
 Project Description: This ongoing project funded the MADD Program Specialist and Court Monitor Specialist positions, and to provide materials and support for public education and awareness events.
 Contribution to Meeting Targets: MADD participated in sixty-one community events where over 6,200 people attended. MADD supported and attended fifty-six DWI checkpoints and saturation patrols. They held a statewide Law Enforcement Recognition Event and four Regional/County Law Enforcement/Criminal Justice/Volunteer Recognition events. MADD conducted 1,394 hours of courtroom monitoring in thirteen counties with the assistance of sixteen volunteers. MADD coordinated over 1,560 volunteer hours dedicated to programs aimed to reduce impaired driving. MADD conducted 147 Power of Youth programs reaching 8,127 youth

and three Power of Parents programs reaching thirteen adults. MADD remains one of GHSP's most dedicated partners.

Project Number(s): AL-22-02-11
 Project Title: Impaired Driving 2.0 - North Carolina
 Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
 Project Description: This was a continuation project to evaluate the current Booze It & Lose It initiative in North Carolina and assist with developing and administering innovations for the program's next phase. These innovations were to be developed in conjunction with Insurance Institute for Highway Safety (IIHS) and GHSP.
 Contribution to Meeting Targets: Efforts have continued between HSRC, GHSP, and Insurance Institute for Highway Safety to lay the groundwork for BILI 2.0 under the guidance of the Impaired Driving Task Force. The BILI logo was redesigned. Coordination continues between GHSP and the IIHS in FY2023.

Project Number(s): M5HVE-22-15-02
 Project Title: Forsyth County DWI Task Force-Kernersville
 Agency: Kernersville Police Department
 Project Description: This new project originally expanded the Forsyth County DWI Task Force. Forsyth County ranked 6th in overall fatalities and 5th in alcohol-related fatalities. This Task Force is a multi-agency effort between the police departments of Kernersville and Winston-Salem and the Forsyth County Sheriff's Office.
 Contribution to Meeting Targets: Forsyth County experienced a decrease in alcohol-related fatalities but experienced an increase in alcohol-related crashes in FY2022. Kernersville participated in all GHSP campaigns during the fiscal year.

Project Number(s): M5BAC-22-15-03
 Project Title: 2022 NCSCCL Toxicology Enhancement
 Agency: North Carolina Department of Justice (State Bureau of Investigation)
 Project Description: This continuation project funded three 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. This grant also provided for the purchase of nitrogen generators and LC upgrades.
 Contribution to Meeting Targets: Alcohol related fatalities were reduced from the 2015-2019 average of 403.4 to 363 in FY2022. During FY2022, two analysts attended the Robert F. Borkenstein course on Alcohol and Highway Safety: Testing, Research, and Litigation.

Thirteen analysts attended the 2021 Society of Forensic Toxicologists Conference. Eight analysts attended the 2022 American Academy of Forensic Sciences meeting. Six analysts received the three-day Agilent 5977 Gas Chromatograph/Mass Spectrometer maintenance and troubleshooting training. Turn-around time increased to 167 days due to the loss of trained personnel, court and training requirements, and instrument maintenance. During the grant period, 4,559 cases were analyzed using the QTOF instrumentation and supplies purchased with funding from the first two years of this grant. Equipment funded in the grant was purchased. The lab is currently able to examine 265 different compounds in a single sample. The nitrogen generators and LC upgrades approved for purchase in this grant were obtained.

Project Number(s):	AL-22-02-14
Project Title:	SBIRT (Screening, Brief Intervention, and Referral to Treatment)
Agency:	Carolinas Medical Center
Project Description:	This was a new project with Carolinas Medical Center to fund a social worker to serve the road based injured trauma population. The social worker screened patients, counseled them toward treatment & safe driving interventions, and then contacted treatment centers to facilitate treatment options.
Contribution to Meeting Targets:	A total of 366 road victim patients were evaluated during the grant cycle, to include 273 patients from motor vehicles, forty-two from motorcycles, nine on bicycles, and sixteen pedestrians. Positive substance use was indicated in 223 patients. Patients were assessed and received bedside counseling. Eighty-three were counseled on substance use reduction, 119 were counseled on impaired driving reduction (traffic safety counseling), seventy-four were counseled on both, and twenty-one declined counseling. Fifty-one patients qualified for formal treatment entry and forty-three were referred to treatment.

Project Number(s):	AL-22-02-02
Project Title:	Highway Safety Project and DWI Personnel
Agency:	Apex Police Department
Project Description:	This continuation grant funded activity hours for one DWI officer. Wake County ranked second in the state in alcohol-related fatalities.
Contribution to Meeting Targets:	Apex focused its efforts in high crash areas of the town and averaged at least three daytime seatbelt initiatives and three nighttime seatbelt initiatives each quarter. Enforcement efforts within the agency were consistent. A number of traffic safety educational events were completed each quarter, as well. Apex participated in all GHSP campaigns.

Project Number(s):	M5HVE-22-15-04
Project Title:	Onslow County DWI Team

Agency: Onslow County Sheriff's Office

Project Description: This continuation grant funded activity hours for three deputies and a supervisor to conduct traffic safety enforcement. Onslow County ranked 20th in overall fatalities, 10th in alcohol related fatalities, and 10th in speed related fatalities.

Contribution to Meeting Targets: Onslow County had 320 impaired driving charges during the FY2022 grant year, to include 252 alcohol related offenses and fourteen drug related offenses. Onslow County actively patrolled areas of high alcohol related crashes and utilized saturation patrols and checking stations with high degrees of success. They are active in the Onslow County Regional Traffic Safety Task Force and participated in fifteen events resulting in 180 charges. The Onslow County DWI Team conducted 139 saturation/seat belt initiatives that resulted in 1,019 charges. They conducted fifteen checking stations resulting in twenty-eight impaired driving charges. The BAT mobile was used on ten occasions. The agency participated in no fewer than three outreach or educational events each quarter. Many of these events took place on Camp Lejeune. The agency participated in GHSP campaigns.

Project Number(s): M5HVE-22-15-05

Project Title: Lumberton DWI Enforcement Team Expansion

Agency: Lumberton Police Department

Project Description: This continuation project funded activity hours for two traffic officers. Robeson County ranked 6th for alcohol-related fatalities and 4th for unrestrained fatalities. In addition to enforcement efforts, the officers educated students by giving seminars at local high schools and attending driver education classes around the county.

Contribution to Meeting Targets: The Lumberton Police Department's four-man traffic team filed 222 DWI charges, 370 occupant restraint charges, and 142 CPS charges during the grant year. The traffic team coordinated or participated in ninety daytime traffic checkpoints and forty-eight nighttime checkpoints. Lumberton participated in ten GHSP traffic safety campaigns.

Project Number(s): AL-22-02-12

Project Title: Public Info Program-Mobile Enforcement Grant 2022

Agency: NC Department of Public Safety (Alcohol Law Enforcement)

Project Description: This project funded North Carolina Alcohol Law Enforcement (NC ALE) Agents to conduct their Keys to Life Program and Mobile Enforcement Operations while focusing on the top 25 counties for young driver-alcohol related crashes.

Contribution to Meeting Targets: The NC ALE conducted sixteen public information programs for 495 attendees. The NC ALE also conducted 621 Be a Responsible Seller/Server (B.A.R.S.) programs reaching 2,575 employees at ABC permitted establishments. The NC ALE conducted fifty-six 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 1,328 arrests totaling 2,809 charges were made.

Project Number(s): AL-22-02-13

Project Title: Robeson County DWI Treatment Court

Agency: Robeson County District Attorney's Office

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 also provided sentencing alternatives to eligible offenders convicted of DWI.

Contribution to Meeting Targets: During this period, this program graduated four participants. The average rate of completion for program participants is 1.5-2 years. None of the program participants have re-offended.

Project Number(s): M5BAC-22-15-02

Project Title: New Hanover Forensic Laboratory Grant

Agency: New Hanover County Sheriff's Office

Project Description: This continuation grant funded activities 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.

Contribution to Meeting Targets: In FY2022, BAC cases increased from 227 to 344. Turnaround time from submission to the lab until the final report was issued increased to twenty-eight days because of an equipment failure taking two months to address. Lab staff received updated training and attended the International Association for Chemical Testing (IACT) Conference.

Project Number(s): AL-22-02-09

Project Title: Belmont DWI Officer

Agency: Belmont Police Department

Project Description: This was the second year of a project that funds activity hours for a police officer to conduct impaired driving enforcement in Belmont. Gaston County ranked 13th for overall traffic fatalities and 16th for alcohol-related fatalities.

Contribution to Meeting Targets: Belmont increased DWI enforcement from 71 arrests in FY2021 to 130 in FY2022. They participated in monthly checking stations or saturation patrols. Efforts were consistently focused on roadways where crashes and violations were most likely to occur. Belmont utilized social media platforms for traffic safety messaging and conducted educational outreach at area high schools and community events. Belmont participated in all GHSP campaigns.

Project Number(s): SA-22-09-12

Project Title: Johnston County High Risk Traffic Offender Initiative

Agency: NC Judicial-Administrative Office of the Courts

Project Description: This new grant funded salary costs for a dedicated legal assistant in the Johnston County District Attorney's Office. The position was created to review Johnston County court calendars to identify high-risk driving offenses, to include excessive speeding (>100 mph), driving with a revoked license due to impaired driving, careless and reckless driving, and misdemeanor death by motor vehicle. Driving records and pending cases for offenders were provided to prosecutors prior to adjudication for use to better assess risk and suitability for charge reductions or deferred prosecutions pending Safestreet training.

Contribution to Meeting Targets: This grant was funded in the second quarter of the grant cycle. Once the position was staffed and an internal policy was created, efforts began in the third quarter. Seventy-nine triple digit speeds were identified and adjudicated in the third quarter. All but one resulted in revocation of the offender's operator's license. Fifty-one triple digit speeds were identified and adjudicated in the fourth quarter. All but two resulted in revocation of the offender's operator's license. Any case that did not result in revocation was reviewed internally to ensure compliance with office policy and the goals of the project. The Johnston County District Attorney's Office is currently reviewing the process to address revocations associated with DWI arrests and calendared cases in the courts.

Project Number(s): M5CS-22-15-04

Project Title: Emergency Judges for DWI Sessions

Agency: NC Judicial-Administrative Office of the Courts

Project Description: 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, as many as 9,515 DWI cases are pending. This represented a 20% increase over 2019 pre-pandemic totals. To address this issue, AOC requested funding to establish extra sessions of DWI courts in eight of North Carolina's most populated counties representing over 40% of the statewide DWI case backlog. These counties included Buncombe, Cabarrus, Forsyth, Gaston, Johnston, Mecklenburg, New Hanover, and Wake Counties.

Contribution to Meeting Targets: This grant was approved in the second quarter of the grant cycle. A total of 136 extra sessions of DWI court were held in the eight counties. The eight participating counties entered dispositions in 7,662 cases from April until September. This represents a 38.5% increase in DWI dispositions for these eight counties. As a result, the pandemic-related backlog of pending DWI cases in the eight counties decreased by 9.2%.

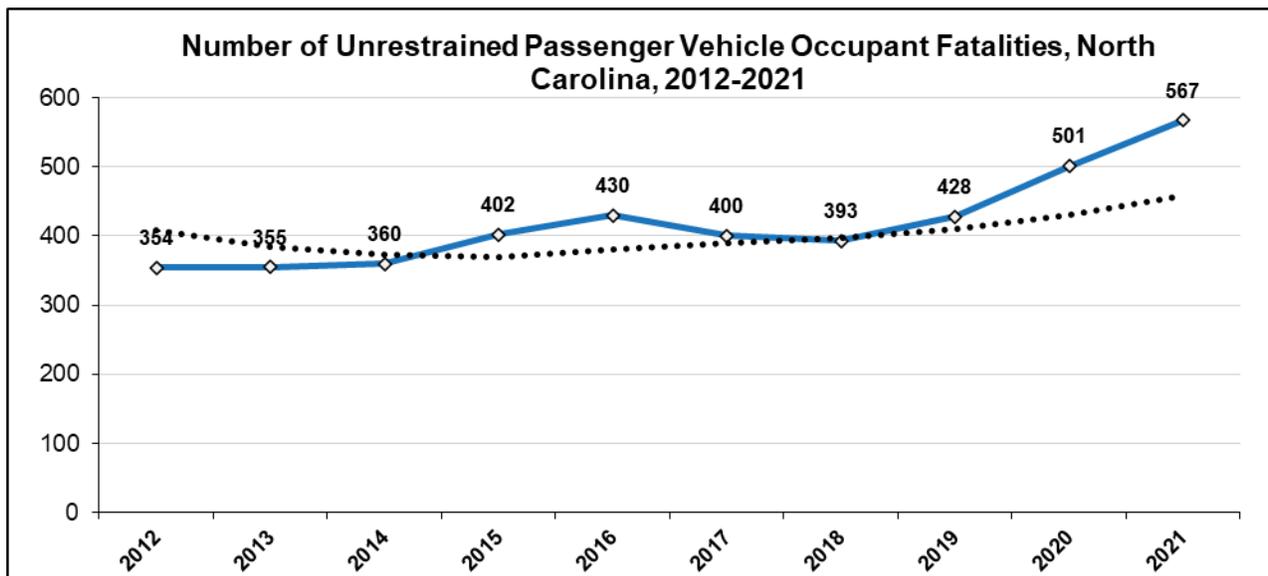
Occupant Protection

Background

There were 567 unrestrained passenger vehicle occupant fatalities in North Carolina during 2021, a 13% increase from 2020. As shown by the 5-year moving average in the figure below (the dotted line), unrestrained fatalities have been gradually rising in North Carolina since 2015.

The 2022 observed belt use rate for drivers and front seat occupants in North Carolina was

90.8% which is slightly above the 5-year average (89.4%). Seat belt use in North Carolina is lower among males, young adults ages 20 to 29, and occupants of vans and pickup trucks. Four counties in North Carolina—Mecklenburg, Guilford, Wake and Robeson—account for one-fifth (22.5%) of the state’s unrestrained fatalities. (North Carolina has 100 counties.)



Source: FARS.

Noteworthy Programs

During FY2022, GHSP worked with law enforcement, the media, and local partners to educate the public about occupant protection and to enforce North Carolina’s occupant protection laws. GHSP law enforcement grantees are required to conduct a minimum of one nighttime seat belt enforcement effort each month. In addition, GHSP educates law enforcement agencies on the importance of

improving seat belt compliance rates and their role in reducing unrestrained fatalities and injuries. GHSP provided law enforcement agencies with a guide that describes North Carolina’s child passenger safety and seat belt laws to ensure officers understand how to enforce them. GHSP also continued funding a seat belt diversion program in Robeson County. Developed through a partnership between a local hospital and the District Attorney’s office, the program allows first-time seat belt violations

to be dismissed pending participation in a seat belt use training class. The project is coupled with increased enforcement efforts in the local community. GHSP also partnered with the North Carolina State Highway Patrol to conduct Special Operation Projects in designated high-risk counties. Selected enforcement days and times corresponded with data that showed when unrestrained fatalities were occurring. These efforts were conducted during traditional Click It or Ticket campaigns and covered New Hanover, Robeson, Wake, Johnston, Guilford, Alamance, Davidson, Forsyth, Iredell, and Mecklenburg counties.

North Carolina law specifies that a person shall not be convicted of a child passenger safety law violation if they show satisfactory proof to the court that an appropriate car seat has been acquired for the vehicle in which the child is most frequently transported. In many North Carolina counties, drivers who receive a ticket for violating the child passenger safety law are given the option of visiting a designated permanent car seat checking station to receive education and car seat installation help by a certified child passenger safety technician. Once the technician is comfortable with the driver's understanding of how to properly use their car seat, they give the driver a form to take to the District Attorney's office to have the ticket dismissed. This program, managed by Safe Kids NC, encourages law enforcement officers to be proactive in enforcing child passenger safety violations and provides education and installation assistance to drivers charged with these violations. The diversion program is operational in over 40 counties and seeks to increase the number of children who are properly restrained in an age and size appropriate car seat.

North Carolina remains very active in child passenger safety training, education, and

assistance. North Carolina offers two county or region-based programs to assist parents and other caregivers with child passenger safety needs: Permanent Car Seat Checking Stations (PCS) and Safe Kids coalitions. Certified Child Passenger Safety Technicians (CPS Technicians) are essential to both of these programs. North Carolina's Permanent Car Seat Checking Stations (PCS) are locations where parents/caregivers can receive information from CPS Technicians about child passenger safety and have their car seats and seat belts checked to be sure they are installed and used correctly. At the end of FY2022, there were 208 Permanent Checking Station programs operating 268 service locations in 86 counties.

Additionally, North Carolina has a number of Safe Kids coalitions affiliated with Safe Kids Worldwide. Many coalitions partner with GHSP supported programs and activities to focus on reducing child fatalities and injuries caused by traffic incidents, fire/burns, drowning, falls, poisonings, and choking/suffocation. Local Safe Kids coalitions conduct child passenger safety clinics and educational events throughout the year. There are currently 46 Safe Kids coalitions covering 70 counties.

Program Results

Click It or Ticket

During FY2022, law enforcement agencies in North Carolina planned three 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 22 – 28, 2021)
- Spring Click or Ticket (May 23 – June 5, 2022)
- Child Passenger Safety Week (September 19 – 25, 2022)

During the three waves, law enforcement officers conducted 8,865 checkpoints and saturation patrols, resulting in 11,638 safety belt citations and 1,386 child passenger safety violations. In addition, 2,762 DWI arrests were made, 326 stolen vehicles were recovered, 3,185 wanted persons were apprehended, 3,478 drug charges were issued, 43,316 speeding charges were issued, 13,145 driving while license revoked, and 5,861 reckless driving charges were issued. Detailed results from “Click It or Ticket” activities in FY2022 are presented in the table below:

Results of “Click It or Ticket” Activities During FY2022 ¹				
	Campaign			Totals
	Thanksgiving 2021 Click It or Ticket	Spring 2022 Click It or Ticket	Sept. 2022 Child Passenger Safety Week	
Participating Agencies	403	383	356	N/A
Campaign Participation Rate	92.0%	81.5%	77.2%	N/A
Number of Checkpoints	196	721	291	1,208
Saturation and Random Patrols	2,310	3,915	1,432	7,657
Total Checkpoints & Patrols	2,506	4,636	1,723	8,865
Safety Belt Violations	2,332	7,267	2,039	11,638
Child Passenger Safety Violations	311	811	274	1,396
Total Occupant Restraint Violations	2,643	8,078	2,313	13,034
Under 21 DWI Charges	45	151	41	237
21 And Over DWI Charges	609	1,226	468	2,303
DWI Drug Charges	39	142	41	222
DRE Evaluations	3	9	2	14
Total DWI Charges	693	1,519	550	2,762
Speeding	12,967	21,748	8,601	43,316
DWLR	3,050	7,519	2,576	13,145
Reckless Driving	1,844	2,899	1,118	5,861
Other Traffic Violations ²	11,712	24,980	10,344	47,036
Total Traffic Violations	29,573	57,146	22,639	109,358
Drug Violations	935	1,691	852	3,478
Stolen Vehicles Recovered	101	138	87	326
Wanted Persons Apprehended	741	1,591	853	3,185
Felony Arrests	403	383	356	N/A
Other, Not Listed Criminal Violations	1	1	1	N/A
Total Criminal Violations	196	721	291	1,208
Total Traffic & Criminal Violations	2,310	3,915	1,432	7,657

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.

CPS Certification

In FY2022, 34 Child Passenger Safety Certification and four Certification Renewal classes were held across the state through which 646 individuals were certified or recertified.

At the end of FY2022, North Carolina had 3,285 people certified including 47 Instructors and 111 Technician Proxies. Technician Proxies assist with recertification of Technicians by verifying and signing off on their skills during seat checks, which is required for biennial recertification. North Carolina has established a strong Technician Proxy Program which is critical to maintaining our high recertification rates. Many of the Technician Proxies are in more rural parts of the state with no Instructors nearby.

There was at least one currently certified CPS Technician in all but three of North Carolina's 100 counties. (Camden, Hyde, and Tyrrell are the exceptions.)

North Carolina Certified CPS Technicians*	
Certification Type	Number
Instructor	47
Instructor Candidate	1
Technician Proxy	111
Technician	3,126
Total Certified	3,285

*As of September 27, 2022

The North Carolina Child Passenger Safety program offered a number of training opportunities for CPS Technicians to earn the continuing education credits needed for recertification. Four free regional CPS Symposia were held in rural NC counties. In addition, NC had 2 multi-day conferences: The Safe Kids Injury Prevention Conference and the NC Traffic Safety Conference. At each event, CPS Technicians who

attended were able to earn all 6 CEUs needed for recertification.

Additionally, there were statewide outreach efforts to expiring Technicians reminding them to recertify and 3 New Technician Webinars were held to remind new Technicians of recertification requirements. As a result of these efforts, the NC recertification rate remained consistently higher than the national recertification rate. At the end of September 2022, 383 out of 563 eligible Technicians opted for recertification for a recertification rate of 68.0% (compared to 50.4% nationwide). The total number of Technicians eligible for Recertification is reduced nationwide due to a change made in 2020 to push recertifications affected by COVID-19 to the end of the calendar year.

Permanent Car Seat Checking Stations

In FY2022, over 5,700 children were served and 5,810 car seats were checked at North Carolina car seat checking stations. Nearly all of the car seats checked were for children aged 5 and younger. COVID-19 continues to reduce the total number of seats checked. Many stations are still limiting interactions with the public due to COVID-19 restrictions and some have not yet resumed seat check activities.

North Carolina Occupant Protection Task Force

- The North Carolina Occupant Protection (OP) Task Force was formed in the spring of 2014. Members of the OP Task Force included state agency representatives, university research centers, law enforcement officers and healthcare professionals. The North Carolina Occupant Protection Task Force met once in FY2022. GHSP hosted a virtual NHTSA-facilitated assessment of North Carolina’s occupant protection program in February 2021. The assessment, conducted by traffic safety experts from around the nation, examined current programs and policies regarding seat belts and occupant protection for children in North Carolina. The assessment identified the program’s strengths, accomplishments, and challenges, and offered suggestions for improvement, especially in efforts to target persistent seat belt non-users more effectively. The following areas were included in the assessment:
 - Program management
 - Legislation, regulation, and policy
 - Enforcement program
 - Communication program
 - Occupant protection for children program
 - Outreach program
 - Data and program evaluation

Future Strategies

During FY2021, NC GHSP hosted a virtual OP assessment. The recommendations from that assessment will be the basis for strengthening North Carolina’s occupant protection program. The key recommendations from the assessment are listed below with progress where appropriate.

- Engage local participation in the Strategic Highway Safety Plan planning and



administration by expanding the Executive Committee for Highway Safety (ECHS) to include executives from other state and local safety partners, to enhance the buy-in to the Strategic Highway Safety Plan.

- This recommendation has been presented to the NC DOT Secretary, who serves as ECHS chair. So far, no action has been taken. Planning for the next Strategic Highway Safety Plan is in the beginning stages, and in FY 2023 we expect expanded participation in that process
- Expand participation in the Occupant Protection Task Force to include officials that represent local partners, government, and law enforcement from across the State.
 - Additional partners have been invited to participate in the OP Task Force including representatives from NC SADD, NC American Indian Health Board, and local law enforcement.
- Develop and implement an evaluation to examine existing grant funded projects to determine their effectiveness in achieving the State’s Occupant Protection performance targets related to unbelted fatalities and serious injuries. Consider using epidemiology, university and/or research organizations experienced in traffic safety.

- Explore the possibility of providing an official in-person informative presentation to the appropriate legislative committees about the current status of highway safety in the State including data on relevant program concerns such as unbelted fatalities.
 - Encourage the Occupant Protection Task Force to develop an Action Plan to enhance their legislative strategies, to include measurable administrative objectives and timelines related to monitoring opportunities for the advancement of favorable legislation.
 - Increase engagement and strengthen partnerships with law enforcement leaders through the North Carolina Association of Chiefs of Police and North Carolina Sheriffs' Association to maximize participation in occupant protection programs, mobilizations, and high visibility enforcement. The National Highway Traffic Safety Administration's Data-Driven Approaches to Crime and Traffic Safety philosophy and the Traffic Occupant Protection Strategies training are excellent programs designed to engage law enforcement leaders to reduce crime and improve traffic safety.
 - GHSP has strong partnerships with both organizations. GHSP is a marketing partner with both groups, and GHSP staff speaks to both group annual meetings, group trainings and other meetings to encourage participation in seat belt campaigns. As a result, the number of Sheriffs Offices with GHSP grants has increase significantly in the past four years.
 - Re-evaluate the crash data to locate new law enforcement agencies for the selection of occupant protection grants. Consideration should be given to awarding overtime mini grants to smaller agencies to support high visibility mobilizations. The Law Enforcement Liaisons may be a resource for identifying these agencies and furthering the State's traffic safety enforcement mission to improve low restraint use.
 - GHSP has begun providing small grants to law enforcement agencies to provide overtime for officers to engaging in traffic safety efforts including seat belt use enforcement.
 - Enact performance measures for grant funded-law enforcement officers or for officers working grant-funded mobilizations.
 - Re-examine State data to narrow the target audience for paid media to those most at risk (18-25 years old, with some emphasis on pickup truck drivers), with African Americans as a secondary audience, to ensure sufficient frequency and reach of the advertisements to change behavior. Provide the State's media contractor with the NHTSA Click It or Ticket Media Work Plan and Media Buy Summary, as they become available, so that it can better expend State funds by augmenting the national ad buy.
 - Include questions in the attitude/awareness survey that will address the awareness of and reaction to advertising and earned media messaging seen and heard in relation to the Click It or Ticket mobilization (e.g., did the respondent see/hear the Click It or Ticket message; did the respondent believe that a citation would be issued for non-seat belt use; did the respondent change behavior based on the message), as a method to evaluate whether the advertising is reaching the intended and influencing their behavior.
- The 2021 Statewide Traffic Safety Survey was conducted in 2021 and included the following questions:
- What do you think the chances are of getting a ticket if you don't wear your seat belt? Would you say the chances are very likely, somewhat likely, or not very likely?

- Only 29% responded “very likely” while 40% thought it was “somewhat likely”
- Have you recently heard or seen anything about seat belt law enforcement programs or campaigns by police?
 - Only 27% responded “yes”
- Have you recently heard or seen anything about the following programs: “Buckle Up America?” / “Click It or Ticket?” / “Most of Us Buckle Up in North Carolina?”
 - 69% of respondents indicated they were familiar with Click It or Ticket
- In North Carolina, police officers are allowed to stop a vehicle if an adult in the front seat is not wearing a seat belt. Some states allow police officers to stop a vehicle if an adult in the back seat is not wearing a seat belt. Do you support or oppose allowing police officers to stop a vehicle if an adult in the back seat is not wearing a seat belt?
 - 40% supported allowing police officers to stop a vehicle if an adult in the back seat was not wearing a seat belt. 20% strongly opposed such an action.
- Mobilize and equip the very active and locally respected child passenger safety community to elevate the urgent message that the increasing number of unrestrained vehicle occupants in North Carolina is unacceptable for both children and adults.
- North Carolina’s Child Passenger Safety Technicians continue to educate families on the importance of correct restraint use for all vehicle occupants. North Carolina has over 3200 CPS Technicians and 270 Car Seat Checking Station locations providing services to families. The State creates and distributes free resources to checking stations and Technicians including printed resources and social media posts. Additionally, the State
 - provides educational opportunities throughout the year for Technicians to continue their education so that they can better teach people in their communities. Through a grant with Office of State Fire Marshal/Safe Kids NC, the State provides car seats to low-income families. Seats are distributed through Safe Kids coalitions and car seat checking stations. Additionally, the CPS diversion program, active in more than 40 counties, provides another opportunity for CPS Technicians to educate families on the importance of correct restraint use. In these counties, drivers who receive a ticket for violating the child passenger safety law are given the option to visit a designated permanent car seat checking station to receive education and installation help by a CPS Technician. Once the Technician is comfortable with the driver’s understanding on how to properly use their car seat, they give the driver a form to take to the District Attorney’s office to have the ticket dismissed. This program encourages law enforcement officers to be proactive in enforcing child passenger safety violations and provides education and installation assistance to drivers charged with these violations.
 - Convene a small but effective high-level group to strategize ways to collect and streamline access to statewide child restraint inspection data. This request was expressed as a top priority to effectively plan and deliver adequate child passenger safety services.
 - The NC CPS Executive Committee continues to discuss ways to better collect statewide child restraint inspection data. This includes pilot testing the National Digital Check Form, encouraging more complete reporting of child passenger safety data

- Market the Traffic Safety Conference and Expos to a broader audience to attract the participation of non-traditional stakeholders (e.g., Future Farmers of America, 4-H Clubs) which should have an interest in traffic safety and provided with the right tools, could advocate for traffic safety programs. Include workshops on community engagement, “how-to” workshops on becoming an NC Vision Zero community and supporting specific priority programs such as Click It or Ticket.

The NC Traffic Safety Conference draws attendees from a variety of backgrounds. In 2022, the TSC held sessions aimed at Law Enforcement, CPS Technicians, and Traffic Safety Advocates. Sessions that appeal to a wide audience include:

- Traffic Safety Culture and the Safe Systems Approach to Achieve Vision Zero
- The Power of Collaboration: Trauma Centers’ Injury Prevention Road Safety Efforts and How We Can Help You.
- No Longer Number One – The Evolution of a Traffic Safety Task Force Utilizing a Safe Systems Approach
- Communications and Media Panel
- “Insuring” Teen Driver Safety: Opportunities and Threats
- Redesigning Road Safety: Achieving Safety and Equity in Traffic Enforcement and Crash Prevention
- Emerging Technology Panel
- Speeding Panel
- Driving with ADHD
- Taking Care of Children and People with Special Needs at Crash Scenes and Arrests
- The Role of Advocates for Achieving Vision Zero
- Engineering and Design for Safety
- Seat Belts Panel
- Attendees from a wide variety of fields are encouraged. NC GHSP provides a limited number of scholarships to cover registration costs for individuals who do not have financial support to attend the conference.
- Identify several key State and local minority-serving organizations, including the Eastern Band of Cherokee Indians, Lumbee Tribe, and Urban Indian Organizations, enlisting their support in developing culturally and linguistically appropriate traffic safety programs and materials. Through these organizations, encourage local leaders to support occupant protection programs as one method to keep their communities safe.
 - Dr. Ronny Bell, Wake Forest School of Medicine Professor and Chair of the North Carolina American Indian Health Board has recently joined the Occupant Protection Task Force. The NCAIHB focuses on “promoting quality health care and healthy lifestyles within American Indian families and communities in North Carolina through research, education and advocacy.”
- Create a statewide citation database that begins at the citation issuance and ends with the information posting to the driver file where all seat belt and child restraint violations can be tracked. With a statewide citation tracking repository, researchers may determine where the prosecution of seat belt and/or child restraint violations lack in a particular area requiring the need for education by a Traffic Safety Resource Prosecutor.
- Develop a plan to have all agencies electronically report crashes, especially those with large populations, within five years.
- Conduct and publicize annual observational seat belt surveys for Child Passenger Safety and Commercial Motor Vehicle using

standards set forth by National Highway Traffic Safety Administration guidelines.

- There is currently no plan to conduct a child passenger safety observational survey. Observing child restraint use is challenging because correct use requires that the restraint be appropriate for the child using it (something that is dictated by the child's age, weight, height, and developmental needs) and needs to be used and installed in the vehicle correctly. Additionally, most children are restrained

in the rear seat and tinted rear seat windows make collecting data difficult.

Many of these recommendations will play a major role in the NC GHSP occupant protection strategies during the coming years. Goals for FY2023 include continued administration of the North Carolina Occupant Protection Task Force and prioritization and implementation of some of these recommendations.

GHSP will continue to explore innovative approaches such as the Statewide Traffic Enforcement Program to focus efforts and encourage participation in target counties. In addition, GHSP will continue partnering with the NC State Highway Patrol by funding overtime enforcement special operations projects in high priority counties with a low usage rate or a high rate of unrestrained fatalities. This enforcement will take place throughout the year, especially during the Click It or Ticket campaigns.

As part of our statewide educational efforts all LEL regions have seatbelt convincers for use at community events, school presentations and other venues.

GHSP will support FY2023 seat belt mobilization efforts with earned and/or paid media to draw attention to each of the campaigns. As demonstrated in the "Paid Media Plan" section, North Carolina utilizes a variety of media modes to raise awareness for enforcement efforts in the state.

In 2022, GHSP ran the "Local Heroes" ads created at the end of FY2021. These ads were shown primarily in Mecklenburg, Robeson, Columbus, and Bladen Counties. GHSP also filmed new ads in September 2022, and those will be shown in FY2023 primarily in Wake, Brunswick, and New Hanover Counties.

Annual Seat Belt Survey

The most recent annual seat belt survey was conducted in June 2022. This year, the set of North Carolina sites was re-sampled. One hundred and twenty sites were chosen across fifteen counties, equally apportioned among the Mountains, Piedmont, and Coastal regions. The survey was once again conducted by North Carolina State University's Institute for Transportation Research and Education (ITRE). ITRE provided GHSP with a detailed report indicating an overall statewide usage rate of 90.8%. GHSP previously expressed to ITRE a need for seat belt use data and statistics for all North Carolina counties. In addition to the fifteen counties used to determine the statewide rate, ITRE conducts seat belt usage surveys in half the state each year. In FY2022, ITRE conducted observations in the western portion of the state. ITRE provided GHSP with a comprehensive report documenting the seat belt usage rates for those additional Coastal counties that were surveyed.

Funded Projects and Activities

The occupant protection related projects and activities listed on the following pages were funded by GHSP under the FY2022 Highway Safety Plan:

Project Number(s):	M2CPS-22-13-01
Project Title:	Child Passenger Safety Program for North Carolina
Agency:	North Carolina Department of Insurance
Project Description:	This ongoing project funded the North Carolina Department of Insurance's Office of State Fire Marshal (OSFM)/Safe Kids NC to continue child passenger safety efforts.
Contribution to Meeting Targets:	As a result of the ongoing efforts of the Department of Insurance's Child Passenger Safety (Safe Kids NC) Program for North Carolina, there are currently forty-seven instructors and 3,150 CPS technicians in North Carolina. To assist with recertifications, there are 108 CPS technician proxies. The recertification rate in North Carolina is 69.9%. There are currently diversion programs in forty-four counties, and the Safe Kids NC Law Enforcement Liaison continues to work to establish new programs. Safe Kids NC provided educational materials throughout the year and attended various conferences and training opportunities to promote CPS efforts. Safe Kids NC also conducted hot car events and promoted CPS Week in North Carolina.

Project Number(s):	M2PE-22-13-01
Project Title:	BuckleUp NC Occupant Protection Program
Agency:	University of North Carolina at Chapel Hill Highway Safety Research Center
Project Description:	This continuation project maintained and updated the BuckleUpNC website (www.buckleupnc.org), which provides consumer information to the public through a toll-free number, website, brochures, and flyers. The project also provided program and technical assistance to child passenger safety advocates and administrators. The Highway Safety Research Center continued to support the North Carolina Occupant Protection Task Force and will continue to collaborate with GHSP and the Office of the State Fire Marshal on Occupant Protection.
Contribution to Meeting Targets:	Buckleupnc.org averaged 570 website sessions per day, which represented an increase over recent years. However, according to Google Analytics, the site experienced a decrease in website activity when compared to recent years. Such trends will be monitored in FY2023. Most users arrive at the site via an organized search using a mobile device. Most users (50.2%) search the Child Passenger Safety Law FAQ's page. Through the grant, HSRC maintains the restricted access Program Management portion of buckleupnc.org to coordinate with local N.C. CPS programs to collect information. This information is used by HSRC, the Office of the State Fire Marshal (Safe Kids NC), and GHSP to monitor the state of

programs in North Carolina. There are currently 208 programs serving 268 service locations in eighty-six counties. There were 5,810 seats checks at permanent checking stations in North Carolina in FY2022. HSRC averaged twelve community outreach and public information efforts per quarter. HSRC also worked with Safe Kids NC to offer three webinars for CPS technicians.

Project Number(s):	OP-22-04-02
Project Title:	Safe Kids Western North Carolina
Agency:	Mountain Area Health Education Center, Inc
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 a safe passenger now and safe drivers in the future.
Contribution to Meeting Targets:	There are currently 109 special needs trained CPS technicians in North Carolina due to the efforts of Safe Kids Western North Carolina. The current recertification rate for North Carolina CPS technicians in Western North Carolina is 66.4%. Safe Kids WNC continues to provide invaluable training and opportunities in this region of the state.
	OP-22-04-02

Project Number(s):	OP-22-04-03
Project Title:	NCSHP CIOT Overtime 2022
Agency:	NC Department of Public Safety (NC State Highway Patrol)
Project Description:	This continuation project funded overtime enforcement for occupant restraint violations. The project provided increased and sustained enforcement efforts in the top twenty-five counties for unrestrained fatalities during the "Click It or Ticket" campaigns in FY2022. Select waves of overtime enforcement were conducted during the May Click It or Ticket campaign and at other times throughout the year.
Contribution to Meeting Targets:	Increased enforcement for overtime was conducted in the following counties during Click It or Ticket campaigns: New Hanover, Robeson, Wake, Johnston, Guilford, Alamance, Davidson, Forsyth, Iredell, and Mecklenburg. The North Carolina State Highway Patrol actively participated in all GHSP campaigns.

Project Number(s): OP-22-04-04

Project Title: Robeson County Saved by the Belt OP Program

Agency: Southeastern Regional Medical Center

Project Description: This ongoing project fund activity hours for a coordinator overseeing a seat belt diversion program through a 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 (TNNT) seat belt education program.

Contribution to Meeting Targets: During FY2022, a total of 197 participants attended the two-hour educational class. A total of thirty-nine classes were conducted. The grant facilitator attended all local Vision Zero Task Force meetings. The program was promoted through local community events and with law enforcement partners. The seat belt study was conducted as scheduled. The statewide seat belt usage rate was determined to be 90.8%. The results were submitted to NHTSA as required.

Project Number(s): M2X-22-13-01

Project Title: Seat Belt Usage Survey for North Carolina 2022

Agency: North Carolina State University - Institute of Transportation Research and Education

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 using the NHTSA approved design.

Contribution to Meeting Targets: It was determined the seat belt usage rate in North Carolina was 90.8%.

Project Number(s): OP-22-04-05

Project Title: Most of Us Buckle Up in NC

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center

Project Description: This project continued to test the "Most of Us Buckle Up" social norms program in Lee County, NC and attempted to measure the effects of the program on seat belt use. In this project, HSRC tested and evaluated the suitability of expanding the program to other areas in North Carolina. HSRC produced a report detailing methodology and results.

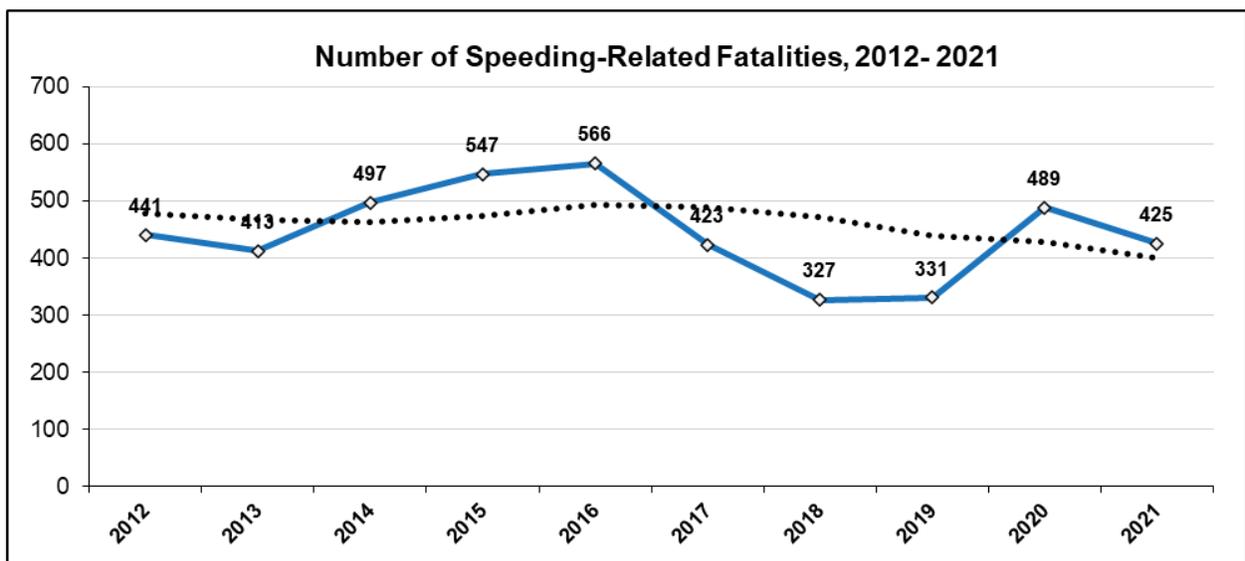
Contribution to Meeting Targets: The overall statewide seatbelt usage rate for 2022 is 90.8 %. However, according to HSRC, it is unlikely the "Most of Us Buckle Up" program in Lee County contributed significantly to the increased usage rate. However, the project did create messaging that might prove effective in future campaigns in non-pandemic times.

Police Traffic Services

Background

North Carolina experienced 425 speeding-related fatalities in 2021. A quarter (24%) of all fatalities in 2021 were related to speeding. Despite the setback in 2020, speeding related fatalities in 2021 decreased 13% and the long-term trend in North Carolina suggests a reduction in speeding-related fatalities. The 5-year moving average (the dotted line in the figure below) shows that speeding-related fatalities have declined since 2016.

Crashes involving speeding are highest among males, younger drivers, and motorcycle riders. Speed also plays a role in a large percentage of nighttime fatal crashes. Mecklenburg, Guilford, Wake, Robeson, and Cumberland counties have the largest number of speeding-related fatalities. Together, these five counties account for 31% of all speeding-related fatalities in the State. (North Carolina has a total of 100 counties.)



Source: FARS.

Noteworthy Programs

GHSP is committed to seeking further reductions in the injuries and costs associated with speeding-related crashes. In 2017, GHSP introduced the statewide campaign, "Speed a Little. Lose a Lot." The campaign reminds drivers there is no reason to speed because the consequences could be more than just getting a ticket. The campaign complements the NC Vision Zero initiative, which seeks to reach zero traffic-related fatalities through coordinated agency-to-

agency efforts that help change the overall traffic safety culture. North Carolina conducted the *Speed a Little. Lose a Lot* campaign April 11-17, 2022.

GHSP has continued to expand funding enforcement activity hours for traffic safety officers in counties with increased speeding and unrestrained fatalities. In FY2022, GHSP provided funding for new enforcement activity hours in the Wake County Sheriff's Office, the Durham

County Sheriff's Office, the Nashville Police Department in Nash County, and the Edgecombe County Sheriff's Office. GHSP continued traffic enforcement activity hours with the Mooresville Police Department in Iredell County, the Robeson County Sheriff's Office, the Pender County Sheriff's Office, the Matthews Police Department in Mecklenburg County, the Dunn Police Department in Harnett County, the Columbus County Sheriff's Office, the Union County Sheriff's Office, the Cabarrus County Sheriff's Office, the Garner Police Department in Wake County, the Smithfield Police Department in Johnston County, the Gastonia Police Department in Gaston County, and the Knightdale Police Department in Wake County. Additional enforcement efforts took place through the administration of overtime grants to the Dare County Sheriff's Office, the Concord Police Department in Cabarrus County, the Raleigh Police Department in Wake County, and the Salisbury Police Department in Rowan County.

GHSP encourages counties to adopt systematic approaches for identifying roads that are priorities. Through support and refinement of the Vision Zero Analytics project GHSP continued to share data with all agencies, particularly in counties overrepresented in speeding fatalities. This data includes the locations of speed related crashes, day of the week and the time of day, and other enforcement data. The analytical and mapping tools of the GHSP funded Vision Zero efforts provide this information in a timely manner.



In FY2022, GHSP continued to support a highly successful Law Enforcement Liaison program through a network of eleven Regional Law Enforcement Liaisons to coordinate and organize GHSP highway safety efforts and activities throughout the state. Through the guidance and coordination efforts of these Regional LEL's, planning, preparation, and reporting activities are accomplished.

Additionally, GHSP has continued to promote training in Data-Driven Approaches to Crime and Traffic Safety (DDACTS) enforcement strategies. GHSP has also maintained its long-standing partnership with the North Carolina Justice Academy, which provides training in crash investigation and speed measuring instrument certification to law enforcement officers statewide. Finally, GHSP has continued our long-standing relationship with the state's two major law enforcement associations. Through a partnership with the NC Sheriffs Association, GHSP has marketed traffic safety opportunities with the NC Sheriff's Leadership Institute held each year for NC sheriffs. Our partnership with the NC Association of Chiefs of Police (NCACP) allows us to provide marketing opportunities through their annual meeting and district training opportunities.

In FY2022, GHSP partnered with the UNC Highway Safety Research Center to conduct a statewide survey of law enforcement officers to gather perceptions and experiences, specifically those related to traffic safety. The overarching themes of the survey include the officer's thoughts and opinions about traffic enforcement including stops, penalties, and perceptions of their agency's priorities, officers' training, officers' exposure to critical incidents, officers' opinions about new and existing laws in North Carolina, and a collective of open-ended questions seeking additional thoughts of the law enforcement participants. Over 700 law enforcement professionals took part in the survey, the results of which were collected and

included in a comprehensive report published by HSRC. The report was provided to NHTSA.

Program Results

Speed a Little. Lose a Lot

Law enforcement agencies in North Carolina conducted the *Speed a Little. Lose a Lot* campaign from April 11-17, 2022. In total, 2,150 checkpoints and saturation patrols were conducted resulting in 12,271 speeding citations. Additionally, the campaign produced 731 DWI arrests, 2,996 safety belt and child passenger violations, 1,083 drug violations, and 870 wanted persons apprehended. Detailed results from campaign activities in FY2022 are presented below.



Results of the “Speed a Little. Lose a Lot” Campaign During FY2022¹

Participating Agencies	408
Campaign Participation Rate	91.5%
Number of Checkpoints	292
Saturation and Random Patrols	1,858
Total Checkpoints & Patrols	2,150
Under 21 DWI Charges	36
21 and Over DWI Charges	611
DWI Drug Charges	84
DRE Evals	3
Total DWI Charges	731
Safety Belt Violations	2,620
Child Passenger Safety Violations	376
Total Occupant Restraint Charges	2,996
Speeding	12,271
DWLR	3,666
Reckless Driving	1,423
Other Traffic Violations ²	12,866
Total Traffic Violations	30,226
Drug Violations	1,083
Stolen Vehicles recovered	61
Wanted Persons Apprehended	870
Felony arrests	452
Other, Not Listed Criminal Violations	1,405
Total Criminal Violations	2,488
Total Traffic and Criminal Violations	36,441

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.

Operation Crash Reduction

Law enforcement agencies in North Carolina participated in the Operation Crash Reduction campaign from October 3-9, 2021. This timeframe has been identified as one of the potentially deadliest of the year on North Carolina highways. In total, 2,192 checkpoints and saturation patrols were conducted resulting in 8,854 speeding citations. Additionally, the campaign produced 689 DWI arrests, 1,680 safety belt and child passenger violations, 1,104

drug violations, and 1,433 wanted persons apprehended. Detailed results from campaign activities in FY2022 are presented below.

Results of the “Operation Crash Reduction” Enforcement Campaign Activities During FY2022¹

Participating Agencies	329
Campaign Participation Rate	85.2%
Number of Checkpoints	225
Saturation and Random Patrols	1,967
Total Checkpoints & Patrols	2,192
Under 21 DWI Charges	42
21 and Over DWI Charges	591
DWI Drug Charges	56
DRE Evals	3
Total DWI Charges	689
Safety Belt Violations	1,443
Child Passenger Safety Violations	237
Total Occupant Restraint Charges	1,680
Speeding	8,854
DWLR	2,771
Reckless Driving	1,092
Other Traffic Violations ²	11,212
Total Traffic Violations	24,859
Drug Violations	1,104
Stolen Vehicles recovered	143
Wanted Persons Apprehended	1,433
Felony arrests	669
Other, Not Listed Criminal Violations	2,311
Total Criminal Violations	3,415
Total Traffic and Criminal Violations	32,888

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

Future Strategies

During FY2023, GHSP will continue to support the national campaign with the “Speed a Little. Lose a Lot” campaign. The campaign is planned for April 3-9, 2023. In addition, GHSP will focus law enforcement and media attention on enforcing speed laws at night. GHSP will also continue to share data with all agencies, particularly in counties overrepresented in speeding fatalities. This data will include the locations of speed-related crashes, day of the week and the time of day, and other enforcement data. The analytical and mapping tools of the GHSP funded Vision Zero efforts will provide this information in a timely manner. GHSP will work with agencies to address the problem locations and GHSP will consider funding as needed to enhance the enforcement efforts. The Statewide Traffic Enforcement Program mainly focuses on speed enforcement and thus will provide additional enforcement efforts to address the overall speeding problem.

In FY2023, GHSP will continue to support a highly successful Law Enforcement Liaison program through a network of eleven Regional Law Enforcement Liaisons to coordinate and organize GHSP highway safety efforts and activities throughout the state. Through the guidance and coordination efforts of these Regional LEL's, planning, preparation, and reporting activities are accomplished. In addition, GHSP will continue to fund enforcement activity hours for traffic safety officers in counties with increased speeding and unrestrained fatalities.

Funded Projects and Activities

The police traffic services related projects and activities listed below were funded by GHSP under the FY2022 Highway Safety Plan:

Project Number(s):	PT-22-06-01
Project Title:	GHSP STEP Program in House
Agency:	North Carolina Department of Transportation-Governor's Highway Safety Program
Project Description:	This was an ongoing project to fund a program for traffic safety equipment for use in a statewide enforcement and education program. 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.
Contribution to Meeting Targets:	Resource allocation took place in the first quarter of FY2022. Numerous agencies redeemed credits for equipment utilized in achieving the goals of reducing alcohol, speed, and unrestrained fatalities. The statewide participation reporting rate was 86.5% for the year.

Project Number(s):	PT-22-06-17
Project Title:	Mooreville Traffic Unit FY22 Year 3
Agency:	Mooreville Police Department
Project Description:	This ongoing grant funded two traffic officers for a data-driven, proactive four officer traffic enforcement team. Iredell County ranked 15th in the state for total fatalities, 26th in alcohol-related fatalities, and 27th in unrestrained fatalities.
Contribution to Meeting Targets:	Though occupant restraint citations and speeding citations decreased slightly during the grant year, Mooreville experienced a 30.1% decrease in non-fatal injury crashes. Impaired driving arrests increased. Though alcohol-related crashes increased slightly in Mooreville, alcohol-related crashes did decrease

slightly in Iredell County. The traffic enforcement team accounted for 33% of all traffic stops in Mooresville. Community awareness events and driver's education classes were held throughout the year. Social media was used to provide PSA's containing traffic safety messaging. Mooresville participated in all GHSP campaigns.

Project Number(s):	PT-22-06-18
Project Title:	Matthews Police Department Traffic Unit
Agency:	Matthews Police Department
Project Description:	This continuation grant funded activity hours for two officers to conduct traffic safety enforcement. Mecklenburg County ranked 1st for overall fatalities 1st for alcohol-related fatalities, 1st for unrestrained fatalities and 1st for young driver fatal crashes. The goal of the project was to reduce alcohol-related and unrestrained traffic crashes and injuries through enforcement and education efforts.
Contribution to Meeting Targets:	Decreasing the number of traffic crashes in the Town of Matthews through enforcement and education was the primary goal of the Matthews Police Department. Though crash reduction goals for Mecklenburg County were not met, Matthews has been able to achieve an overall decrease in traffic crashes in its town. Enforcement efforts, especially those related to occupant restraints, have increased. In addition, the agency participated in eleven educational/outreach events during FY2022. Matthews participated in all GHSP campaigns.

Project Number(s):	PT-22-06-19
Project Title:	Union County Traffic Enforcement Unit Year 2
Agency:	Union County Sheriff's Office
Project Description:	This continuation grant funded activity hours for two officers to conduct traffic safety enforcement with a primary focus in the Town of Indian Trail. Indian Trail has continued to grow and is currently considered the largest and fastest growing municipality in Union County. Union County ranked 15th in the state of North Carolina for overall fatalities, 18th for speed-related fatal crashes, 16th for alcohol related fatalities, and 21st in the state for unrestrained fatalities.
Contribution to Meeting Targets:	The deputies assigned to the grant to conduct enforcement efforts issued 100 occupant restraint citations and 1,263 speeding citations with a focus on the Town of Indian Trail. These totals represent 36.76% of the agency's occupant restraint enforcement and 33.53% of the agency's speeding enforcement. Deputies participated in community events to educate the public on traffic safety issues related to impaired driving, occupant and child restraints, and speeding. These events included car seat checking stations and National Night Out activities.

Project Number(s): PT-22-06-20
 Project Title: Cabarrus County Sheriff's Office Traffic Enforcement
 Agency: Cabarrus County Sheriff's Office
 Project Description: This continuation project funded two deputies for traffic enforcement and traffic safety education in Cabarrus County. Cabarrus County ranked 19th for overall fatalities, 18th for alcohol related fatalities, 17th for unrestrained fatalities and 21st for speed related fatalities.
 Contribution to Meeting Targets: Cabarrus County identified the top eight crash locations in the county and conducted targeted enforcement efforts a minimum of once per week. The agency realized a 37.5% reduction in serious injury crashes. The agency conducted outreach and educational efforts throughout the grant year and participated in all GHSP campaigns. They coordinated with local media for traffic safety messaging and participated in a minimum of two multi-agency enforcement activities per quarter. Cabarrus County increased speeding citations by 5.83%. Though the agency conducted six-one seat belt initiatives in FY2022, they were unable to increase citations. It is believed the increase in initiatives resulted in increased use.

Project Number(s): PT-22-06-21
 Project Title: Gastonia Traffic Safety Grant
 Agency: Gastonia Police Department
 Project Description: This continuation grant funded activity hours for two traffic officers and provides traffic related equipment. Gaston County ranked 9th for overall fatalities 13th for alcohol-related fatalities, 11th for unrestrained fatalities, and 17th for young driver fatal crashes. The goal of the project was to reduce alcohol-related and unrestrained traffic crashes and injuries through enforcement and education efforts.
 Contribution to Meeting Targets: Goals related to crash rates were not met in Gaston County. However, Gastonia made 213 DWI arrests and issued 2,073 speeding citations in FY2022. Gastonia participated in all GHSP campaigns.

Project Number(s): PT-22-06-33
 Project Title: Salisbury Police Department Traffic Safety Overtime Grant
 Agency: Salisbury Police Department
 Project Description: This new grant funded overtime for officers to work high visibility enforcement. Efforts focused on seatbelt and speeding enforcement in an effort to reduce related fatalities. Rowan County ranked 27th for overall fatalities, 21st for unrestrained fatalities, and 26th for speed related fatal crashes.
 Contribution to Meeting Targets: The Salisbury Police Department increased speeding contacts from 258 to 650 and occupant restraint contacts from 20 to 55 during FY2022. Goals related to

reductions in speed related fatalities and unrestrained fatalities in Rowan County were met.

Project Number(s): PT-22-06-27
 Project Title: Concord Police Overtime for Traffic Enforcement FY21-22
 Agency: Concord Police Department
 Project Description: This continuation project funded overtime for officers to work high visibility enforcement with a focus on seatbelt and speeding enforcement. Cabarrus County ranked 19th for overall fatalities 18th for alcohol-related fatalities, 17th for unrestrained fatalities and 21st for speed related fatal crashes.
 Contribution to Meeting Targets: Concord conducted monthly high visibility or saturation patrols in high crash areas of the city. As a result of these efforts, Concord made 425 DWI arrests, issued 301 seatbelt citations, and issued 2,714 speeding citations.

Project Number(s): PT-22-06-25
 Project Title: Customer Compliance Services Training
 Agency: North Carolina Department of Transportation (NC Division of Motor Vehicles)
 Project Description: This continuation project trained hearing officers to conduct professional and thorough hearings to balance an individual's privilege to drive with highway safety concerns. The hearing officers were educated on case law and statute updates to ensure they conduct and hold hearings in accordance with all applicable laws. The project also brought the National Judicial College (NJC) to North Carolina to conduct training for the hearing officers.
 Contribution to Meeting Targets: NCDMV effectively increased the knowledge of its hearings officers by providing a least eight hours of relevant training during the grant year. All employees were educated on changes in statutes, codes, policies, and procedures to best ensure their professional development.

Project Number(s): PT-22-06-26
 Project Title: Spreading Belief in Vision Zero
 Agency: NC Department of Justice (NC Justice Academy)
 Project Description: This grant funded approved Speed Measuring Instruments (SMIs) in North Carolina for training purposes. The grant also funded the NC Justice Academy (NCJA) in their efforts to conduct Driving Instructor training (EVOC) to help reduce emergency vehicle crashes and the Traffic Crash Investigation and Reconstruction program that provides a thorough reconstruction of highway incidents.
 Contribution to Meeting Targets: During FY2022, the North Carolina Justice Academy completed dozens of training sessions related to traffic safety for hundreds of officers across the state. Instruction included speed enforcement and crash investigation and reconstruction to ensure successful courtroom prosecution.

Project Number(s): PT-22-06-29
 Project Title: Traffic Enforcement Officer
 Agency: Edgecombe County Sheriff's Office
 Project Description: This first-year project funded a Traffic Enforcement Officer to reduce vehicle collisions in high areas and deliver highway safety education programs.
 Contribution to Meeting Targets: Edgecombe County conducted an average of four checking stations per month. They conducted regular saturation patrols in areas of high crash occurrence. Social media platforms were used to promote traffic safety messages. Edgecombe County participated in all GHSP campaigns.

Project Number(s): PT-22-06-30
 Project Title: Wake County Crash Reduction Unit
 Agency: Wake County Sheriff's Office
 Project Description: This new project funded activity hours for three traffic safety officers working to reduce alcohol-related collisions, unrestrained serious injuries, and young driver fatal crashes in Wake County.
 Contribution to Meeting Targets: Wake County met its goal of reducing speed-related crashes in the county but failed to realize goals related to fatal crashes and young driver fatal crashes. The agency increased occupant restraint contacts from 150 to 280 during the grant period. Speed-related contacts totaled 1,338 or 863 more than projected at the onset of the grant cycle. The agency participated in educational events and all GHSP campaigns.

Project Number(s): PT-22-06-08
 Project Title: Region 8 Law Enforcement Liaison
 Agency: Charlotte-Mecklenburg Police Department
 Project Description: This was an ongoing project for the Region 8 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 8 to promote and participate in GHSP campaigns and other traffic related initiatives as it pertains to GHSP.
 Contribution to Meeting Targets: The statewide seat belt usage rate was determined to be 90.8% in FY2022. Region 8 maintained 89.4% reporting in FY2022.

Project Number(s): PT-22-06-03
 Project Title: Region 3 Law Enforcement Liaison
 Agency: New Hanover County Sheriff's Office
 Project Description: This was an ongoing project for the Region 3 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 3 to promote

and participate in GHSP campaigns and other traffic related initiatives as it pertains to GHSP.

Contribution to Meeting Targets: The New Hanover County Sheriff's Department was unable to continue LEL efforts in Region 3 following the death of Region 3 LEL Captain Dave MacAlpine. The Brunswick County Sheriff's Office took over Regional LEL responsibilities.

Project Number(s): PT-22-06-13

Project Title: Traffic Safety Grant 2022

Agency: Dunn Police Department

Project Description: This continuation project funded activity hours for two officers to work traffic enforcement. Harnett County ranked in the top 15 in all focus areas.

Contribution to Meeting Targets: Dunn successfully increased seat belt and speeding enforcement during the fiscal year. Speed-related fatalities decreased in Harnett County. However, unrestrained fatalities did increase by one in FY2022 over the 2015-2019 average. Dunn participated in all Harnett County DWI Task Force events. They participated in all GHSP campaigns. Dunn utilized social media to promote traffic safety messaging.

Project Number(s): PT-22-06-07

Project Title: Region 7 Law Enforcement Liaison

Agency: Guilford County Sheriff's Office

Project Description: This was an ongoing project for the Region 7 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 7 to promote and participate in GHSP campaigns and other traffic related initiatives as it pertains to GHSP.

Contribution to Meeting Targets: The statewide seat belt usage rate was determined to be 90.8% in FY2022. Region 7 maintained 94.6% reporting in FY2022.

Project Number(s): PT-22-06-28

Project Title: Overtime for Traffic Enforcement

Agency: Dare County Sheriff's Office

Project Description: This project funded overtime for traffic enforcement with a focus on seatbelt and speeding enforcement and pedestrian/bicycle safety in an effort to reduce related fatalities. Dare County is ranked 19th in bicyclist fatalities.

Contribution to Meeting Targets: Despite increased enforcement and education efforts by the Dare County Sheriff's Office, especially during the summer months when the county received record numbers of visitors and vacationers, there were three fatal pedestrian crashes and two fatal pedalcycle crashes. However, Dare County did reduce its number of speed related and alcohol related crashes.

Project Number(s): PT-22-06-12
 Project Title: Region 1 Law Enforcement Liaison
 Agency: Dare County Sheriff's Office
 Project Description: This was an ongoing project for the Region 1 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 1 to promote and participate in GHSP campaigns and other traffic related initiatives as it pertains to GHSP.
 Contribution to Meeting Targets: The statewide seat belt usage rate was determined to be 90.8% in FY2022. Region 1 maintained 81.6% reporting in FY2022.

Project Number(s): PT-22-06-06
 Project Title: Region 6 Law Enforcement Liaison
 Agency: Rockingham Police Department
 Project Description: This was an ongoing project for the Region 6 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 6 to promote and participate in GHSP campaigns and other traffic related initiatives as it pertains to GHSP.
 Contribution to Meeting Targets: The statewide seat belt usage rate was determined to be 90.8% in FY2022. Region 6 maintained 91.1% reporting in FY2022.

Project Number(s): PT-22-06-05
 Project Title: Region 5 Law Enforcement Liaison
 Agency: Orange County Sheriff's Office
 Project Description: This was an ongoing project for the Region 5 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 5 to promote and participate in GHSP campaigns and other traffic related initiatives as it pertains to GHSP.
 Contribution to Meeting Targets: The statewide seat belt usage rate was determined to be 90.8% in FY2022. Region 5 maintained 78.6% reporting in FY2022.

Project Number(s): PT-22-06-32
 Project Title: Nashville Police Department Traffic Unit
 Agency: Nashville Police Department
 Project Description: This is new project funded a traffic safety officer tasked with reducing alcohol-related collisions, reducing unrestrained serious injuries, and reducing young driver fatal crashes. Nash County ranked in the Top 20 in the areas Nashville plans to target.
 Contribution to Meeting Targets: Nashville identified the top five crash areas for speed-related crashes and focused enforcement efforts in those locations. Speeding and seat belt

enforcement increased in FY2022. Nashville used social media platforms to spread traffic safety messaging. Nashville participated in all GHSP campaigns.

Project Number(s): PT-22-06-02
 Project Title: Region 2 Law Enforcement Liaison
 Agency: New Bern Police Department
 Project Description: This was an ongoing project for the Region 2 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 2 to promote and participate in GHSP campaigns and other traffic related initiatives as it pertains to GHSP.
 Contribution to Meeting Targets: The statewide seat belt usage rate was determined to be 90.8% in FY2022. Region 2 maintained 90.6% reporting in FY2022.

Project Number(s): PT-22-06-14
 Project Title: Traffic Safety Officer
 Agency: Garner Police Department
 Project Description: This ongoing project funded a traffic officer to work on a traffic safety team. Wake County ranked either second or third in the areas Garner plans to target.
 Contribution to Meeting Targets: The goals related to alcohol related fatal crashes and unrestrained fatal crashes in Wake County were not met. The goal to reduce speed related crashes in Garner was not met. However, the agency did conduct enforcement and education with regularity. The agency participated in all GHSP campaigns.

Project Number(s): PT-22-06-10
 Project Title: Region 10 Law Enforcement Liaison
 Agency: Columbus Police Department
 Project Description: This was an ongoing project for the Region 10 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 10 to promote and participate in GHSP campaigns and other traffic related initiatives as it pertains to GHSP.
 Contribution to Meeting Targets: The statewide seat belt usage rate was determined to be 90.8% in FY2022. Region 10 maintained 100% reporting in FY2022.

Project Number(s): PT-22-06-09
 Project Title: Region 9 Law Enforcement Liaison
 Agency: Marion Police Department
 Project Description: This was an ongoing project for the Region 9 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 9 to promote and participate in GHSP campaigns and other traffic related initiatives as it pertains to GHSP.

Contribution to Meeting Targets: The statewide seat belt usage rate was determined to be 90.8% in FY2022. Region 9 maintained 69% reporting in FY2022.

Project Number(s): PT-22-06-15

Project Title: Crash Reduction and Education Initiative

Agency: Smithfield Police Department

Project Description: This project funds activity hours for two traffic officers to help increase traffic safety through education and enforcement. Johnston County is ranked in the top 10 in overall, alcohol-related, unstrained, and speed-related fatalities.

Contribution to Meeting Targets: Smithfield increased seatbelt charges to 138 and speeding charges to 1,443 during FY2022. They focused efforts on speeding in school zones and high crash locations. The agency participated in a number of community outreach events to promote safe driving. They used social media platforms to promote traffic safety messaging. Smithfield participated in all GHSP campaigns.

Project Number(s): PT-22-06-04

Project Title: Region 4 Law Enforcement Liaison

Agency: Tarboro Police Department

Project Description: This was an ongoing project for the Region 4 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 4 to promote and participate in GHSP campaigns and other traffic related initiatives as it pertains to GHSP.

Contribution to Meeting Targets: The statewide seat belt usage rate was determined to be 90.8% in FY2022. Region 4 maintained 92.9% reporting in FY2022.

Project Number(s): PT-22-06-11

Project Title: Region 11 Law Enforcement Liaison

Agency: Jackson County Sheriff's Office

Project Description: This was an ongoing project for the Region 11 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 11 to promote and participate in GHSP campaigns and other traffic related initiatives as it pertains to GHSP.

Contribution to Meeting Targets: The statewide seat belt usage rate was determined to be 90.8% in FY2022. Region 11 maintained 79.3% reporting in FY2022.

Project Number(s): PT-22-06-16

Project Title: Knightdale Police Department Traffic Unit Expansion

Agency: Knightdale Police Department

Project Description: This continuation project funded activity hours for a traffic safety officer tasked with reducing alcohol-related collisions, reducing unrestrained serious injuries,

and reducing young driver fatal crashes. Wake County ranked either second or third in the areas Knightdale plans to target.

Contribution to Meeting Targets: The Knightdale Police Department conducted twenty-four seatbelt specific enforcement efforts during the grant period, twelve of which were conducted during nighttime hours. The agency conducted forty-nine speed specific enforcement efforts during the grant period. Knightdale participated in four safe driving educational events at Knightdale High School which focused on seatbelt use, distracted driving, and impaired driving. Knightdale participated in several additional community outreach events and utilized social media to facilitate traffic safety messaging.

Project Number(s): PT-22-06-22

Project Title: Robeson County Traffic Enforcement Team FY22

Agency: Robeson County Sheriff's Office

Project Description: This continuation project funded activity hours for a three-man traffic team to work in high crash areas and to deliver safety education programs.

Contribution to Meeting Targets: The agency coordinated or participated in a number of educational and outreach events during the grant year, to include the N.C. State Fair Safety City. Numerous outreach events were conducted at area high schools and community colleges. The agency participated in a number of multi-agency high visibility enforcement campaigns. Enforcement efforts were focused on high crash corridors. The agency participated in GHSP campaigns.

Project Number(s): PT-22-06-23

Project Title: Pender County Sheriff's Office Traffic and Safety Team

Agency: Pender County Sheriff's Office

Project Description: This continuation grant funded activity hours for two deputies to conduct traffic safety enforcement. Pender County ranked 28th in overall fatalities, 23rd in alcohol related fatalities, and 24th in unrestrained fatalities.

Contribution to Meeting Targets: Pender County issued 170 seat belt citations and 1,350 speeding citations in FY2022, both significant increases from the previous twelve-month periods. In doing so, Pender County experienced a reduction in unrestrained fatalities and speed-related fatalities when compared to the 2015-2019 average. Pender County participated in GHSP campaigns.

Project Number(s): PT-22-06-24

Project Title: Columbus County Traffic Team

Agency: Columbus County Sheriff's Office

Project Description: This continuation grant funded activity hours for two deputies to conduct traffic safety enforcement. Columbus County ranked 23rd in overall fatalities and 20th in unrestrained fatalities.

Contribution to Meeting Targets: Goals for Columbus County related to overall fatalities, unrestrained fatalities, and older driver fatal crashes were not met. Moreover, this grant was suspended in the fourth quarter of the fiscal year when the organization's leader, Sheriff Jody Greene, was removed from office and later resigned following reports of racist and incendiary comments he allegedly made in violation of Title VI of the Civil Rights Act of 1964. A grant was approved for FY2023 but currently remains suspended after Greene was recently re-elected.

Project Number(s): PT-22-06-34

Project Title: Durham County Sheriff DWI/Traffic Enforcement Grant

Agency: Durham County Sheriff's Office

Project Description: This grant funded activity hours for three deputies dedicated solely to traffic enforcement. The Durham County Sheriff's Office focused on major corridors in Durham County where elevated crash risks exist. The Durham County Sheriff's Office worked to increase nighttime weekend enforcement efforts in busy commercial corridors to target unrestrained drivers and speeding.

Contribution to Meeting Targets: Durham determined top crash sites in Durham County and conducted focused speed enforcement activity at those locations. The traffic unit issued 1,224 citations and 193 written warnings during both daytime and nighttime enforcement activities. Durham County participated in all GHSP campaigns.

Project Number(s): PT-22-06-35

Project Title: Region 3 Law Enforcement Liaison

Agency: Brunswick County Sheriff's Office

Project Description: This was an ongoing project for the Region 3 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 3 to promote and participate in GHSP campaigns and other traffic related initiatives as it pertains to GHSP.

Contribution to Meeting Targets: The statewide seat belt usage rate was determined to be 90.8% in FY2022. Region 3 maintained 84.7% reporting in FY2022.

Project Number(s): PT-22-06-36

Project Title: Raleigh Police Department Overtime for Traffic Enforcement

Agency: Raleigh Police Department

Project Description: This new grant funded overtime for officers to work high visibility enforcement. Efforts focused on seatbelt and speeding enforcement in an effort to reduce related fatalities. Wake County ranked 2nd for overall fatalities, 3rd for unrestrained fatalities, and 3rd for speed related fatalities.

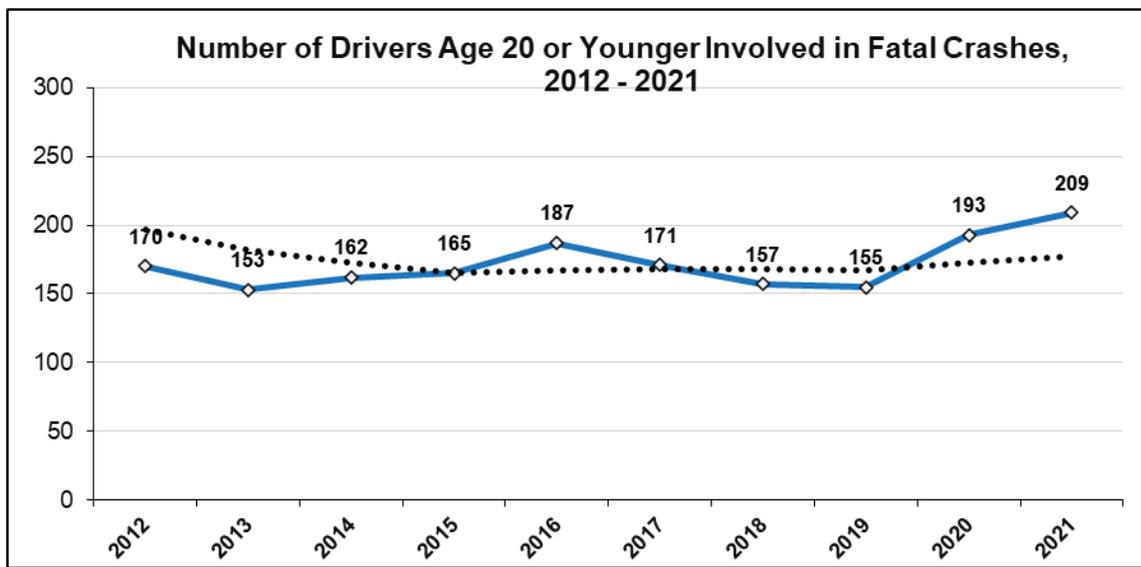
Contribution to Meeting Targets: This grant was approved in the middle of FY2022. The Raleigh Police Department 118 four-to-six-hour overtime enforcement shifts from May 23rd to August 26th with a focus on high crash locations. Raleigh participated in all GHSP campaigns.

Young Drivers

Background

Motor vehicle crashes are a leading cause of death for young people in North Carolina. In 2021, there were 209 fatal crashes involving a driver age 20 or younger, an increase of 8.3% in comparison to 2020. The 5-year moving average (the dotted line in the figure below) suggest little change in young driver fatal crashes since 2015.

Fatal crashes among young drivers are most common among males, on rural roads, and in the late afternoon or early evening. Mecklenburg, Wake, Guilford, and Harnett counties account for the highest number of young driver fatal crashes.



Source: FARS.

Noteworthy Programs

GHSP is supporting and evaluating several innovative approaches to improving young driver safety. During FY2022, GHSP funded teen driver safety initiatives led by University Health Systems of Eastern North Carolina, the University of North Carolina Highway Safety Research Center, and Students Against Destructive Decisions (SADD). GHSP also provided continued leadership of the Driver Education Advisory Committee.

For the past seven years, GHSP has supported Vidant Health's "PittCo Teen Safe Drivers"

program. The program uses a peer-to-peer model and a variety of evidence-based strategies to create a community focused on teen safe driving. During FY2022, project staff expanded into two additional counties (Nash and Wayne County). Vidant utilized social media toolkits with topics on distracted driving, impaired driving, seat belt usage, speeding, drowsy driving, car safety and maintenance, and the

World Day of Remembrance. A total of 170 posts reaching 4,722 users were made across Facebook and Instagram.

GHSP also supported HSRC's Teen Driver Resource Center (TDRC). TDRC researchers provide guidance, assistance, advice, and information to stakeholders (law enforcement, state agencies, community organizations, parents and policymakers) who are working to improve teen driver safety in North Carolina, at no cost to these stakeholders. The goal of the TDRC is to ensure that all groups, organizations, individuals, and institutions throughout North Carolina interested in reducing teen driver crashes have the same breadth of support that child passenger safety efforts have enjoyed for years. During FY2022, TDRC researchers also produced and disseminated materials to insurance agents to encourage parents to choose safer vehicles for teen drivers.

GHSP funded the national Students Against Destructive Decisions (SADD) organization to oversee NC efforts. The project's goal is to identify the causes of teen crashes through a data-driven approach, to respond with evidence-based countermeasures, and to build a sustainable network of peer-to-peer based student chapters to provide programming in schools and communities across the state.

Finally, GHSP continues to have an innovative marketing opportunity with the NC High School Athletic Association (NCHSAA) to work with the state's athletic directors, high school athletes and coaches to promote seat belt use. Dozens of high schools participated in two video and design contests creating innovative occupant



protection messages to young people. GHSP also marketed "Click It or Ticket" through involvement with the Scholar Athlete Program, which reaches over 40,000 scholar-athletes in High Schools across the state. For FY 2023, GHSP plans to amend the design contest to focus exclusively on video.

Program Results

Driver Education Program Assessment

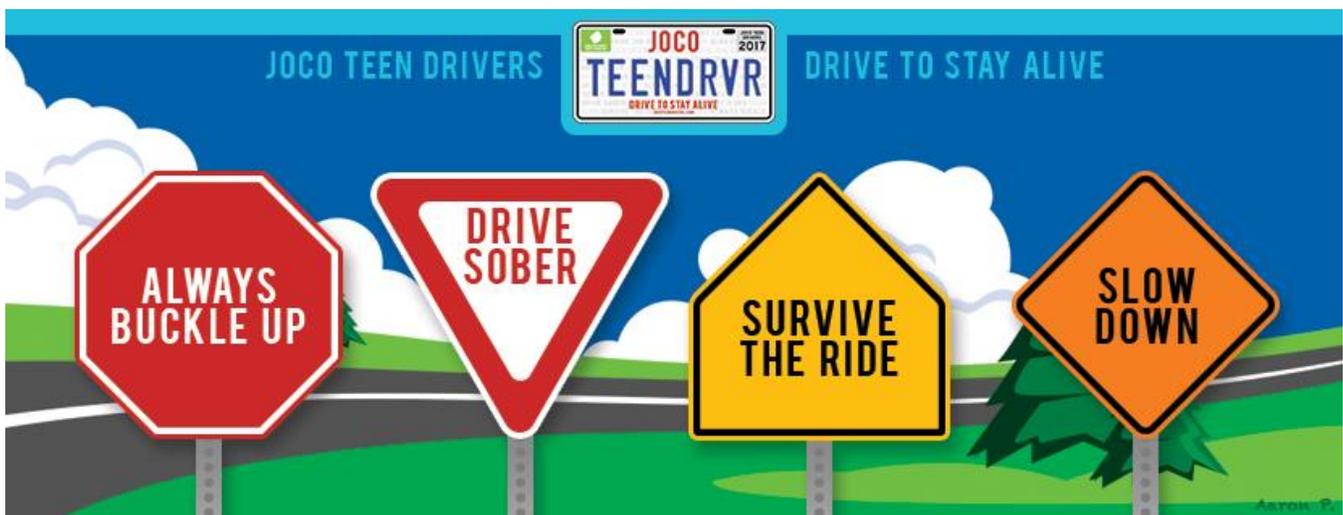
GHSP partnered with the Department of Public Instruction (NC DPI) in FY2015 to request a statewide driver education curriculum assessment. The purpose of the assessment was to review the State's driver education program, identify the program's strengths and accomplishments, identify weak areas, and offer suggestions for improvement. The North Carolina Driver Education Advisory Committee (DEAC), which reports to the State Board of Education, has formed six subcommittees to address and implement the recommendations of the NHTSA assessment. GHSP serves on the NC Drivers Education Advisory Committee, with GHSP Assistant Director Cheryl Leonard as

upcoming chair, and is leading efforts to implement assessment recommendations.

PittCo Teen Safe Drivers

During FY2022, Vidant Health conducted the following:

- Distracted driving educational programming at four high schools in Nash County and Wayne County.
- Students completed pre-intervention and post-intervention teen driving risk surveys. Pre-intervention results indicated a greater need for education on the severity of risky driving behaviors and the importance of identifying actions to avoid while driving. Post survey data showed marked improvement in student driving actions and behaviors regarding distracted and impaired driving.
- Conducted four parent education events (Count Down: 2 Drive) in Wayne and Nash Counties.



North Carolina Teen Driver Resource Center

Housed within the University of North Carolina Highway Safety Research Center, the Teen Driver Resource Center (TDRC) provides information and guidance for those in the State who are working to improve teen driver safety. During this past year, researchers at the Center provided assistance to communities and organizations in North Carolina that are developing policies or programs including:

- The NC Executive Committee for Highway Safety
- The NC Child Fatality Task Force
- Leaders of the NC driver education community, including the Driver Education Advisory Committee

During FY2022, TDRC researchers also produced resources for insurance agents to encourage safer vehicles for teen drivers. They collaborated with the Independent Insurance Agents of North Carolina to determine effective strategies to get these materials to these agents.

Students Against Destructive Decisions (SADD)

During FY2022, SADD added or restarted seventeen community-based chapters to bring the total number to fifty-one registered chapters. SADD also worked with chapters in their search for leadership or advisors. SADD's social media campaigns, media efforts, and virtual safety events reached thousands of individuals. The NC State Conference was held in Raleigh on September 23, 2022.

Future Strategies

GHSP is committed to exploring and evaluating innovative approaches to improving young driver safety. GHSP will continue to fund programs that include educational presentation activities and hands-on driver training. During FY2023, GHSP is funding teen driver safety initiatives led by University Health Systems of Eastern North Carolina, the University of North Carolina Highway Safety Research Center, Students Against Destructive Decisions (SADD), and continued leadership in the Driver Education Advisory Committee.

University Health Systems of Eastern North Carolina will expand efforts into Pitt and Duplin counties by coordinating four parent education activities through the Countdown 2: Drive program, a national program developed by Safe Kids Worldwide designed to prepare teens and their families with the necessary knowledge to be safe passengers. This program will be expanded to include key safety messages for teen drivers while providing parents with tips and resources to empower them to better assist their teens in becoming safer and more experienced drivers. This project will also work directly with select high schools in Pitt and Duplin counties to increase seat belt use and reduce alcohol involved crashes and fatalities among teen drivers while providing monthly education related to distracted driving, speeding, and drowsy driving. The Cinema Drive interactive

safe driving program for teens will be utilized in select high schools, as well.

SADD seeks to host at least forty-three school and community traffic safety events across North Carolina in an effort to reduce teen crashes. Rock the Belt Kits, Textless Live More Kits, and other materials will be provided to schools and partners to use at events and in community educational outreach. SADD will also hold its statewide conference.

Finally, GHSP plans to remain an active member of the Driver Education Advisory Committee. The Committee's upcoming chair will be GHSP External Relations Assistant Director Cheryl Leonard. GHSP plans to use the Driver Education Program Assessment Report as the basis for planning driver education program improvements, assessing legislative priorities, considering additional training, and evaluating funding priorities. The Driver Education Advisory Committee is also utilizing the Assessment to make changes and improvements in the quality, availability, content, and delivery of driver education. GHSP will also educate policymakers and opinion leaders on the positive safety impacts on NC's youth licensing system, including our strong GDL law. GHSP serves as a member of the Drivers Education Advisory Committee. In addition, GHSP plans to work with several partners to help educate leaders in North Carolina about the importance of the state's Graduated Drivers Licensing program.

Funded Projects and Activities

The young driver-related projects and activities listed below were funded by GHSP under the FY2022 Highway Safety Plan:

Project Number(s): DE-22-08-01
 Project Title: North Carolina Teen Driver Safety Initiative
 Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
 Project Description: This continuation project funded the Teen Driver Resource Center to provide guidance and assistance to various stakeholder groups with interest in improving teen driver and passenger safety throughout North Carolina.
 Contribution to Meeting Targets: HSRC assisted a number of groups, organizations, agencies, and news media representatives by providing education and insights on teen driver safety. HSRC routinely met with state leaders in an effort to address teen driver safety. Resources were produced and disseminated to insurance agents and car dealers to encourage safer vehicles for teen drivers. In fact, HSRC collaborated with the Independent Insurance Agents of North Carolina to determine effective strategies to get these materials to these agents. HSRC worked closely with the Insurance Institute for Highway Safety and Consumer Reports to obtain permissions to create cross marketing materials to promote the "Safe Vehicles for Teens" list. HSRC developed and disseminated a survey to agents in the IIANC network to receive their feedback on materials developed for their agents. Forty-two agents completed and returned the survey.

Project Number(s): SA-22-09-09
 Project Title: Distracted Driving in Eastern NC: Expansion of Parent & Teen Education to High Schools in Nash & Wayne Counties
 Agency: University Health Systems of Eastern NC
 Project Description: This continuation project funded local parent education and peer-to-peer education initiatives in several additional counties in Eastern North Carolina.
 Contribution to Meeting Targets: Distracted driving educational programming was conducted at high schools in Nash County (Southern Nash and Rocky Mount High Schools) and Wayne County (Eastern Wayne and Rosewood High Schools). Pre-Intervention teen driving risk surveys were conducted. The results indicated a greater need for education on the severity of risky driving behaviors and the importance of identifying actions to avoid while driving. Post survey data reportedly showed marked improvement in student driving actions and behaviors regarding distracted and impaired driving. Four parent education events (Count Down: 2 Drive) were held in both Wayne and Nash Counties. The agency utilized social media toolkits with topics on distracted driving, impaired driving, seat belt usage, speeding, drowsy driving, car safety and maintenance, and the World Day

of Remembrance. A total of 170 posts reaching 4,722 users were made across Facebook and Instagram.

Project Number(s): SA-22-09-10

Project Title: Comprehensive Approach to Reducing Teen Crashes

Agency: Students Against Destructive Decisions (SADD)

Project Description: This project funded SADD to work in at least five communities over-represented 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 schools and communities in those communities and eventually across the state.

Contribution to Meeting Targets: SADD added or restarted seventeen community-based chapters to bring the total number to fifty-one registered chapters. SADD is working with some chapters in their search for leadership or advisors. However, sixteen chapters reported traffic safety activities to the N.C. State Coordinator in FY2022. Program Implementation Counties (PIC's) for teen crashes were identified as Wake, Mecklenburg, Guilford, Forsyth, and Cumberland counties. Social media campaigns, media efforts, and virtual safety events reached thousands of individuals. The NC State Conference was held in Raleigh on September 23, 2022.



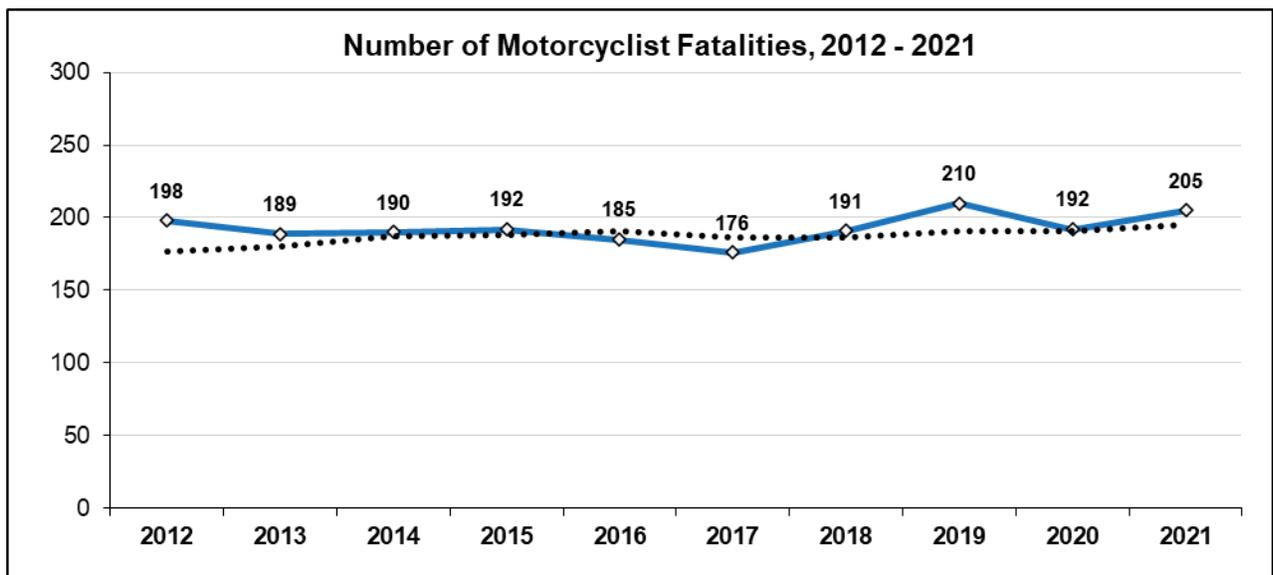
Motorcycle Safety

Background

During 2021, 205 motorcyclists were killed in crashes in North Carolina. This was an increase of 13 fatalities in comparison to 2020. Motorcyclists accounted for 12% of all traffic fatalities during 2021. Based on the 5-year moving average (the dotted line in the figure below), motorcyclist fatalities have changed little in North Carolina over the past 10 years.

The vast majority of fatally injured motorcycle riders are male, and a growing proportion are

age 45 or older. In comparison with passenger vehicle crashes, motorcycle crashes disproportionately occur on rural roads, are single vehicle crashes, and involve alcohol. Four counties in North Carolina—Wake, Guilford, Cumberland, and Mecklenburg—account for 28 percent of the state’s motorcyclist fatalities. (North Carolina has 100 counties.) However, many of the counties with the highest fatality rates per registered motorcycle are in the less populated, mountainous part of the state.



Source: FARS.

Noteworthy Programs

In North Carolina, all operators and passengers on motorcycles and mopeds are required to wear a helmet that complies with Federal Motor Vehicle Safety Standard (FMVSS) 218. Research shows that a motorcycle rider who is not wearing a helmet is five times more likely to sustain a critical head injury than a helmeted rider. In North Carolina, the vast majority of fatally or

seriously injured motorcyclists were wearing a helmet when they crashed. Only 18 fatally injured motorcycle riders in 2020 were not wearing a helmet. This is consistent with the very low number of unhelmeted fatalities over the past decade in North Carolina. NHTSA estimates that more than 100 lives are saved each year in North Carolina by helmets, and that more lives could be saved if all riders wore helmets.

A key safety initiative to reduce motorcyclist crashes and fatalities is “BikeSafe North Carolina.” Sponsored by the Governor’s Highway Safety Program, BikeSafe offers training in safe riding techniques and discusses safety topics. The training is conducted by law enforcement motor officers in a non-threatening, non-enforcement environment. Students are typically experienced riders who are interested in improving their riding skills. The training takes place in the classroom and on the streets. On the road, each student is paired with a motorcycle officer who observes the student’s riding. The motorcycle officer then provides feedback and instruction on how the student can improve his/her riding techniques to enhance safety.

During National Motorcycle Safety Awareness Month in May, GHSP steps up efforts to train motorcyclists and educate motorists about the importance of motorcycle safety and awareness. GHSP partners with law enforcement agencies to conduct BikeSafe motorcycle safety rider training courses across the state and promotes motorcycle training and awareness through paid and earned media.

Program Results

BikeSafe North Carolina

Section 402 and Section 405 motorcycle safety incentive funding has enabled BikeSafe to expand in recent years. There were 48 host agencies for the BikeSafe program during FY2022. These agencies conducted a total of 148 BikeSafe events with 464 attendees. Presently, there are 199 BikeSafe assessors across the state.

In FY2019, the North Carolina State Highway Patrol assumed a leadership role in coordinating the BikeSafe NC program. The program’s Statewide Coordinator from the NCSHP is responsible for monitoring safety course material, evaluating the course, and providing updates to the program as needed. The Statewide Coordinator also attends and assesses courses and trainings throughout the state. In FY2020, the NCSHP began updating the curriculum of BikeSafe. The update included a new training curriculum and teaching presentation, a full instructor plan, a full student lesson plan, and a two-day train-the-trainer session. The primary focus of the curriculum



update included the changes set forth by BikeSafe London and the new studies/practices designed to reduce motorcycle fatalities. BikeSafe NC was asked to collaborate on the curriculum updates and is recognized as a co-writer.

Motorcycle Safety Awareness Month

During 2021, Governor Roy Cooper issued a proclamation declaring May as Motorcycle Safety Awareness Month. The Governor cited the popularity of motorcycle riding as a form of recreation and transportation for thousands of citizens across North Carolina and the United States. He urged all motorists to recognize the importance of motorcycle safety and of sharing the roadways with motorcycles. He also noted the importance of motorcycle rider training, knowledge of traffic laws and licensing requirements.

BikeSafe instructors consisting of State and local law enforcement officers conducted 13 BikeSafe classes and instructed 44 students during the month of May. The month of May typically represents the most attended BikeSafe classes of the year. The North Carolina Highway Patrol focused on a variety of social media platforms to conduct outreach related to motorcycle safety. In addition, there were numerous Motorcycle Safety Awareness education events promoting motorcycle safety and awareness with a focus at motorcycle dealerships and retail accessory shops. GHSP continues to utilize earned media and paid media when feasible to promote the free training and enhance motorist awareness.

Future Strategies

BikeSafe North Carolina has grown in popularity. To help expand agency participation across the state, the BikeSafe program has expanded from five to six regions: Great Smoky Mountain, Triad, Piedmont, Triangle, Eastern, and Southeast

region. Each region has a Regional Coordinator who is dedicated to promoting the BikeSafe program and recruiting other agencies in the area to become involved. North Carolina currently has 199 BikeSafe assessors and is continually seeking to expand to the military and other municipal motor units.

GHSP will again conduct kickoff events for Motorcycle Safety Awareness Month in May 2023. GHSP will seek earned media attention gained from partnerships with NCDOT Communications Office, State Highway Patrol, local law enforcement and rider groups. Typically, the kickoff event will feature the GHSP Director, along with state and local law enforcement. BikeSafe typically conducts a training session in conjunction with the event. GHSP and BikeSafe NC plan on holding a Motorcycle Safety Awareness Day at Deal's Gap, the location of the Tail of the Dragon. BikeSafe NC held a similar event at Deal's Gap Resort Store as early as 2020 and it proved to be a well-attended event as the Tail of the Dragon is a highly frequented location for motorcycle enthusiasts.

GHSP plans to continue a partnership with Capital City Bikefest and Eurobike which is held in Raleigh each year. These events draw approximately 100,000 attendees. A majority of the attendees are riders or are interested in becoming riders. GHSP will promote rider safety and the various rider education and training opportunities available to riders in North Carolina.

The 2022 BikeSafe Motorcycle Safety Summit was held June 20 – 22 in Asheville, North Carolina. There was a total of sixty BikeSafe motor officers representing twenty-two different agencies from across the state attending the summit which focused on motorcycle specific laws, issues, and enforcement efforts. BikeSafe

coordinators were updated on the newest version of the BikeSafe program, discussions were conducted on the current status of the program in North Carolina, and a BikeSafe class

was offered with seven students in attendance. As in previous years, the summit was well received by the motor officers. A summit is being planned for 2023 In Wilmington, North Carolina.

Funded Projects and Activities

The motorcycle safety-related projects and activities listed below were funded by GHSP under the FY2022 Highway Safety Plan:

Project Number(s): M11MT-22-16-01
Project Title: BikeSafe NC Regional Coordinator
Agency: Raleigh Police Department
Project Description: This ongoing project funded the BikeSafe NC initiative of the GHSP in the eastern central 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.
Contribution to Meeting Targets: During this grant cycle, 148 BikeSafe classes were conducted throughout the state training 464 students.

Project Number(s): MC-22-03-01
M9MT-22-16-01
Project Title: Bike Safe 2022
Agency: NC Department of Public Safety-NC State Highway Patrol
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.
Contribution to Meeting Targets: Due in large part to the NCSHP, 148 BikeSafe classes were conducted throughout the state training 464 students. A total of 56 students attended through a court diversion program. There are currently forty-eight agencies participating in the program. There are 199 trained BikeSafe Assessors.

Project Number(s): M11MT-22-16-02
Project Title: BikeSafe NC Regional Coordinator
Agency: Jacksonville Police Department
Project Description: This ongoing project funded the BikeSafe NC initiative in the southeastern 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.

Contribution to Meeting Targets: During this grant cycle, 148 BikeSafe classes were conducted throughout the state training 464 students.

Project Number(s): M11MT-22-16-08

Project Title: Motorcycle Safety Equipment

Agency: Lenoir County Community College

Project Description: This ongoing project provided resources to facilitate rider training to meet the needs of a growing population of motorcyclists in North Carolina.

Contribution to Meeting Targets: During FY2022, the number of approved RiderCoaches increased to 179. LECC offered 147 Basic Rider Course classes serving 1454 students. They offered two Advanced Rider Course classes serving twenty-three students. They offered twenty-five Three Wheel Basic Rider Course classes serving 171 students. Four ranges were provided the materials to be repainted as deemed necessary by the local lead RiderCoaches.

Project Number(s): M11MT-22-16-07

Project Title: N.C. Motorcycle Safety Education Program (NCMSEP) Quality Assurance

Agency: Lenoir County Community College

Project Description: This ongoing project trained regional motorcycle educators through a quality assurance team and the summer rider coach instructor update.

Contribution to Meeting Targets: During FY2022, a total of fifty-two quality assurance visits were conducted at twenty-six locations across the state. The summer update was held in July at Maggie Valley where Dr. Ray Ochs, the Vice President of Training Systems for the Motorcycle Safety Foundation served as the keynote speaker. The NCMSEP is currently testing a new curriculum that should be announced/released in the new grant year.

Project Number(s): M11MT-22-16-03

Project Title: BikeSafe NC Regional Coordinator

Agency: Asheville Police Department

Project Description: This ongoing project funded the BikeSafe NC initiative the northwestern 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.

Contribution to Meeting Targets: During this grant cycle, 148 BikeSafe classes were conducted throughout the state training 464 students.

Project Number(s): PT-22-06-31

M11MT-22-16-09

Project Title: BikeSafe Motorcycle Grant

Agency: Garner Police Department

Project Description: This project funded traffic enforcement efforts and included funds for a motorcycle to use in the BikeSafe NC program. Wake County ranked in the Top 5 in alcohol, speed, and unrestrained crashes in NC.

Contribution to Meeting Targets: The Garner Police Department was unable to purchase this motorcycle due to availability associated with supply chain issues. Certain items of approved equipment to upfit the motorcycle was purchased. A grant for the remainder of the motorcycle costs was approved for FY2023. The agency will conduct enforcement and education efforts as quickly as the motorcycle can be acquired and upfitted.

Project Number(s): M11MT-22-16-04

Project Title: BikeSafe NC Regional Coordinator

Agency: Cabarrus County Sheriff's Office

Project Description: This 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.

Contribution to Meeting Targets: During this grant cycle, 148 BikeSafe classes were conducted throughout the state training 464 students.

Project Number(s): M11MT-22-16-05

Project Title: BikeSafe NC Regional Coordinator

Agency: Wilson Police Department

Project Description: This ongoing project funded the BikeSafe NC initiative in the northeastern 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.

Contribution to Meeting Targets: During this grant cycle, 148 BikeSafe classes were conducted throughout the state training 464 students.

Project Number(s): M11MT-22-16-06

Project Title: BikeSafe NC Regional Coordinator

Agency: Winston-Salem Police Department

Project Description: This ongoing project funded the BikeSafe NC initiative in the western central 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.

Contribution to Meeting Targets: During this grant cycle, 148 BikeSafe classes were conducted throughout the state training 464 students.

Traffic Records

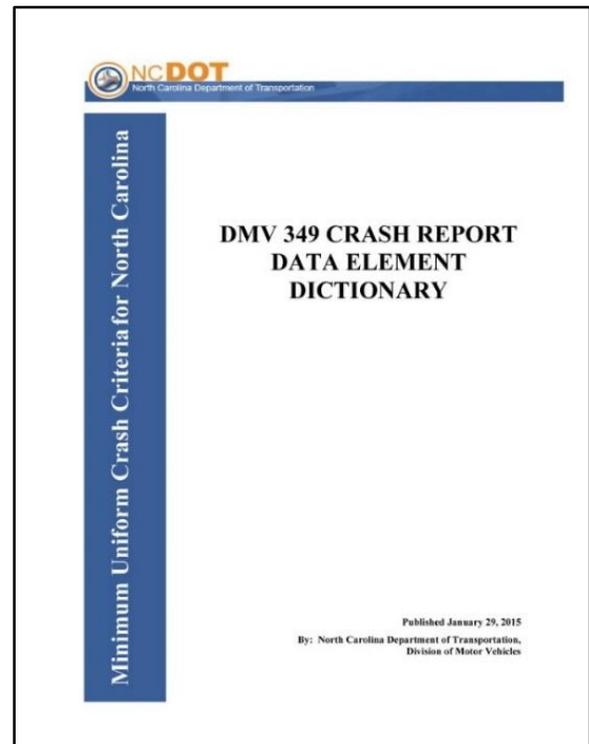
Background and Noteworthy Programs

North Carolina strives to develop and implement effective programs that improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of traffic safety data. North Carolina also continues to link State data systems to each other and improve the compatibility and interoperability of North Carolina's data systems with national data systems. Such data is needed to identify priorities for Federal, State, and local highway and traffic safety programs, and evaluate the effectiveness of these programs.

During the past six years, North Carolina has funded a Traffic Records Assessment, helped the NC Administrative Office of the Courts (AOC) continue eCitation® (described below), and funded several ongoing projects to develop data linkage between the crash reporting databases and medical databases. Additionally, through the analytical work funded through the Vision Zero program, GHSP has supported efforts to make crash data readily available to law enforcement, the public, media representatives and researchers.

A number of traffic safety information systems are available and widely used in North Carolina. Some of the key information systems include:

- **The Traffic Engineering Accident Analysis System (TEAAS)** is the main tool used by the Traffic Engineering and Safety Systems Branch (TESSB) of the NCDOT to analyze and report on crashes that occur in the state. TEAAS is often used to help support policies and decisions at the state and federal levels.
- **NC Geographic Information System** provides quality mapping of state-



maintained system of highways and produces computer generated images of proposed NCDOT projects. This information is used in the planning, funding, construction, and maintenance of transportation facilities throughout the state, helping to provide an efficient and cost-effective state transportation system.

- **NC Crash Data** is a database maintained by the North Carolina Division of Motor Vehicles (NCDMV) that contains information on all reported crashes in the state. The database serves as a single electronic repository for all crash data. There are three methods for entering crash data into the database maintained by NCDMV. The Electronic Crash Reporting System (ECRS) accepts crash data electronically from third-party crash collection applications. As of July 31, 2022, ECRS accounted for 73.6% of total crash reports submitted. The Traffic and Criminal

Software (TraCS) application is a national model software package that is used and maintained by NCDMV for electronic crash reporting. TraCS accounted for 11.9% of all crash submissions. The remaining 14.5% of crash reports were keyed manually into the NC Crash database by DMV employees.

- **NCAWARE (North Carolina Warrant Repository)** is a custom-developed, web-based system that was designed, developed, and implemented by the North Carolina Administrative Office of the Courts (NCAOC). The system maintains detailed information about criminal processes, such as warrants, magistrate orders, citations that lead to an arrest, criminal summons, orders for arrest, release orders, and appearance bonds.
- **eCITATION®** automates the issuing of cite-and-release citations in North Carolina. Using existing wireless connections, eCitation® allows officers to create citations and schedule court dates electronically from the patrol car. A portable printer produces the copy of the citation for the cited person. After issuance of the eCitation®, the officer transmits the data directly to NCAOC where it can be immediately accessed statewide in the Automated Criminal Infraction System (ACIS). eCITATION® is the first system in the nation that fully automates the citation process.
- Additional AOC systems include the **Automated Criminal Infraction System (ACIS), Criminal Court Information System – Clerks Component (CCIS-CC), Criminal Court Information System – District Attorneys Component (CCIS-DA), Electronic Compliance and Dismissal (ECAD), payNCticket, and Online Request for Reduction of Speeding**. More information on all these systems can be found in the **2022 NC TR Strategic Plan**. Note that AOC has recently signed a contract for the Integrated Case Management System

(ICMS) through Tyler Technologies, and statewide rollout began in 2021. The configuration and statewide rollout are expected to occur over a five-year period. A similar contract has been awarded to Tyler Technologies for an eCitation and NCAWARE replacement solution.

North Carolina Traffic Records Coordinating Committee (NC TRCC)

The North Carolina TRCC was established in 2002. Their mission is to:

Provide leadership to establish and maintain a level of coordination, communication, and cooperation between agencies and stakeholders to maximize utilization and improve functionality, data accuracy, timeliness, and linkages, and to advance electronic data collection, protect privacy, minimize redundancies in traffic records systems, and better accomplish individual agencies' goals.

The NC TRCC makes policy and program recommendations to the NC Executive Committee for Highway Safety, which then may work to further implement these recommendations. The NC TRCC met on four occasions in FY2022 (the TRCC is going to quarterly meetings from here forward). All four meetings were virtual due to the ongoing COVID-19 pandemic.

The NC TRCC has a diverse membership that includes representation from the data stewards for each primary data or information system including crash record, vehicle and driver records, roadway inventory and GIS, court, citation and adjudication systems, and medical outcome systems. Several key stakeholder agencies serve on the committee including NC State Highway Patrol, municipal law enforcement, NCDOT Traffic Safety Unit, GHSP, and three university research centers (i.e., UNC HSRC, UNC IPRC, and NCSU ITRE). The most

recent strategic plan contains a list of current members of the committee and is available at: <https://connect.ncdot.gov/groups/NCTRCC/Pages/default.aspx>.

Jackie Mitchell from NC GHSP serves as the State Traffic Safety Data Coordinator and is also a primary point of contact for information on the Traffic Safety Systems for the National Highway Traffic Safety Administration, the state of North Carolina, and the North Carolina TRCC.

The TRCC also advises GHSP on recommended funding priorities in this area and creates a project ranking application form. Potential grantees complete this form, which goes to TRCC members to review and then to GHSP for incorporation in their planning and grant review processes.

State Traffic Records Strategic Plan

The North Carolina Traffic Safety Information Systems 2022 Strategic Plan was updated by the UNC Highway Safety Research Center in collaboration with the N.C. Traffic Records Coordinating Committee.

On August 31, 2022, the NC TRCC received the updated NC TR Self-Assessment for NHTSA based on the results of an online assessment process conducted in the spring of 2022.

This year's Strategic Plan was able to use some of the recommendations for each data area to help update the goals and performance measures in the current 2022 TR Strategic Plan.

The Strategic Plan describes the NC TRCC's organizational structure, provides descriptive summaries of North Carolina's traffic safety information systems, shares the TRCC's vision, mission, goals, and objectives, and describes the TRCC's process to advise GHSP on Traffic

Records-related funding priorities during the upcoming year. Additionally, the Strategic Plan:

- Describes specific, quantifiable, and measurable improvements anticipated in the State's core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases.
- Uses the formats set forth in the Model Performance Measures for State Traffic Record Systems.
- Lists all recommendations from its most recent highway safety data and traffic records systems assessment.
- Identifies which recommendations the State intends to implement and the performance measures to be used to demonstrate quantifiable and measurable progress.

The NC TRCC established goals for each of the six required primary data systems (crash information systems, citation/adjudication systems, injury surveillance systems, roadway information systems, driver information systems, and vehicle information systems.) For each goal, specific objectives were developed that represent the priorities for each group/system along with corresponding performance measures/targets.

See the 2022 Strategic Plan for a full listing of the latest goals, objectives, and performance measures/targets (available at: <https://connect.ncdot.gov/groups/NCTRCC/Documents/2022%20TRCC%20Strategic%20Plan.pdf>)

The strategic plan addresses improvements in traffic safety information systems over a five-year period. However, the plan is reviewed annually and modified as necessary to ensure that progress is being made in each area and that new objectives are added to address changes in the State and take advantage of improvements that may lead to better systems.

Future Strategies

For the past ten years (2012-2022) North Carolina has created a traffic records strategic plan. These application/reports have been compiled through the NC State Data Coordinator, along with input from the entire NC TRCC membership. As a result, NC has been awarded monies for the NC Data Coordinator to allocate as needed to continue Traffic Record Data Improvements projects.

Future projects will increase the number of law enforcement officers utilizing eCitation®, with the long-term vision of 100 percent use by law enforcement. GHSP is using Section 405(c) funds for programmers to develop an interface between eCitation® and NCAWARE for arrestable offenses. This would allow law

enforcement and magistrates to process on site arrests much more quickly and would allow law enforcement to return to their patrol duties much faster.

The biggest Traffic Records effort currently underway is a complete revamp of the crash report form (NC DMV 349), the entire NC Crash Data Record System (TEAAS), and each of the data systems involved in the recording and analyses of crash data by traffic engineers, municipalities, NC law enforcement, and researchers. Entitled the "NC Crash Reporting Information System (NC CRIS)," this new system replaces the former system known as eCrash. The UNC Highway Safety Research Center helped facilitate the process, which is now being taken in-house at NC DOT to be completed in the coming years.

Funded Projects and Activities

The traffic records related projects and activities listed below were funded by GHSP under the FY2022 Highway Safety Plan:

Project Number(s): M3DA-22-14-02
 Project Title: Automated Document Capture of Updates to Driver Records
 Agency: North Carolina Department of Transportation (NC Division of Motor Vehicles)
 Project Description: This project funded efforts to automate the State Automated Driver License System (SADLS) to more easily upload out-of-state citations.
 Contribution to Meeting Targets: Efforts continue within the NCDMV to effectively extract the appropriate data from out-of-state citations and import the information into the SADLS. The agency completed necessary steps this grant cycle, to include knowledge transfers with NCDIT, custom scripting that included code review and documentation of the ACD Code requirement change, and development of the capture process and document templates.

Project Number(s): M3DA-22-14-01
 SA-22-09-04
 Project Title: NC Vision Zero Technical & Program Support 2021-2022
 Agency: North Carolina State University - Institute of Transportation Research and Education

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 is maintained and updated monthly.

Contribution to Meeting Targets: ITRE continued in its efforts to provide continuous public accessibility to the NCVZ website and data visualization tools. The total number of website page views for the performance period was 51,943.

Project Number(s): TR-22-07-01

Project Title: 2022 NC Traffic Safety Information Systems Strategic Plan Update

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center

Project Description: This continuation project provided technical and logistical support to the Traffic Records Coordinating Committee (TRCC) to update the NC Strategic Plan for Traffic Safety Information System.

Contribution to Meeting Targets: HSRC planned and facilitated three TRCC meetings. A Performance Measures Workshop was held in August 2022 to address the results of the 2022 Traffic Records Assessment which demonstrated a need for formal performance measures across its traffic records agencies. The 2022 North Carolina Traffic Records Strategic plan was updated, reviewed, finalized, approved, and submitted.

Project Number(s): M3DA-22-14-05

Project Title: Improving Timeliness, Accuracy, & Completeness of Traffic Records Data in Haw River (Mobile Data Terminals)

Agency: Town of Haw River

Project Description: This is a one year project to purchase MDT's that enabled the police department to further implement electronic crash reporting which will increase the percentage of crash reports received electronically in support of the Traffic Safety Information Systems Strategic Plan goals.

Contribution to Meeting Targets: Haw River completed the purchase of the MDT's and continues to submit all crash reports electronically and ninety-five percent of all citations electronically.

Project Number(s): M3DA-22-14-03

Project Title: eCitation Printer Distribution

Agency: NC Judicial-Administrative Office of the Courts

Project Description: This ongoing project funded eCitation expansion in local law enforcement agencies to increase the percentage of eCitations versus paper citation, a primary goal of the Traffic Safety Information System Strategic Plan.

Contribution to Meeting Targets: As a result of the efforts of the North Carolina Administrative Office of the Courts, 92.9% of citations are issued electronically. There are now 560 law

enforcement agencies in North Carolina participating in either eCitation or Brazos programs.

Project Number(s): M3DA-22-14-04
 Project Title: Electronic Crash (eCrash) Replacement
 Agency: NC Division of Motor Vehicles—NC Department of Transportation
 Project Description: This continuation project was intended to provide partial funding for enhancements to the North Carolina electronic crash reporting system managed by the NC Division of Motor Vehicles.
 Contribution to Meeting Targets: The NCDMV made progress during FY2021 on efforts to replace the current eCrash system. Partnerships with UNC's Highway Safety Research Center and VHB have been beneficial. GHSP will continue to provide funding in FY2022 to continue these efforts.

Project Number(s): M3DA-21-14-07
 Project Title: Electronic Crash (eCrash) Replacement
 Agency: North Carolina Department of Transportation (NC Division of Motor Vehicles)
 Project Description: This continuation project funded enhancements to the North Carolina electronic crash reporting system managed by the NC Division of Motor Vehicles.
 Contribution to Meeting Targets: Design specifications and revisions to the system specifications were completed by the UNC team and submitted to DIT-T for review and approval. In addition, the UNC team started drafting a two-page version of the new DMV-349 (crash report) form. However, most goals associated with this project were could not be met as the NCDMV continues to face a number of challenges. Efforts will continue to improve the crash reporting system.

Project Number(s): TR-22-07-02
 Project Title: North Carolina 2022 Traffic Records Assessment
 Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
 Project Description: This one year project funded efforts to complete a Traffic Records Assessment by July 2022 using the NHTSA Traffic Records Assessment Self- Assessment Tool.
 Contribution to Meeting Targets: HSRC coordinated and completed the Traffic Records Self-Assessment with the TRCC in FY2022. The assessment was completed prior to July 1st and provided to GHSP and the TRCC membership.

Project Number(s): M3DA-22-14-06
 Project Title: Improving Crash Data Mgt. Perf. Measures via the xPDF
 Agency: North Carolina Department of Transportation (NC Division of Motor Vehicles)
 Project Description: This was the second year of a project in which the NCDMV created an electronic reporting system through which agencies could submit crash reports through an

Contribution to Meeting Targets:

XML-based PDF reporting form. This system allows those law enforcement agencies who are financially challenged to submit crash reports electronically. The NCDMV completed and finalized system development of the xPDF reporting form. Six law enforcement agencies were identified for testing. Four of the agencies successfully submitted the crash reports as designed.

Other Highway Safety Priorities

Older Drivers

As of November 15, 2022, there were 294 drivers aged 65 and older involved in fatal crashes in North Carolina (based on NC crash data), indicating the FY2022 target of 277 will not be met. Overall, fatal crashes among older drivers have increased since 2010, and the number is expected to rise further as the “baby boom” generation turns 65 and enters the ranks of “older drivers.” In addition to the potential for increasing crash involvement, older adults are more vulnerable to injury when they are involved in a crash. The percentage of drivers killed in crashes is two to three times higher for older drivers than for drivers less than 65 years of age.

There is no simple solution for meeting the transportation needs of an aging driver population. To reduce crashes and fatalities involving older drivers, most safety experts recommend a comprehensive approach that includes changes to driver licensing practices, increased public awareness, and greater access to alternative modes of transportation.

Since the spring of 2004, GHSP has collaborated with and helped support a statewide Senior Driver Safety Coalition (SDSC). This coalition harnesses the collective knowledge of North Carolina professionals and research institutions working in the field of older driver safety. The primary goal of the SDSC is to collaborate on methods for improving safety among older drivers and to advance awareness of viable transportation alternatives when driving is no longer an option. Since 2005, the Coalition has also served as the North Carolina Executive Committee for Highway Safety (ECHS) Older Driver Working Group (ODWG) charged with recommending strategies for reducing traffic-

related deaths and injuries in the state involving older drivers. One ongoing effort involves a NHTSA-funded demonstration project promoting Highway Safety Program Guideline No. 13. This effort is led by an SDSC member out of Eastern Carolina University and draws on collaboration with both GHSP and SDSC. This year, SDSC was tasked by GHSP to make recommendations of projects to help stem the alarming increase in older driver deaths. SDSC made recommendations for FFY 2023 funding, including expansion of CarFit.

With GHSP’s support, the SDSC collaborated on the development of www.ncseniordriver.org, a comprehensive website that provides information about older driver safety and resources in North Carolina. The website is designed to help older adults drive safely for as long as possible and provide resources for transportation alternatives. The website serves as a resource to the state’s older drivers, family members of older drivers, physicians, law enforcement personnel and others.

North Carolina has a network of CarFit Technicians throughout the state that work one on one with drivers to help ensure their vehicle is adjusted appropriately to their bodies, including minimizing blind spots. GHSP supports this and other community outreach efforts throughout the year, including printing and distribution of older driver safety informational rack cards, sessions on older driver safety at the NC Traffic Safety Conference, and information and safety presentations to professionals and older adults. (Note, activities including older adults continued to be on hold this year due to the COVID-19 pandemic and its impact on the older community.)

Pedestrians and Bicyclists

North Carolina experienced 256 pedestrian fatalities in motor vehicle-related incidents during 2021, an increase of 28 fatalities from 2020. Moreover, the long-term trend suggests a steady rise in pedestrian fatalities. Although crashes involving pedestrians represent only one percent of the total reported crashes in North Carolina, pedestrians are over-represented in fatal crashes.

During 2021, pedestrians accounted for 15% of all traffic fatalities in the state. Because they don't have the same protection as motor vehicle occupants, pedestrians are likely to be seriously injured or killed in a pedestrian/vehicle crash.

Pedestrian fatalities in North Carolina are most common among males ages 20-64. They typically occur on urban roads during the evening hours. Urbanized areas have many more pedestrians and motor vehicles; therefore, there are more opportunities for pedestrian-motor vehicle conflicts to occur. Additionally, pedestrians can be more difficult to see at nighttime and alcohol-involvement is higher in nighttime crashes. Ninety percent of the state's pedestrian fatalities occur at places other than intersections.

Twenty-three bicyclists were killed in crashes in North Carolina during 2021, down from 26 fatalities in 2020. Bicyclist fatalities are most common on weekdays, in the late afternoon or early evening, and at non-intersections. This reflects commuting cyclists sharing the road with motorists, with declining visibility as it gets darker. Half of all bicyclist fatalities occur in crashes where a motorist attempts to overtake the bicyclist.



More communities are developing or expanding partnerships and programs to improve pedestrian and bicyclist safety and to increase the number of people walking and biking rather than driving. Successful programs recognize that education is needed for motor vehicle drivers as well as pedestrians and bicyclists. There are many ways to educate motorists about the rights of pedestrians and bicyclists and how to drive safely in areas where motorists are likely to encounter them, including educational campaigns, neighborhood coalitions, and creating a culture of bicycling and walking. GHSP's strategy is to work closely with local communities to create local pilot projects replicable across the state. Three programs in particular use this strategy to engage local communities. One such program is "Watch for Me NC," a statewide program funded by GHSP. The program aims to reduce pedestrian and bicycle injuries and deaths through a comprehensive, targeted approach of public education, community engagement, and high visibility law enforcement. A second project, the Outer Banks Bicycle & Pedestrian Safety Coalition, focuses on pedestrian and bicycle safety in North Carolina's coastal communities. The NC Vision Zero Network helps build community groups across NC to create innovative ways to reduce crashes, and many of

those communities have adopted pedestrian safety as a major focus area.

“Walk Smart NC” is a program which promotes pedestrian safety among state employees by educating them about safe pedestrian practices and involving city and state engineers in promoting design changes in problem areas. This project, though presently focused in downtown Raleigh, has the potential to be replicated among other areas with a high concentration of state employees, and can be modified for private employers interested in promoting pedestrian safety on their work campuses.

In addition, beginning this year GHSP provided a grant to BikeWalk NC to provide bicycle and pedestrian road safety education across the state in areas of high need. GHSP also fund the Town of Chapel Hill to implement 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.

Distracted Driving

NHTSA defines distraction as “a specific type of inattention that occurs when drivers divert their attention from the driving task to focus on some other activity instead.” Distraction can include secondary tasks such as operating vehicle controls, eating/drinking, attending to personal hygiene, or operating a cell phone. Drivers can also be distracted by other vehicle occupants or by outside persons, objects, or events. Driving while daydreaming or lost in thought is identified as distracted driving by NHTSA, but physical conditions and/or impairments (such as fatigue, alcohol, and medical conditions) or psychological states (such as anger or depression) are not. NHTSA's Fatality Analysis Reporting System (FARS) data includes fields

that identify one or more attributes which may indicate inattention just prior to the impending critical event. NHTSA has included these distraction variables since 2010.

According to 2021 NC crash data, there were 166 persons killed in fatal crashes in North Carolina in which one or more drivers were reported as being distracted at the time of the crash. These “distraction-involved” crashes accounted for 9% of the total fatalities in 2021. Distracted driving is likely underreported in crashes. It can be difficult for officers to determine whether inattention contributed to a crash and the form of that inattention (e.g., cell phone use). North Carolina law does not have a hands-free law but does have a less restrictive law that prohibits texting while driving.

GHSP is concerned about distracted driving and is working to address the problem through the combination of education and enforcement. GHSP recognizes that distracted driving results in part from lifestyle choices and larger societal and cultural trends. Consequently, few highway safety countermeasures have been identified to reduce distracted driving. GHSP funded Health Alliance's KEYS (Keeping Every Youth Safe) program and University Health System of Eastern North Carolina's “PittCo Teen Safe Drivers Program”—that address distracted driving



among young drivers. GHSP also partnered with the North Carolina State Highway Patrol (NCSHP) and local law enforcement agencies to conduct the high-visibility “Survive the Drive” campaign. The campaign focuses on speeding, seatbelt nonuse, and distracted driving in counties with high fatality rates on rural roads

School Bus Safety

Over 14,000 school buses operate daily on routes in North Carolina transporting nearly 800,000 students to and from school. These North Carolina school buses travel over 180 million route miles each year. Illegal passing of stopped school buses remain a critical safety concern for North Carolina’s schools and communities. Fifteen years of illegal passing and stop arm data reveal a consistent trend – between 3,000 and 3,500 vehicles pass stopped school buses in North Carolina each day.

GHSP partners with the North Carolina Department of Public Instruction to provide continued education on school bus safety in a collaborative effort to improve the safety of every student riding school buses. The NCDPI uses a combination of print and online materials combined with social media messaging to support such efforts.



Commercial Motor Vehicles

Large trucks (defined as a truck with a gross vehicle weight rating (GVWR) greater than 10,000 pounds) play an important role in North Carolina’s economy through the efficient distribution of our state’s products and commodities. However, large trucks also play a major role in the number and severity of NC traffic crashes because of their size, weight, and the number of miles they are driven.



In 2021, there were 112 persons killed in crashes involving large trucks in North Carolina, up from 109 persons killed in 2020. Large trucks are involved in a relatively small number of crashes each year, but they are involved in a disproportionate number of fatal and serious injury crashes due to their size and weight. While the largest SUVs weigh less than 6,000 pounds, large trucks weigh more than 10,000 pounds and can weigh as much as 80,000 pounds fully loaded. When two vehicles collide, the lighter vehicle will always be at a disadvantage when there is a sizeable difference in vehicle weights. Also, large trucks are taller and have higher ground clearances than passenger cars, meaning that passenger cars can underride the truck trailers which can result in severe injuries.

Working in collaboration with the NC State Highway Patrol Commercial Vehicle Unit and other law enforcement agencies, GHSP has helped enhance awareness and enforcement efforts that target aggressive driving around, as well as by, large trucks. GHSP partners with other agencies to promote “No-Zone” messaging aimed at increasing driver awareness of trucks and other commercial motor vehicles and the danger areas around these large vehicles where crashes are more likely to occur.

Many large truck-related crashes result from unsafe driver behaviors such as speeding, distracted driving, or following too closely. Highly visible traffic enforcement can deter truck drivers from such behaviors. However, many law enforcement officers may be reluctant to

conduct a vehicle stop of a large truck due to a lack of knowledge and/or skills relating to large truck laws and regulations.

GHSP will work with our program partners, including the Executive Committee for Highway Safety, to explore programs and countermeasures that will help reduce large truck-related crashes and fatalities. GHSP is committed to exploring programs and techniques, including evidence-based enforcement, to improve large truck and commercial motor vehicle safety. GHSP continues to seek opportunities with large truck and commercial motor vehicle safety partners to draw media attention to the issue related to sharing the road with large trucks.

Funded Projects and Activities

The projects and activities listed below address other highway safety priorities funded by GHSP under the FY2022 Highway Safety Plan:

Project Number(s):	SA-22-09-06
Project Title:	Senior Driver Information Center
Agency:	University of North Carolina at Chapel Hill Highway Safety Research Center
Project Description:	This continuing project supported the statewide Senior Driver Safety Coalition and supported 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, what resources are available, and how to access these services.
Contribution to Meeting Targets:	This continuing project supported the statewide Senior Driver Safety Coalition and supported 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, what resources are available, and how to access these services.

Project Number(s):	SB-22-10-01
Project Title:	School Travel Safety
Agency:	North Carolina Department of Public Instruction (Transportation Services)
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.

Contribution to Meeting Targets: According to the North Carolina Department of Public Instruction, North Carolina realized a reduction in FY2022 in the number of motorists passing stopped school buses. There were 2,748 reported violations. DPI staff attended state and national conferences, including a virtual conference for the National Association of State Directors of Pupil Transportation, the North Carolina Pupil Transportation Association conference, and the Southeastern States Pupil Transportation conference. DPI distributed educational materials to 115 local school systems in North Carolina. DPI disseminated multiple school bus safety messages through social media.

Project Number(s): PS-22-05-02

Project Title: Pedestrian Safety Action Plan

Agency: Town of Chapel Hill

Project Description: The continuation grant funded efforts to implement 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 was to partially fund a GIS/Complete Streets specialist to analyze existing pedestrian crash data, continue to collect pedestrian crash data, and provide guidance to treat high-risk streets and intersections. Funding also provided for overtime enforcement activities.

Contribution to Meeting Targets: Targeted enforcement efforts were conducted at high risk and high crash locations in Chapel Hill throughout the grant year. All pedestrian and motorist contacts were recorded. Chapel Hill held several public engagement events in November 2021 in the Northside neighborhood to discuss traffic and pedestrian safety concerns and share ideas for improvement. A similar event was held in May. Officers in the police academy received specialized pedestrian and bicycle safety law training. Town staff served as guest lecturers and conducted field visits with UNC graduate classes during the spring semester.

Project Number(s): FHLE-22-17-01

Project Title: Crosswalk Safety Campaign

Agency: North Carolina Department of Public Safety (State Capitol Police)

Project Description: This project was supposed to fund overtime efforts by the State Capitol Police Department to enforce pedestrian safety laws and ordinances in Raleigh. Wake County ranked second in the state in pedestrian fatalities.

Contribution to Meeting Targets: The agency was unable to conduct enforcement efforts as intended. No funds were expended.

Project Number(s): FHPE-22-17-02

Project Title: WalkSmart NC FY2022

Agency: NC Department of Administration (Office of State Human Resources)

Project Description: This continuation grant addressed state employee pedestrian safety in Wake County by raising awareness through education. The project worked to increase pedestrian safety in areas of high numbers of state employees who are pedestrians and/or motorists by creating a comprehensive education, training, enforcement, and public awareness campaign. This campaign included a virtual library of education and resources that could be replicated by any State agency, university, or other entity.

Contribution to Meeting Targets: OSHR staff provided rack cards and posters that included best practices and driver and pedestrian safety tips were provided to individual state agencies and universities. Sandwich boards with WalkSmartNC posters were displayed in downtown Raleigh reminding pedestrians about safety hazards. OSHR continues to include the WalkSmartNC toolkit on the WalkSmartNC webpage. The agency continued to promote WalkSmartNC through social media messaging and the WalkSmartNC webpage. WalkSmart convened its first Advisory Council meeting in March.

Project Number(s): FHPE-22-17-03

Project Title: Watch For Me NC

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center

Project Description: This continuation grant managed programmatic work of the state's flagship bicycle and pedestrian safety program. Efforts included community-based training, education, and enforcement around bicycle and pedestrian safety.

Contribution to Meeting Targets: During FY2022, the grantee provided Watch For Me training for 124 people across five training modules. Nearly half were law enforcement officers. An additional seventy-seven people were trained in at least one of the five training modules. The Watch For Me website was maintained and updated when needed. HSRC's Watch For Me team produced and delivered pre-conference workshops as part of GHSP's Traffic Safety Conference. HSRC reviewed applications and selected five new Watch For Me communities for a total of twenty-two Watch For me communities across the state.

Paid Media Plan

During FY2022, GHSP focused on updating our existing media efforts to better reach young adults and others identified as most likely to be involved in fatal crashes.

To do this, we created a particular focus on expanding social media messaging. GHSP incorporated social media influencers in focused messaging to younger audiences, and provided local partners with tools to increase their social media presence with shared messaging. GHSP also led the creation of an umbrella campaign tying together impaired driving, occupant protection, speeding and distracted driving messages; designed and updated creative materials such as new videos; expanded its "Local Heroes" campaign and conducted a more refined approach to better reach our target audience.

In FY 2022 GHSP also deliberately reduced the number of in person kickoff events in favor of campaign kickoff events done either online or developed by local partners. GHSP also pivoted the focus on event marketing to increase social media presence. Nevertheless, GHSP did continue marketing partnerships with the organizations listed below:

Athletics

Professional Hockey

Carolina Hurricanes- \$101,000

- Click It or Ticket in-ice logo during pre and regular season home games
- Virtual in-ice logo on television; all local broadcasts on Bally Sports South
- Videoboard for two minutes per game
- Upper and lower videoboard display during the last minute of play

- Arena marquee messaging to promote Click It or Ticket; logo display facing I-440 in Wake County
- Stormy to visit Safety City at the North Carolina State Fair

Professional Baseball

Atlanta Braves Strategic Alliance \$33,424

- Messaging during sixty-six games for the All-South Highway Safety Team spot for the World Series Champion Atlanta Braves. The All-South Highway Safety Team includes highway patrol units from North Carolina, South Carolina, Georgia, and Tennessee.

IMG College Strategic Alliance - \$115,000

- The following schools were included in the plan during the 2021-2022 Men's Basketball season:
 - University of North Carolina – Pembroke
 - Appalachian State University
 - University of North Carolina – Charlotte
 - North Carolina State University
 - University of North Carolina – Chapel Hill
 - North Carolina Central University
 - North Carolina A&T University
- Includes one video message PSA during all men's basketball games
- Includes A-frame sandwich board signage displayed at exit areas or gates at each venue
- One live read during all regular season men's basketball game day radio broadcasts during the regular season
- Digital banner ad placement on all athletic websites with guaranteed minimum of 1,000,000 impressions (combined for all schools) during the men's basketball season

Other

First Night Raleigh- \$3,500

Included messaging banners, logo BILI logo on all collateral materials, large-scale advertising, and website with links to GHSP and BILI website

St. Patrick's Day Campaign

Launch of the 2022 Booze It & Lose It campaign featured existing creative assets and promoted awareness of the consequences of driving while impaired. Adults 18-39 were targeted through multi-channel media approach and aired around the St. Patrick Day holiday from 03/14/2022 to 03/20/2022.

- Out-of-Home – On Premise
 - Partnered with Hero Digital Network for in-bar advertising placements
 - Campaign served a combination of 30 video and banner ads in on-premises jukeboxes
- Paid Social Media-Mobile Devices
 - Included a combination of static image and video ads running across Facebook, Instagram, and You-Tube
- Over the Top Television
 - :15 and :30 commercial ads served to viewers streaming television on Hulu

Additional Tactics – Paid Media Advertising Campaign

- High Impact Programmatic Display and Video
- Multicultural Display and Video
- Site Direct Display
- Over the Top Television
- Radio
- Audio Streaming
- Paid Social
- Out-of-Home



Other Components of the Media Plan

In the area of occupant protection, North Carolina participated in the national "Click It or Ticket" mobilization. Media efforts focused mostly on counties and demographic groups with low seat belt usage and counties with the highest fatalities. In FY2022, these counties included Buncombe, Columbus, Durham, Forsyth, Guilford, Hoke, Lenoir, Mecklenburg, Pender, Pitt, Robeson, Wake, and Wayne. The Click It or Ticket campaign raised awareness and reminded North Carolinians to wear their seatbelts. This year's campaign focused on increasing seatbelt usage around the enforcement period in May as well as during high travel periods throughout the summer, particularly low use counties and among young men ages 18-34.

The Child Passenger Safety campaign educated parents of tweens on the laws and best practices for buckling up and booster seat usage. The media was placed to coincide with the Child Passenger Safety Week Campaign. The media was focused on the top 25 unbuckled counties with a skew toward counties that had a high child population. The main audience was parents of children aged 8-14.

North Carolina also participated in all national impaired driving mobilizations. This year North Carolina included our year-end Holiday campaign, Operation Firecracker summer campaign, and the Labor Day campaign. Kickoff events for each campaign resulted in earned media. The campaigns were focused on enforcement and alternate ways of getting home such as use of a ride sharing app, taxis, public transit and calling a friend. The media efforts targeted the “young invincibles” (adults 18-34 with emphasis on males) and in counties with the highest fatalities. In FY2022, these counties included Brunswick, Buncombe, Catawba, Columbus, Cumberland, Davidson, Durham, Forsyth, Gaston, Guilford, Harnett, Iredell, Johnston, Moore, Nash, New Hanover, Onslow, Pitt, Randolph, Robeson, Rowan, Union, Wake, and Wayne.

Local Heroes Ads

In 2022, GHSP ran the “Local Heroes” ads created at the end of FY2021. These ads were shown primarily in Mecklenburg, Robeson, Columbus, and Bladen Counties. GHSP also filmed new ads in September 2022, and those will be shown in FY2023 primarily in Wake, Brunswick, and New Hanover Counties.

Umbrella Campaign

GHSP worked with our agency of record, French/West/Vaughn, to create an umbrella campaign that creates a central theme that brings together all of our outreach campaign. The resulting campaign, “Don’t Play With Death,” was created in summer 2022. Unfortunately, bureaucratic delays have meant that campaign was not launched in FFY 2022. Our hope is to launch this in FFY 2023.

Booze It & Lose It Reboot Project

GHSP has been working with the Insurance Institute for Highway Safety (IIHS), UNC HSRC, GHSA CSI project (through an IIHS contract with

former Maryland SHSO director Tom Gianni) and other local groups to create an updated “Booze It & Lose It” campaign that involves new messaging, new tools, and more “upstream” prevention efforts. In FY 2022, the project has encountered numerous delays. As a result, the planning group decided on the components of a small reboot project in the far Western NC counties. In FY 2022, the group began creating a new logo (which was subsequently adopted as the new logo for our entire BILL effort), new training tools for law enforcement, and an increased focus on post-arrest use of CAM bracelets. In addition, law enforcement and others in far west counties will be given information about treatment options available in the area. The revamp campaign will also expand the message to include the kinds of things one may “Lose” in a DWI (job, money, self-esteem). This campaign is slated to begin in January 2023.

Social Influencer Campaign

In FY2022, social media influencers were utilized for Click It or Ticket and Booze It & Lose It messaging. GHSP’s agency of record partnered with a diverse group of young, North Carolina based influencers to raise awareness of the importance of wearing seat belts. The content focused on making seat belt usage a social norm. North Carolina based influencers were also used to create content encouraging followers to use designated drivers or ride share options during Fourth of July parties and other summer celebrations. Influencers used a variety of social media platforms, including Tik Tok and Instagram.

For bicycle and pedestrian efforts, North Carolina supported the “Watch for Me NC” program through paid media efforts in communities with high rates of bicycle and pedestrian crashes running during targeted months. These areas included coastal communities Brunswick, Carteret, Dare, New Hanover, and Onslow

counties with a focus in the summer months between July 18th and September 11th. Communities in Buncombe, Cumberland, Durham, Forsyth, Gaston, Guilford, Mecklenburg, New Hanover, and Wake counties were also targeted with an increased focus on Halloween and the end of daylight savings. Paid media efforts focused on adults eighteen and older. Strategies included the use of Over-the-Top television on Hulu, radio, audio streaming such as Spotify, and out-of-home advertising.

GHSP also published a law enforcement planning calendar which featured a different law enforcement agency each month. The calendar included all campaign and GHSP event dates and general kickoff locations. This allows for our messages and schedule of activities to reach those who need the information.

To address the unique needs of Robeson County, an underserved county with a diverse rural population and an oversized traffic crash problem, GHSP worked through French West Vaughn to hire an outreach coordinator worked to engage local clergy in Robeson County Vision Zero efforts to increase seat belt use. Local

clergy are a key constituency and valued opinion leaders in Robeson County. Strategic outreach to local clergy with the goal of sustained engagement in with community was sought. The outreach coordinator organized efforts and provided education about seat belt use efforts in Robeson County, provided a tool kit of sermons/devotions/adult lessons highlighting how staying safe on the roadways is a theological issue, and provided sustained outreach to have local clergy as social influencers in occupant protection efforts.

- Included in-person listening sessions related to occupant protection
- Included in-person talks related to occupant protection
- Re-envisioned the post-Covid clergy leadership role: self, congregation, community
- Just for Clergy: Devotions and Prayer Guide: Safely Home in my Father's House
- Sermon series: "A Life Well-Driven" (suitable for youth Sunday preachers, lay-preaching, and Wednesday night clergy led trainings)
- Adult teaching series: "Undistracted" (suitable for Sunday School, home groups, or Wednesday night discipleship)

Funded Projects and Activities

The paid media activities listed below were funded by GHSP under the FY2022 Highway Safety Plan:

Project Number(s):	M5PEM-22-15-01 AL-22-02-01
Project Title:	GHSP In-House Impaired Driving Media Buys
Agency:	North Carolina Department of Transportation-Governor's Highway Safety Program
Project Description:	This was an ongoing project to provide funding for a media campaign to address impaired driving issues. NCDOT Communications and GHSP continued outreach efforts regarding occupant protection with a media placement campaign during each enforcement period. These campaigns were to include TV, radio, or other advertising as appropriate. As part of the plan, NC DOT utilized their agency of record to supply media buys, placement, and statewide

distribution of our message during and between campaigns using data to identify the most effective methods.

Contribution to Meeting Targets: GHSP conducted paid media through various modes for the multiple scheduled Booze It & Lose It campaigns. Media and public messaging were focused on target demographics overrepresented in impaired driving crashes and geographic locations overrepresented in impaired driving fatalities, as well as general public messaging. Campaigns targeted males between the ages of 18-34 years. The anticipated media reach was over 50 million impressions. Efforts in FY2022 included a redesign of the Booze It & Lose It logo.

Project Number(s): M1X-22-13-01
OP-22-04-03

Project Title: GHSP In-House Occupant Protection Media Buys

Agency: North Carolina Department of Transportation-Governor's Highway Safety Program

Project Description: This was an ongoing project to provide funding for a media campaign to address occupant protection issues. NCDOT Communications and GHSP continued outreach efforts regarding occupant protection with a media placement campaign during each enforcement period. These campaigns were to include TV, radio, or other advertising as appropriate. As part of the plan, NC DOT utilized their agency of record to supply media buys, placement, and statewide distribution of our message during and between campaigns using data to identify the most effective methods.

Contribution to Meeting Targets: GHSP conducted paid media through various modes for the multiple scheduled Click It or Ticket campaigns. Media and public messaging were focused on target demographics overrepresented in impaired driving crashes and geographic locations overrepresented in unrestrained fatalities. Campaigns targeted males between the ages of 18-34 years. The anticipated media reach was over 26 million impressions. Efforts included an engagement with clergy and the Vison Zero coalition in Robeson County.

Project Number(s): FHPE-22-17-01

Project Title: GHSP In-House Pedestrian Safety Media Buys

Agency: North Carolina Department of Transportation-Governor's Highway Safety Program

Project Description: This was an ongoing project to provide funding for a media campaign to address bicycle and pedestrian safety. NCDOT Communications and GHSP continued outreach efforts regarding bicycle and pedestrian safety with a media placement campaign to include TV, radio, or other advertising as appropriate. As part of the plan, NC DOT utilized their agency of record to supply media buys, placement and distribution of our message using data to target specific locations and identify the most effective methods.

Contribution to Meeting Targets:

GHSP conducted paid media through various modes focused on pedestrian safety. Paid media efforts focused on geographic locations overrepresented in pedestrian crashes and fatalities. These locations included coastal communities in Brunswick, Carteret, Dare, New Hanover, and Onslow counties, as well as Buncombe, Cumberland, Durham, Forsyth, Gaston, and Guilford counties. The anticipated media reach was over 7 million impressions through the use of OTT, radio, audio streaming, paid social media, and out-of-home means.

2021-2022 Highway Safety Related Legislation

This section provides a description of the bills related to traffic safety that were introduced or considered this past year by the North Carolina General Assembly and their outcome.

House Bill 607, Section 16. (h)

- Amends G.S. 15A-302(d) to remove the statute's requirement for a defendant to sign a citation issued by a law enforcement officer.
- The amended statute continues to provide that a copy of the citation must be delivered to the person cited, and that a person's failure to "accept delivery" of a citation (formerly, failure to "sign" it) does not constitute grounds for arrest or for requiring that the defendant post a bond.
- **Effective:** July 7, 2022

House Bill 285

- Amends G.S. 20-88.1
- Requires DMV to include in the drivers license handbook used to train new drivers, information about the Emergency Notification Sign required at all railroad crossings.
- Status: Introduced and passed both houses but no final action taken.

FY2022 Non-implemented Grants

The following projects were not implemented during FY2022. For each project, the rationale for discontinuing the grant is provided.

Project Number(s): PT-22-06-33
 Project Title: Region 3 Law Enforcement Liaison
 Agency: New Hanover County Sheriff's Office
 Reason for Discontinuation: This grant had to be discontinued in November following the death of the Region 3 Law Enforcement Liaison, Captain Dave MacAlpine. No Funds were expended. The Brunswick County Sheriff's Office was provided the Region 3 LEL grant.

Project Number(s): FHLE-22-17-01
 Project Title: Crosswalk Safety Enforcement-Overtime Project
 Agency: North Carolina Department of Public Safety-State Capitol Police
 Reason for Discontinuation: Due to personnel shortages and the demands of daily departmental obligations, the agency was unable to schedule the overtime activities included in the application.

Project Number(s): M3DA-22-14-05
 Project Title: Improving Timeliness, Accuracy, and Completeness of Traffic Records Data in Haw River
 Agency: Haw River Police Department
 Reason for Discontinuation: The agency requested grant funds to purchase Mobile Data Terminals so crash reports and citations could be completed electronically. They agency subsequently identified another funding source to purchase the needed equipment and did not expend funds awarded through GHSP.

Cost Summary

**U.S. Department of Transportation National Highway Traffic Safety Administration
Federal Reimbursement Voucher**

State: North Carolina

Page: 1

Reimbursement Info: Total: \$.00

2022-FINAL
Posted: 12/21/2022

Report Date: 12/22/2022
Claim Period: 10/01/2021 - 09/30/2022
Posted in DELPHI: 12/21/2022

Program Area	Project	Description	HCS Federal Funds Obligated	Share to Local Benefit	State/Federal Cost to Date	Federal Funds Expended	Fed Previous Amount Claimed	Fed Funds Claimed this Period
NHTSA								
FAST Act NHTSA 402								
Planning and Administration								
	PA-2022-01-01-00	GHSP IN-HOUSE PLANNING & ADMINISTRATION	\$268,161.00	\$.00	\$536,322.00	\$268,161.00	\$268,161.00	\$.00
	Planning and Administration Total		\$268,161.00	\$.00	\$536,322.00	\$268,161.00	\$268,161.00	\$.00
Alcohol								
	AL-2022-02-01-00	NCDOT COMMUNICATION-BILI MEDIA	\$497,389.00	\$100,000.00	\$497,389.00	\$497,389.00	\$497,389.00	\$.00
	AL-2022-02-02-00	APEX POLICE DEPARTMENT-DWI	\$39,894.00	\$39,894.00	\$56,990.00	\$39,894.00	\$39,894.00	\$.00
	AL-2022-02-03-00	NCDHHS-SCIENCE PROGRAM	\$804,521.00	\$.00	\$804,521.00	\$804,521.00	\$804,521.00	\$.00
	AL-2022-02-05-00	CHARLOTTE-MECKLENBURG PD-DWI	\$91,011.00	\$91,011.00	\$306,051.52	\$91,011.00	\$91,011.00	\$.00
	AL-2022-02-06-00	GUILFORD COUNTY-DWI TASK FORCE	\$74,307.00	\$74,307.00	\$275,170.00	\$74,307.00	\$74,307.00	\$.00
	AL-2022-02-07-00	GUILFORD COUNTY-DWI TASK FORCE ENFORCEME	\$77,684.00	\$77,684.00	\$101,581.00	\$77,684.00	\$77,684.00	\$.00
	AL-2022-02-08-00	STATESVILLE POLICE DEPARTMENT-DWI	\$68,395.00	\$68,395.00	\$80,463.00	\$68,395.00	\$68,395.00	\$.00
	AL-2022-02-09-00	BELMONT POLICE DEPARTMENT-DWI	\$35,262.00	\$35,262.00	\$40,304.00	\$35,262.00	\$35,262.00	\$.00
	AL-2022-02-10-00	BUNCOMBE COUNTY	\$195,716.00	\$195,716.00	\$230,253.00	\$195,716.00	\$195,716.00	\$.00
	AL-2022-02-11-00	UNC HSRC-IMPAIRED DRIVING 2.0	\$34,181.00	\$.00	\$34,181.00	\$34,181.00	\$34,181.00	\$.00
	AL-2022-02-12-00	NCDPS - ALE	\$7,450.00	\$.00	\$7,450.00	\$7,450.00	\$7,450.00	\$.00
	AL-2022-02-13-00	ROBESON COUNTY DA - DWI	\$64,992.00	\$64,992.00	\$64,992.00	\$64,992.00	\$64,992.00	\$.00
	AL-2022-02-14-00	CAROLINAS MEDICAL CENTER	\$52,968.00	\$.00	\$52,968.00	\$52,968.00	\$52,968.00	\$.00
	Alcohol Total		\$2,043,770.00	\$747,261.00	\$2,552,313.52	\$2,043,770.00	\$2,043,770.00	\$.00
Motorcycle Safety								
	MC-2022-03-01-00	NCDPS - NCSHP BIKESAFE	\$66,668.00	\$.00	\$66,668.00	\$66,668.00	\$66,668.00	\$.00
	Motorcycle Safety Total		\$66,668.00	\$.00	\$66,668.00	\$66,668.00	\$66,668.00	\$.00
Occupant Protection								
	OP-2022-04-01-00	NCDOT COMMUNICATIONS - CIOT MEDIA & SPOR	\$539,621.00	\$100,000.00	\$539,621.00	\$539,621.00	\$539,621.00	\$.00
	OP-2022-04-02-00	MT AREA HEALTH EDU CENTER-SAFE KIDS WNC	\$201,142.00	\$.00	\$201,142.00	\$201,142.00	\$201,142.00	\$.00
	OP-2022-04-03-00	NCDPS - NCSHP CIOT OVERTIME	\$40,444.00	\$.00	\$865,444.00	\$40,444.00	\$40,444.00	\$.00
	OP-2022-04-04-00	SOUTHEASTERN REGIONAL MEDICAL	\$36,868.00	\$36,868.00	\$36,868.00	\$36,868.00	\$36,868.00	\$.00
	OP-2022-04-05-00	UNC HSRC - MOST OF US BUCKLE UP IN NC	\$125,153.00	\$.00	\$125,153.00	\$125,153.00	\$125,153.00	\$.00
	OP-2022-04-06-00	NC JUDICIAL DEPARTMENT	\$118,094.00	\$.00	\$118,094.00	\$118,094.00	\$118,094.00	\$.00
	Occupant Protection Total		\$1,061,322.00	\$136,868.00	\$1,886,322.00	\$1,061,322.00	\$1,061,322.00	\$.00
Pedestrian/Bicycle Safety								

Safe Communities

SA-2022-09-01-00	GHSP IN-HOUSE - PROGRAMS & OPERATIONS	\$575,048.00	\$0.00	\$575,048.00	\$575,048.00	\$575,048.00	\$0.00
SA-2022-09-02-00	GHSP IN-HOUSE - MEDIA & EVENTS	\$270,832.00	\$0.00	\$270,832.00	\$270,832.00	\$270,832.00	\$0.00
SA-2022-09-03-00	UNC HSRC	\$26,172.00	\$0.00	\$26,172.00	\$26,172.00	\$26,172.00	\$0.00
SA-2022-09-04-00	NCSU - VISION ZERO	\$21,000.00	\$0.00	\$21,000.00	\$21,000.00	\$21,000.00	\$0.00
SA-2022-09-05-00	UNC HSRC - HSP & ANNUAL REPORT	\$120,169.00	\$0.00	\$120,169.00	\$120,169.00	\$120,169.00	\$0.00
SA-2022-09-06-00	UNC HSRC - SENIOR DRIVER	\$51,291.00	\$0.00	\$51,291.00	\$51,291.00	\$51,291.00	\$0.00
SA-2022-09-07-00	UNC HSRC - LAW ENFORCEMENT SURVEY	\$109,531.00	\$0.00	\$109,531.00	\$109,531.00	\$109,531.00	\$0.00
SA-2022-09-08-00	UNC HSRC - BUILDING CAPACITY FOR VISION	\$275,781.00	\$0.00	\$275,781.00	\$275,781.00	\$275,781.00	\$0.00
SA-2022-09-09-00	UNIVERSITY HEALTH SYSTEM-DISTRACTED DRIV	\$94,056.00	\$0.00	\$94,056.00	\$94,056.00	\$94,056.00	\$0.00
SA-2022-09-10-00	SADD	\$58,311.00	\$0.00	\$58,311.00	\$58,311.00	\$58,311.00	\$0.00
SA-2022-09-11-00	NCSU - CONFERENCE & EVENT SUPPORT	\$297,974.00	\$0.00	\$297,974.00	\$297,974.00	\$297,974.00	\$0.00
SA-2022-22-09-12	Johnston Co High Risk OI	\$30,716.00	\$30,716.00	\$30,716.00	\$30,716.00	\$30,716.00	\$0.00

Safe Communities Total **\$1,930,881.00** **\$30,716.00** **\$1,930,881.00** **\$1,930,881.00** **\$1,930,881.00** **\$0.00**

Pupil Transportation Safety

SB-2022-10-01-00	DPI TRANSPORTATION SERVICES-SCHOOL TRAVE	\$25,715.00	\$0.00	\$25,715.00	\$25,715.00	\$25,715.00	\$0.00
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Pupil Transportation Safety Total **\$25,715.00** **\$0.00** **\$25,715.00** **\$25,715.00** **\$25,715.00** **\$0.00**

FAST Act NHTSA 402 Total **\$7,861,282.00** **\$3,154,786.00** **\$9,993,853.09** **\$7,861,282.00** **\$7,861,282.00** **\$0.00**

FAST Act 405b OP High**405b OP High**

M1X-2022-13-01-00	NCDOT COMMUNICATION-CIOT MEDIA & SPORTS	\$287,316.00	\$0.00	\$287,316.00	\$287,316.00	\$287,316.00	\$0.00
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405b OP High Total **\$287,316.00** **\$0.00** **\$287,316.00** **\$287,316.00** **\$287,316.00** **\$0.00**

FAST Act 405b OP High Total **\$287,316.00** **\$0.00** **\$287,316.00** **\$287,316.00** **\$287,316.00** **\$0.00**

FAST Act 405b OP Low**405b Low Public Education**

M2PE-2022-13-01-00	UNC HSRC - BUCKLE UP NC	\$217,217.00	\$0.00	\$217,217.00	\$217,217.00	\$217,217.00	\$0.00
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405b Low Public Education Total **\$217,217.00** **\$0.00** **\$217,217.00** **\$217,217.00** **\$217,217.00** **\$0.00**

405b Low Community CPS Services

M2CPS-2022-13-01-00	NCDOT	\$349,397.00	\$0.00	\$576,719.00	\$349,397.00	\$349,397.00	\$0.00
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405b Low Community CPS Services Total **\$349,397.00** **\$0.00** **\$576,719.00** **\$349,397.00** **\$349,397.00** **\$0.00**

405b OP Low

M2X-2022-13-01-00	NCSU - SEAT BELT USAGE SURVEY	\$245,901.00	\$0.00	\$245,901.00	\$245,901.00	\$245,901.00	\$0.00
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405b OP Low Total **\$245,901.00** **\$0.00** **\$245,901.00** **\$245,901.00** **\$245,901.00** **\$0.00**

FAST Act 405b OP Low Total **\$812,515.00** **\$0.00** **\$1,039,837.00** **\$812,515.00** **\$812,515.00** **\$0.00**

FAST Act 405c Data Program**405c Data Program**

M3DA-2022-14-01-00	NCSU - VISION ZERO	\$370,712.00	\$0.00	\$370,712.00	\$370,712.00	\$370,712.00	\$0.00
M3DA-2022-14-02-00	NCDMV FISCAL SECTION	\$58,203.00	\$0.00	\$58,203.00	\$58,203.00	\$58,203.00	\$0.00
M3DA-2022-14-03-00	NC JUDICIAL DEPARTMENT - E-CITATION	\$288,709.00	\$0.00	\$288,709.00	\$288,709.00	\$288,709.00	\$0.00
M3DA-2022-14-04-00	NCDMV FISCAL SECTION - eCRASH	\$79,999.00	\$0.00	\$79,999.00	\$79,999.00	\$79,999.00	\$0.00
M3DA-2022-22-14-06	NCDMV Crash Data Management	\$15,360.00	\$0.00	\$15,360.00	\$15,360.00	\$15,360.00	\$0.00

405c Data Program Total **\$812,983.00** **\$0.00** **\$812,983.00** **\$812,983.00** **\$812,983.00** **\$0.00**

FAST Act 405c Data Program **\$812,983.00** **\$0.00** **\$812,983.00** **\$812,983.00** **\$812,983.00** **\$0.00**

Total							
FAST Act 405d Impaired Driving Mid							
405d Mid HVE							
M5HVE-2022-15-01-00	NCDPS - NCSHP BILI OVERTIME	\$91,927.00	\$.00	\$916,927.00	\$91,927.00	\$91,927.00	\$.00
M5HVE-2022-15-02-00	KERNERSVILLE POLICE DEPARTMENT	\$12,939.00	\$.00	\$41,524.00	\$12,939.00	\$12,939.00	\$.00
M5HVE-2022-15-03-00	WINSTON-SALEM POLICE DEPARTMENT - DWI TA	\$44,269.00	\$.00	\$149,193.00	\$44,269.00	\$44,269.00	\$.00
M5HVE-2022-15-04-00	ONSLow COUNTY SHERIFF OFFICE	\$138,505.00	\$.00	\$265,763.00	\$138,505.00	\$138,505.00	\$.00
M5HVE-2022-15-05-00	LUMBERTON POLICE DEPARTMENT	\$71,049.00	\$.00	\$83,582.00	\$71,049.00	\$71,049.00	\$.00
405d Mid HVE Total		\$358,689.00	\$.00	\$1,456,989.00	\$358,689.00	\$358,689.00	\$.00
405d Mid Court Support							
M5CS-2022-15-01-00	NC JUDICIAL DEPARTMENT	\$775,259.00	\$.00	\$775,259.00	\$775,259.00	\$775,259.00	\$.00
M5CS-2022-15-02-00	BUNCOMBE COUNTY - DWI TREATMENT CENTER	\$73,081.00	\$.00	\$73,081.00	\$73,081.00	\$73,081.00	\$.00
M5CS-2022-15-03-00	NC JUDICIAL DEPARTMENT - DWI TREATMENT	\$31,177.00	\$.00	\$31,177.00	\$31,177.00	\$31,177.00	\$.00
M5CS-2022-15-04-00	NC JUDICIAL-AOC	\$59,112.00	\$.00	\$59,112.00	\$59,112.00	\$59,112.00	\$.00
405d Mid Court Support Total		\$938,629.00	\$.00	\$938,629.00	\$938,629.00	\$938,629.00	\$.00
405d Mid BAC Testing/Reporting							
M5BAC-2022-15-01-00	NCDHHS - BAT MOBILE	\$474,948.00	\$.00	\$474,948.00	\$474,948.00	\$474,948.00	\$.00
M5BAC-2022-15-02-00	NEW HANOVER COUNTY - FORENSIC LAB	\$84,008.00	\$.00	\$84,008.00	\$84,008.00	\$84,008.00	\$.00
M5BAC-2022-15-03-00	NC DEPT OF JUSTICE-TOXICOLOGY	\$468,734.00	\$.00	\$468,734.00	\$468,734.00	\$468,734.00	\$.00
405d Mid BAC Testing/Reporting Total		\$1,027,690.00	\$.00	\$1,027,690.00	\$1,027,690.00	\$1,027,690.00	\$.00
405d Mid Paid/Earned Media							
M5PEM-2022-15-01-00	NCDOT COMMUNICATIONS - BILI MEDIA	\$350,000.00	\$.00	\$350,000.00	\$350,000.00	\$350,000.00	\$.00
405d Mid Paid/Earned Media Total		\$350,000.00	\$.00	\$350,000.00	\$350,000.00	\$350,000.00	\$.00
405d Mid Training							
M5TR-2022-15-01-00	NCDHHS - DRE PROGRAM	\$367,072.00	\$.00	\$367,072.00	\$367,072.00	\$367,072.00	\$.00
M5TR-2022-15-02-00	NCDHHS - SFST PROGRAM	\$187,865.00	\$.00	\$187,865.00	\$187,865.00	\$187,865.00	\$.00
405d Mid Training Total		\$554,937.00	\$.00	\$554,937.00	\$554,937.00	\$554,937.00	\$.00
405d Impaired Driving Mid							
M5X-2022-15-01-00	MADD NORTH CAROLINA	\$243,242.00	\$.00	\$243,242.00	\$243,242.00	\$243,242.00	\$.00
405d Impaired Driving Mid Total		\$243,242.00	\$.00	\$243,242.00	\$243,242.00	\$243,242.00	\$.00
FAST Act 405d Impaired Driving Mid Total		\$3,473,187.00	\$.00	\$4,571,487.00	\$3,473,187.00	\$3,473,187.00	\$.00
FAST Act 405f Motorcycle Programs							
405f Motorcyclist Training							
M9MT-2022-22-16-01	Bike Safe	\$25,325.00	\$.00	\$25,325.00	\$25,325.00	\$25,325.00	\$.00
405f Motorcyclist Training Total		\$25,325.00	\$.00	\$25,325.00	\$25,325.00	\$25,325.00	\$.00
FAST Act 405f Motorcycle Programs Total		\$25,325.00	\$.00	\$25,325.00	\$25,325.00	\$25,325.00	\$.00
FAST Act 405f Motorcycle Safety Programs							
405f Safety Motorcyclist Training							
M11MT-2022-16-01-00	RALEIGH POLICE DEPARTMENT-BIKESAFE	\$3,486.00	\$.00	\$3,486.00	\$3,486.00	\$3,486.00	\$.00
M11MT-2022-16-02-00	JACKSONVILLE POLICE DEPARTMENT-BIKESAFE	\$504.00	\$.00	\$504.00	\$504.00	\$504.00	\$.00
M11MT-2022-16-03-00	ASHEVILLE POLICE DEPARTMENT-BIKESAFE	\$116.00	\$.00	\$116.00	\$116.00	\$116.00	\$.00

M11MT-2022-16-04-00	CABARRUS COUNTY - BIKESAFE	\$2,407.00	\$.00	\$2,407.00	\$2,407.00	\$2,407.00	\$2,407.00	\$.00
M11MT-2022-16-05-00	WILSON POLICE DEPARTMENT - BIKESAFE	\$2,859.00	\$.00	\$2,859.00	\$2,859.00	\$2,859.00	\$2,859.00	\$.00
M11MT-2022-16-06-00	WINSTON-SALEM POLICE DEPARTMENT-BIKESAFE	\$4,282.00	\$.00	\$4,282.00	\$4,282.00	\$4,282.00	\$4,282.00	\$.00
M11MT-2022-16-07-00	LENOIR COMMUNITY COLLEGE	\$30,449.00	\$.00	\$30,449.00	\$30,449.00	\$30,449.00	\$30,449.00	\$.00
M11MT-2022-16-08-00	LENOIR COMMUNITY COLLEGE	\$5,819.00	\$.00	\$11,638.00	\$5,819.00	\$5,819.00	\$5,819.00	\$.00
M11MT-2022-16-09-00	GARNER POLICE DEPARTMENT - BIKESAFE	\$16,795.00	\$.00	\$16,795.00	\$16,795.00	\$16,795.00	\$16,795.00	\$.00
405f Safety Motorcyclist Training Total		\$66,717.00	\$.00	\$72,536.00	\$66,717.00	\$66,717.00	\$66,717.00	\$.00
FAST Act 405f Motorcycle Safety Programs Total		\$66,717.00	\$.00	\$72,536.00	\$66,717.00	\$66,717.00	\$66,717.00	\$.00
FAST Act 405h Nonmotorized Safety								
405h Public Education								
FHPE-2022-17-01-00	NCDOT COMMUNICATIONS-WATCH FOR ME MEDIA	\$199,994.00	\$.00	\$199,994.00	\$199,994.00	\$199,994.00	\$199,994.00	\$.00
FHPE-2022-17-02-00	NCDOA - WALKSMART NC	\$37,342.00	\$.00	\$37,342.00	\$37,342.00	\$37,342.00	\$37,342.00	\$.00
FHPE-2022-17-03-00	UNC HSRC - WATCH FOR ME NC	\$124,493.00	\$.00	\$124,493.00	\$124,493.00	\$124,493.00	\$124,493.00	\$.00
FHPE-2022-17-04-00	NC BIKE WALK	\$140,142.00	\$.00	\$140,142.00	\$140,142.00	\$140,142.00	\$140,142.00	\$.00
405h Public Education Total		\$501,971.00	\$.00	\$501,971.00	\$501,971.00	\$501,971.00	\$501,971.00	\$.00
FAST Act 405h Nonmotorized Safety Total		\$501,971.00	\$.00	\$501,971.00	\$501,971.00	\$501,971.00	\$501,971.00	\$.00
NHTSA Total		\$13,841,296.00	\$3,154,786.00	\$17,305,308.09	\$13,841,296.00	\$13,841,296.00	\$13,841,296.00	\$.00
Total		\$13,841,296.00	\$3,154,786.00	\$17,305,308.09	\$13,841,296.00	\$13,841,296.00	\$13,841,296.00	\$.00

I CERTIFY, that in accordance with the laws of the state and under the terms of the approved program(s) area that actual costs claimed have been incurred and have not previously been presented for payment.

State Official:

(APPROVAL AND PAYMENT ARE SUBJECT TO ADJUSTMENT, YEAR-END AUDIT OR OTHER APPROPRIATE REVIEW)