



# **HIGHWAY SAFETY PLAN**

Annual Report Fiscal Year 2021

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# Executive Summary

Over the past five years (2016-2020), North Dakota has experienced an 11.5% reduction in motor vehicle crash fatalities.

This reduction can be attributed to North Dakota's continued commitment to traffic safety in federal fiscal year (FFY) 2021 through Vision Zero – a statewide initiative to reduce motor vehicle crash fatalities and serious injuries in North Dakota to zero.

Vision Zero is implemented through the North Dakota Vision Zero Plan (i.e., Strategic Highway Safety Plan [SHSP] Update, 2018-2023) and continues to gain momentum with increased stakeholder involvement, increased media and public interest, an emphasis on implementing evidence-based strategies including policy strategies, and increased resource commitment to the initiative.

The North Dakota Department of Transportation's (NDDOT) Safety Division is responsible to coordinate the Vision Zero initiative. The Safety Division receives federal funds through the National Highway Traffic Safety Administration (NHTSA) to develop and implement a Highway Safety Plan (HSP) that identifies the behavioral traffic safety problems such as lack of seat belt use, impaired driving, speed, distracted driving, etc., that result in the greatest number of motor vehicle crash fatalities and serious injuries and identifies strategies, projects, activities and resources to address the problems. The behavioral strategies identified within the HSP are consistent with the state's Vision Zero Plan.

Grant funds are awarded to eligible entities to complete projects and/or activities within the HSP.

This Annual Report is an account of previous FFY activity and progress toward achieving the safety goals set forth in the FFY 2021 HSP.

# Progress Toward FFY 2021 Performance Targets

The FFY 2021 North Dakota HSP included performance measures and targets to be achieved through projects and activities conducted to address motor vehicle crash problems.

North Dakota adopted the core performance measures, core behavior measure, and core activity measures established by the Governor's Highway Safety Administration (GHSA) and NHTSA.

North Dakota is on target to meet 4 of 12 identified core performance and behavior targets for FFY 2021.

## Core Performance and Behavior Measures

### Assessment of Results in Achieving Performance Targets for FY21 and FY20

Performance Measure	FY 2021					FY 2020			
	Target Period	Target Year(s)	Target Value FY21 HSP	Data Source/ FY 21 Progress Results	On Track to Meet FY21 Target Y/N (in-progress)	Target Value FY20 HSP	Target Year(s)	Data Source/ FY20 Final Result	Met FY20 Target Y/N
<b>C-1) Number of Traffic Fatalities</b>	5 year	2017-2021	102.0	2016-2020 FARS 106.8	No	108.3	2016-2020	2016-2020 FARS 106.8	Yes
<b>C-2) Number of Serious Injuries in Traffic Crashes</b>	5 year	2017-2021	382.1	2016-2020 STATE 398.6	No	413.9	2016-2020	2016-2020 STATE 398.6	Yes
<b>C-3) Fatalities/VMT</b>	5 year	2017-2021	1.103	2016-2020 STATE* 1.116	Yes	1.106	2016-2020	2016-2020 STATE* 1.116	No
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY21 HSP.									
<b>C-4) Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions</b>	5 year	2017-2021	40.8	2016-2020 FARS 39.8	Yes	48.5	2016-2020	2016-2020 FARS 39.8	Yes
<b>C-5) Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and Above</b>	5 year	2017-2021	38.3	2016-2020 STATE 39.2	Yes	42.9	2016-2020	2016-2020 STATE 39.2	Yes
<b>C-6) Number of Speeding-Related Fatalities</b>	5 year	2017-2021	28.9	2016-2020 STATE 28.6	No	34.3	2016-2020	2016-2020 STATE 28.6	Yes
<b>C-7) Number of Motorcyclist Fatalities</b>	5 year	2017-2021	11.8	2016-2020 FARS 13.8	No	11.6	2016-2020	2016-2020 FARS 13.8	No
<b>C-8) Number of Unhelmeted Motorcyclist Fatalities</b>	5 year	2017-2021	8.0	2016-2020 FARS 10.4	No	8.4	2016-2020	2016-2020 FARS 10.4	No
<b>C-9) Number of Drivers Age 20 or Younger Involved in Fatal Crashes</b>	5 year	2017-2021	11.8	2016-2020 FARS 12.4	No	14.4	2016-2020	2016-2020 FARS 12.4	Yes
<b>C-10) Number of Pedestrian Fatalities</b>	5 year	2017-2021	5.5	2016-2020 FARS 6.2	No	6.7	2016-2020	2016-2020 FARS 6.2	Yes
<b>C-11) Number of Bicyclist Fatalities</b>	5 year	2017-2021	1.8	2016-2020 FARS 2.0	Yes	2.2	2016-2020	2016-2020 FARS 2.0	Yes
<b>B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants</b>	Annual	2021	85.4	State survey - 2021 81.9	No	84.2	2020	State survey - 2020 83.7	No
<b>A-4) Percentage of Traffic Citations Electronically Submitted</b>	Annual	2021	95.4	2020 STATE 95.9	Yes	N/A**	2020	2020 STATE 95.9	N/A**
<b>A-5) Percentage of Misused Car Seats During Checks</b>	Annual	2021	70.19	2020 STATE 46.0	Yes	76.0	2020	2020 STATE 46.0	Yes
<b>A-6) Distracted Driving Citations (All Violations – DOT Data)</b>	Annual	2021	1,390	2020 STATE 1,066	No	510	2020	2020 STATE 1,066	Yes
<b>A-7) Drug Impaired Driving – Number of DUI Blood Samples Tested for Drug Metabolites</b>	Annual	2021	350	2020 STATE 170	No	N/A**	2020	2020 STATE 170	N/A**

\*The North Dakota Performance Measure STSI Table provided by NHTSA did not include 2020 or 2016-2020 Fatalities per 100 Million VMT data, therefore, state data was used instead. \*\*New Performance Measure.

# Core Activity Performance Measures

## A1-A3 Core Activity Performance Measures

	2016	2017	2018	2019*	2020**
A-1) Seat Belt Citations	3,297	3,879	3,243	1,341	2,742
A-2) Impaired Driving Citations	542	723	400	253	480
A-3) Speeding Citations	4,512	4,902	4,141	3,713	5,828

\*Core activity performance measures were decreased due to canceled enforcement campaigns and fewer overtime hours worked during enforcement campaigns due to the COVID-19 pandemic. \*\*FFY 2020 saw fewer overtime hours worked as agencies continued to be affected by the COVID-19 pandemic.

## Adjustments to Achieve Progress

North Dakota is on target to meet 4 of 12 identified core performance and behavior targets for FFY 2021. The following targets are not on track to be met based on current year reporting.

- C-1) Number of Traffic Fatalities
- C-2) Number of Serious Injuries in Traffic Crashes
- C-6) Number of Speed-Related Fatalities
- C-7) Number of Motorcyclist Fatalities
- C-8) Number of Unhelmeted Motorcyclist Fatalities
- C-9) Number of Drivers Age 20 or Younger Involved in Fatal Crashes
- C-10) Number of Pedestrian Fatalities
- B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants
- A-6) Distracted Driving Citations (All Violations – DOT Data)
- A-7) Drug Impaired Driving – Number of DUI Blood Samples Tested for Drug Metabolites

To better achieve progress toward identified targets, the NDDOT and Vision Zero partners are preparing for broad and substantial work that will begin with an update to the North Dakota SHSP/ Vision Zero Plan beginning in FFY 2022. The SHSP update process will include:

- A consultative approach with multidisciplinary stakeholders.
- Strategic direction and coordination by the NDDOT.
- Data driven problem identification.
- A performance-based approach.
- Use of effective strategies (i.e., countermeasures).
- Strategy implementation processes.
- Evaluation processes.

### Priorities for North Dakota’s SHSP/Vision Zero Plan are to:

- Develop a transportation safety data system to allow for improved data quality, analytics, transparency, and data access by partners to better inform the SHSP/Vision Zero.
- Focus prevention efforts and resources to the priority emphasis areas that will most dramatically reduce overall crash fatalities and serious injuries.
- Identify, deploy, and evaluate strategies to move North Dakota toward zero deaths – the long-term goal within North Dakota’s SHSP/Vision Zero Plan.

- Expand stakeholder involvement to elevate Vision Zero as a statewide priority.
- Establish a safety culture in North Dakota where deaths and injuries from vehicle crashes are recognized as preventable and no longer tolerated as acceptable.

The NDDOT and Vision Zero stakeholders also plan to learn about and incorporate the Safe System approach into the SHSP/Vision Zero Plan. Safe Systems is a holistic approach to road safety that considers and addresses five factors: (1) safe road users, (2) safe vehicles, (3) safe speeds, (4) safe roads, and (5) post-crash care, to provide layers of protection for road users.

The Safe System approach requires a supporting safety culture that places safety first and foremost in road system investment decisions.

Additionally, Priority Emphasis Area (PEA) Teams comprised of Vision Zero stakeholders continue to work actively toward the following strategy implementation activity. This strategy implementation, once complete, will substantially advance progress toward safety performance targets.

- The Occupant Protection PEA is preparing to advance a Primary Seat Belt law through the 2023 North Dakota Legislature.
- The Impaired Driving PEA is working toward data system improvements to track DUI offenses from arrest through adjudication to better inform DUI prevention programs; and planning for the implementation of an oral fluid testing pilot program to better identify the problem of drug-impaired driving in North Dakota through data collection. The NDDOT Safety Division has also recently added the services of a Judicial Outreach Liaison who is actively working to build judicial and court system capacity for DUI prevention and recidivism reduction.
- The Speed/Aggressive Driving PEA is considering strategies that will more effectively deter speed and aggressive driving.



# State Attitudes Survey Results

The NDDOT Safety Division completes a survey of North Dakota motorist knowledge, attitudes, behaviors and beliefs (KABB). The KABB survey is conducted annually and includes the questions identified in NHTSA's Performance Measures for States and Federal Agencies (DOT HS 811 025). Results of the KABB survey over the past five years, including the most recent 2020 results, are as follows. Fields with an asterisk indicate the question was not asked during the survey year.

## Occupant Protection

Survey Question	2016	2017	2018	2019	2020
How often do you use seat belts when you drive or ride in a vehicle? (Always)	74%	74%	78%	77%	77%
Have you recently read, seen, or heard anything about seat belt law enforcement? (% Yes)	77%	71%	72%	75%	79%
What do you think the chance is of getting a ticket if you don't wear your seat belt? (% very likely, likely, and somewhat likely)	79%	75%	73%	73%	72%
To what extent do you favor (strongly favor, somewhat favor) a primary seat belt law?	58%	62%	62%	58%	61%

## Impaired Driving

Survey Question	2016	2017	2018	2019	2020
Have you recently read, seen, or heard anything about drunk driving enforcement? (% Yes)	89%	86%	88%	87%	89%
Chance of someone getting arrested if they drive after drinking alcohol? (% very likely, likely, and somewhat likely)	93%	95%	93%	93%	92%
How often do you designate a sober driver? (Always, Nearly Always)	*	*	*	81%	83%
In the past year, have you driven even though you felt your ability to drive may have been compromised by drugs? (Yes)	*	*	*	1%	2%

## Speed

Survey Question	2016	2017	2018	2019	2020
On a road with a 75 mph speed limit, how often do you drive faster than 80 mph? (Always, Nearly Always)	*	11%	9%	10%	10%
What do you think the chance is of getting a ticket if you drive over the speed limit? (% very likely, likely, and somewhat likely)	96%	94%	94%	95%	94%
Have you recently read, seen, or heard anything about speed enforcement? (% Yes)	37%	35%	36%	40%	38%
To what extent do you favor (strongly favor, somewhat favor) higher speed penalties?	32%	36%	36%	37%	37%

## Distracted Driving

Survey Question	2016	2017	2018	2019	2020
How often do you text message on a cell phone while driving a vehicle? (Never)	36%	43%	55%	47%	49%
How often do you talk on your cell phone while driving a vehicle? (Never)	11%	13%	19%	16%	18%
Have you recently read, seen, or heard anything about distracted driving? (% Yes)	*	68%	66%	66%	66%
What do you think the chance is of getting a ticket for distracted driving? (% very likely, likely, and somewhat likely)	*	*	*	70%	70%
To what extend do you favor (strongly favor, somewhat favor) banning handheld cell phone use while driving?		*	*	*	56%

## Vision Zero

Survey Question	2016	2017	2018	2019	2020
Have you recently read, seen or heard traffic safety messages related to Vision Zero?	*	*	*	38%	48%

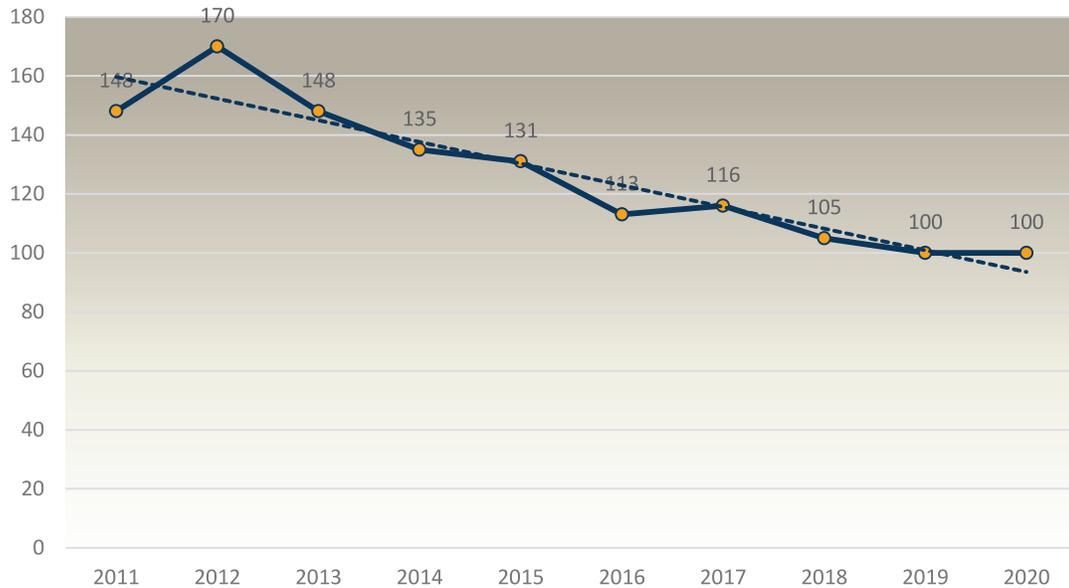


# A Decade in Review: Motor Vehicle Fatalities, Injuries and Crash Trends in North Dakota

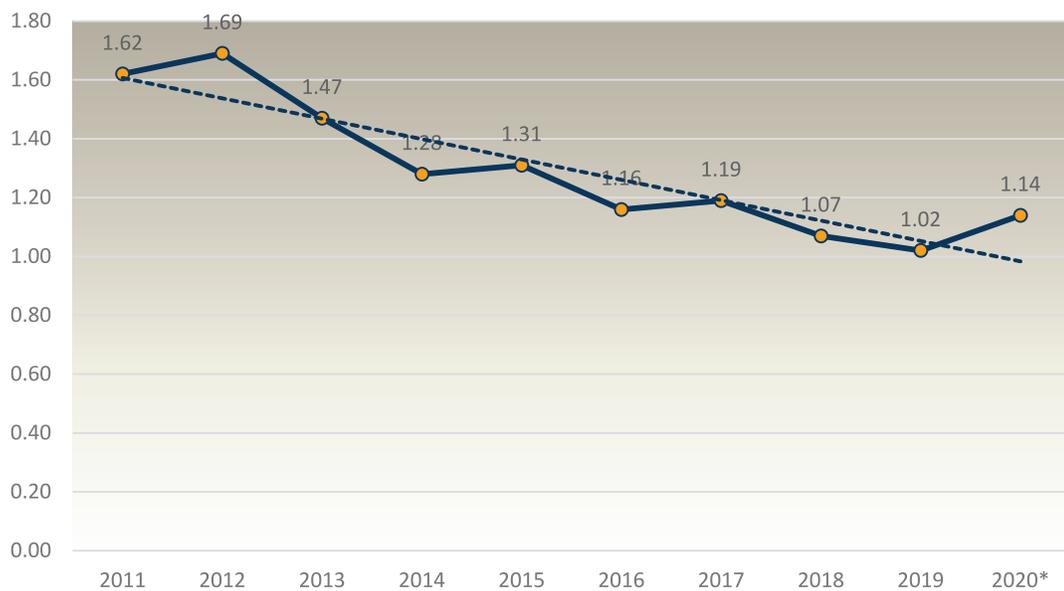
## Core Performance Measures

Asterisks indicate State data used.

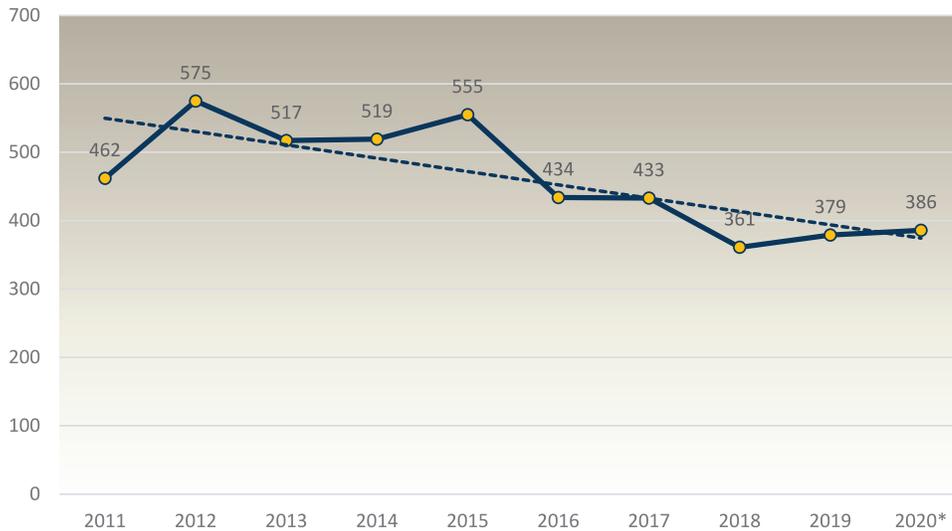
### C1: Number of Traffic Fatalities



### C2: Fatality Rate/100 Million Vehicle Miles Traveled (VMT)



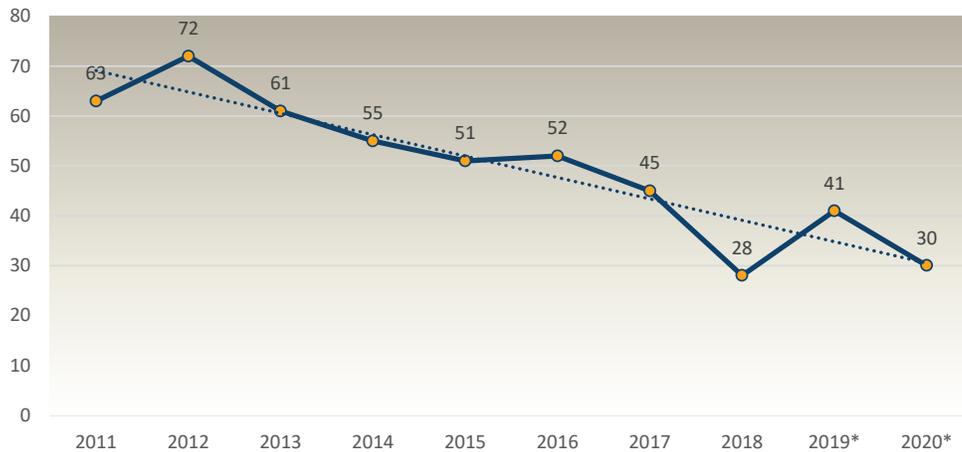
### C3: Number of Serious Injuries



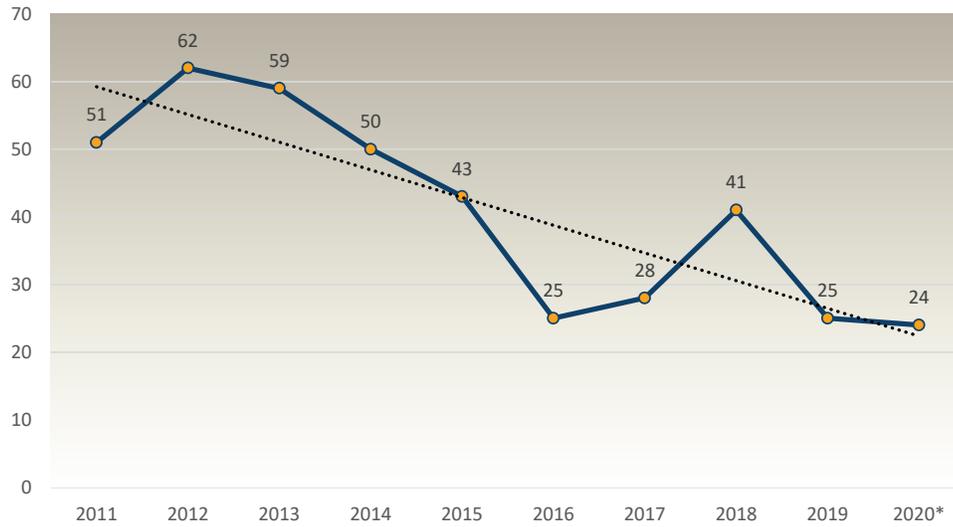
### C4: Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions



### C5: Number of Fatalities Involving A Driver or Motorcycle Operator with A Blood Alcohol Content (BAC) Of .08 and Above



### C6: Number of Speed-Related Fatalities



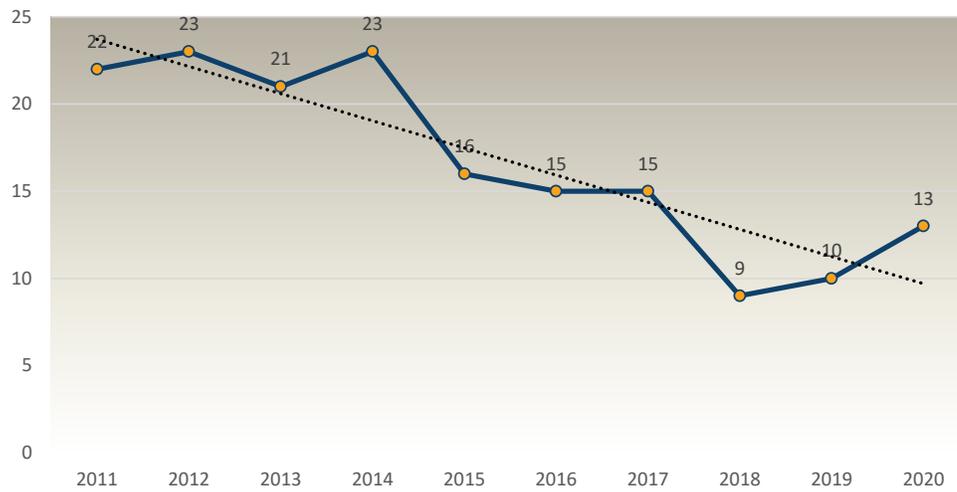
### C7: Number of Motorcycle Fatalites



### C8: Number of Unhelmeted Motorcycle Fatalites



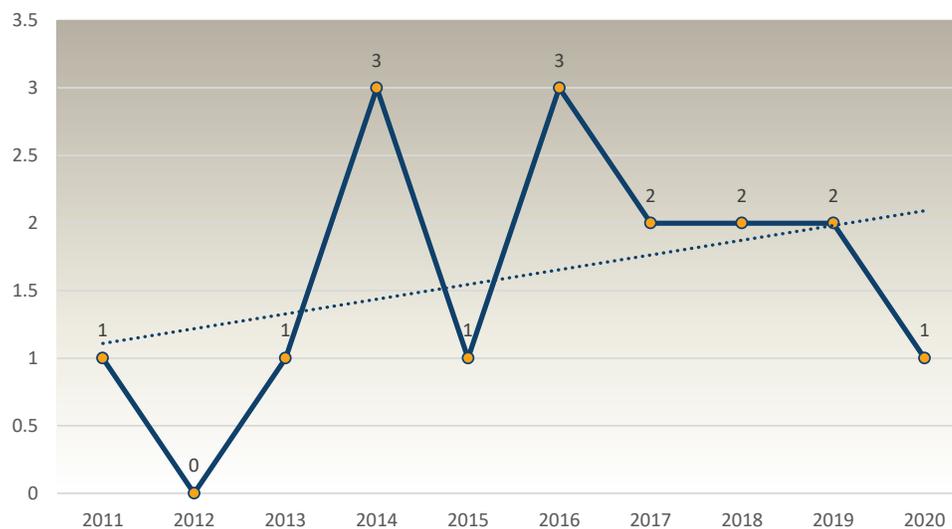
## C9: Number of Fatal Crashes Involving A Driver Age 20 and Younger



## C10: Number of Pedestrian Fatalities

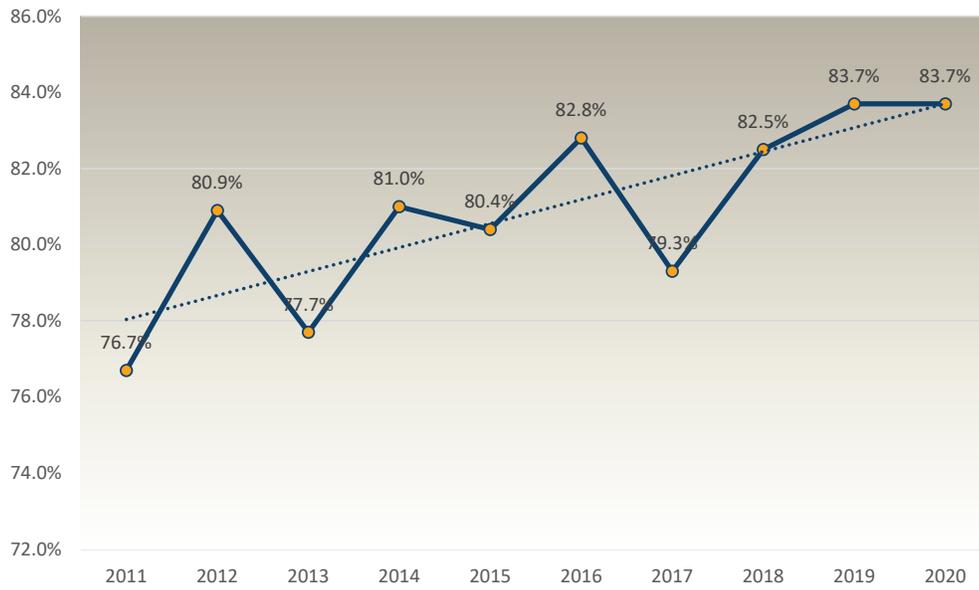


## C11: Number of Bicycle Fatalities



# Core Behavior Measure

## B1: Percent of Observed Occupants Wearing Seat Belts



# FFY 2021 Project and Activity Summary

## Planning and Administration

**Contributions to HSP Performance Measures:** This program area supported performance measure (C1) Number of Traffic Fatalities. The project provided funds toward program planning, implementation and evaluation.

### Planning and Administration – PA2101-01

**Budget Obligated: \$300,000**

**Budget Expended: \$83,474**

#### Project Description and Activity

This project supported HSP planning, development, implementation, marketing, monitoring and evaluation. Costs consisted of Safety Division program manager salaries, travel and miscellaneous expenses for general traffic safety activity not associated to a specific program area.

## Community Traffic Safety Programs

### Contributions to HSP Performance Measures:

This program area supported performance measures (C1) Number of Traffic Fatalities, (C4) Unrestrained Passenger Vehicle Occupant Fatalities, and (C6) Speed Related Fatalities. Projects provided funds for research-based education and outreach.

### Program Management – CP2109-01

**Budget Obligated: \$500,000**

**Budget Expended: \$148,509**

#### Project Description and Activity

Costs consisted of the direct management of community traffic safety projects including program manager salary, travel, and other direct costs.

### Vision Zero Community Outreach Program – CP2109-02

**Budget Obligated: \$325,248**

**Budget Expended: \$254,825**

#### Project Description and Activity

The North Dakota Association of Counties (NDACo) received a grant to conduct traffic safety outreach to county leadership (i.e. commissioners) and employees, corporations, businesses, and other partners to increase support for traffic safety at the local level. Outreach activity included public information, training, community mobilization, media advocacy and other activities.

The NDACo's Vision Zero Outreach Manager is funded through this project and oversees the work of the three additional Vision Zero Coordinators who serve multi-county quadrants of the state.

Vision Zero Coordinators attended county and city commission meetings to discuss traffic safety outreach opportunities; spoke at civic group meetings; conducted Impact Teen Driver presentations; and sponsored athletic, rodeo, and speedway events. In addition, the coordinators set up booths at community events and utilized the Fatal Vision Goggles, Simulated Impaired DrivINg Experience (SIDNE) cart and driving simulators to engage the public as they provided traffic safety information about occupant protection, impaired driving and distracted driving. Two Click It For Coffee events were held during the national Click It or Ticket campaign to increase awareness of the importance of wearing seat belts. The coordinators also promoted the Vision Zero Schools program and assisted schools with traffic safety outreach projects.

Activity occurred through diverse partnerships governed by the NDACo including the Institute of Local Government, the County Employers Group (CEG), the CEG Risk Managers Group and other partnerships with law enforcement, businesses, sports venues, media, schools/universities and others.

Costs consisted of the direct management of the program including the Vision Zero Outreach Manager salary, travel, sponsorship packages and other direct costs.

### **Media and Outreach – Other Areas of Emphasis – CP2109-03**

**Budget Obligated: \$35,000**

**Budget Expended: \$17,202**

#### **Project Description and Activity**

Media and outreach activity under this project addressed the Other Areas of Emphasis within the Vision Zero Plan not addressed through other campaign activity. This included older drivers, vulnerable users (primarily pedestrians and bicyclists), ATV/OHV users and rural/local system roads. Media materials were developed including a social media video, flyers and an Aging Driver Handbook.

Costs included consultant fees and costs for media purchases.

### **Media and Outreach – Commercial Motor Vehicle – CP2009-04**

**Budget Obligated: \$50,000**

**Budget Expended: \$24,885**

#### **Project Description and Activity**

A media campaign was distributed to provide information to the traveling public about driving among commercial vehicles. The campaign focus educated and encouraged all drivers to drive safely around commercial vehicles, specifically in North Dakota's oil-producing counties where commercial motor vehicle traffic is greater. The campaign ran in July 2021 which was selected due to higher traffic volumes of commercial vehicles. The campaign consisted of digital and social media ads.

Costs included consultant fees and media purchases.

### **Media and Outreach – Native American Populations – CP2109-05**

**Budget Obligated: \$100,000**

**Budget Expended: \$29,352**

#### **Project Description and Activity**

Native Americans in North Dakota are over-represented in fatal crashes. This campaign – focused on “protecting life” – reinforced the importance of buckling up and choosing and using the correct child safety seats. Campaign messages were distributed to North Dakota reservations via radio, digital and social media. Standing Rock Transit Bus advertising featured a buckle up ad.

Costs included consultant fees and costs for media purchases.



## **Program Development and Evaluation – CP2109-06**

**Budget Obligated: \$115,000**

**Budget Expended: \$43,066**

### **Project Description and Activity**

The North Dakota State University (NDSU) Upper Great Plains Transportation Institute (UGPTI) completed the following evaluation projects.

- Completed the annual KABB traffic safety survey which is consistent with NHTSA/GHSA-established performance measures.
- Analyzed crash and driver data sets requested to meet specific analysis needs of the NDDOT Safety Division.
- Developed and conducted a young teen driver analysis to advance the understanding of how teen driver education preparation, in the graduated driver license process, influences traffic safety outcomes among young, novice drivers.
- Completed an observational study of the use of cell phones among drivers.

Project evaluation results were used to strengthen programs for improved outcomes.

Costs included consultant fees, sub-consultant fees, operating expenses, and an approved indirect cost rate.

## **Vision Zero Partner Summit and Event Coordination – CP2109-07**

**Budget Obligated: \$190,000**

**Budget Expended: \$49,175**

### **Project Description and Activity**

Event coordination services were provided for the planning and implementation of the annual Vision Zero Partner Conference held virtually in April 2021. The Safety Division's event coordinator worked on all aspects of the virtual conference including researching various vendors. The event coordinator created all event website elements including the template creative, emails, attendee hub, speaker training, event facilitation and a survey. The conference creative included a welcome video that played before each session.

Costs consisted of the consultant fees and direct costs associated with the Vision Zero Partner Conference.

## **Media and Outreach – Lane Departure – CP2109-08**

**Budget Obligated: \$10,000**

**Budget Expended: \$9,853**

### **Project Description and Activity**

Lane departure is the number one reason for severe crashes in North Dakota. Lane departures occur when a vehicle leaves the traveled way such as crossing an edge or center line. The campaign used the existing media campaign "Lane Departure" which provided information about lane departure crashes, causal factors and prevention. The lane departure media campaign consisted of earned, social and digital media. Digital media was designed to play across devices. Ads were geographically targeted to include adults 18 and over in North Dakota and were aired during times where lane departure crashes were prevalent.

Costs consisted of consultant fees and direct media costs.



## **Media and Outreach - Highway Safety Corridors – CP2109-09**

**Budget Obligated: \$65,000**

**Budget Expended: \$34,898**

### **Project Description and Activity**

The NDDOT developed and implemented the Vision Zero Highway Safety Corridors (HSC) program on select roadway segments with a higher number of severe crashes. Three HSCs were completed. Motorists traveling within the HSCs saw enhanced safety features including signage, pavement markings and increased law enforcement presence. A media campaign used existing radio and social creative to create public awareness about the HSCs. The media campaign consisted of earned, paid, and social media and was distributed in the geographic locations of the HSCs.

Costs consisted of consultant fees and direct media costs.

## **Safe Kids Grand Forks- Child Passenger, Bicycle and Pedestrian Safety**

### **Education and Outreach – CP2109-10-01**

**Budget Obligated: \$40,000**

**Budget Expended: \$40,000**

### **Project Description and Activity**

The NDDOT Safety Division contracted with Safe Kids Grand Forks, a program of Altru Health Systems, to conduct child passenger, bicycle and pedestrian safety education and outreach in a nine-county service region in northeast North Dakota. Safe Kids Grand Forks provided community Child Passenger Safety (CPS) services to parents, caregivers and medical personnel through CPS education and outreach locations and events including Safe Kids Day, CARS Class (for childcare providers and foster parents) and Bringing Home Baby class. Safe Kids also provided CPS education and outreach through Head Start programs, schools, Altru Clinic, Grand Forks Social Services, UND School of Nursing, UND School of Medicine, Grand Forks Public Health Department and others. Education and outreach were conducted through newsletters, radio interviews, news articles, social media, stakeholder activities, etc. Safe Kids promoted bicycle and pedestrian safety in the service region through school events including Safety on Wheels, Back to School on-site events, crossing guard safety and safety patrol training.

Costs included salary and benefits, travel and costs related to education materials for distribution.

## **Transforming Traffic Safety Culture – CP2109-09-01**

**Budget Obligated: \$35,000**

**Budget Expended: \$0**

### **Project Description and Activity**

The NDDOT Safety Division participated in the Transforming Traffic Safety Culture project with a goal to grow a strong safety culture within the NDDOT. The project was led by the Montana State University (MSU) Center for Health and Safety Culture. MSU made recommendations regarding lessons learned and activities to be used to transform North Dakota's safety culture. The NDDOT is working to apply the recommendations. No additional work from MSU was requested.

There were no costs incurred.

## **Boundary Spanning Leadership Training – CP2109-10-02**

**Budget Obligated: \$30,000**

**Budget Expended: \$0**

### **Project Description and Activity**

This project was not fully completed and was deferred for completion in FFY 2022. In FFY 2021, due to a surge in COVID 19 cases, the planning team postponed the in-person sessions to FFY 2022. A date is yet to be determined. The team changed plans to use this interim time to create a greater understanding and awareness of Boundary Spanning Leadership (BSL). The Center for

Creative Leadership (CCL) provided two overview webinar sessions. The webinars are intended to better prepare the Vision Zero partners to apply BSL during the facilitated session. The planning team debriefed and suggested improvements to build a greater understanding of why BSL should be applied and why participants have been invited.

There were no costs incurred.

### **CarFit Pilot Project – CP2109-11**

**Budget Obligated: \$35,000**

**Budget Expended: \$5,266**

#### **Project Description and Activity**

The NDSU UGPTI evaluated a CarFit program to determine where the aging driver population might require additional education or intervention in order to more safely and successfully operate their vehicles. Due to COVID-19, the CarFit program was limited to virtual events only and UGPTI was not able to design and implement a CarFit pilot project statewide.

Costs included salary and other direct costs.

## **Distracted Driving**

**Contributions to HSP Performance Measures:** This program area supported activity measure (A6) Number of Distracted Driving Citations, and performance measures (Other) Talking on Cell Phone While Driving, and (Other) Texting While Driving. Projects provided funds for enforcement and research-based education and outreach.

### **Program Management – DD2111-01**

**Budget Obligated: \$5,000**

**Budget Expended: \$5,935**

#### **Project Description and Activity**

Costs consisted of the direct management of the program including program manager salary, travel and other direct costs

### **High Visibility Enforcement – DD2111-02**

**Budget Obligated: \$300,000**

**Budget Expended: \$51,022**

#### **Project Description and Activity**

The NDDOT Safety Division provided grants to 21 law enforcement agencies in North Dakota to conduct overtime enforcement of the state's ban on texting while driving with a focus in areas more prominently impacted by severe distracted driving crashes.

The Safety Division planned two distracted driving enforcement campaigns for April and September 2021. For the April campaign, 18 agencies participated; however, in September, only 13 agencies participated due to staffing difficulties. Despite the lingering effects of COVID on law enforcement staffing, the contracted agencies were able to write 412 distracted driving citations during overtime events and issue 727 traffic citations overall. Over 1,000 hours of distracted driving overtime was conducted in FFY 2021.

Costs included overtime enforcement hours and mileage.

## Media and Outreach – Distracted Driving – DD2111-03

**Budget Obligated: \$300,000**

**Budget Expended: \$124,373**

### Project Description and Activity

Media and outreach campaigns were developed and distributed to educate North Dakota residents of the risks and consequences of distracted driving. Two distracted driving media campaigns were planned to occur in April and September 2021. The media campaign occurred in conjunction with the enforcement campaigns and distributed messages through radio, paid social media, posters, webpage/social media cover photos and earned media.

The distracted driving media campaign discouraged texting and driving by providing a powerful statistic on how a distracted driver is much more likely to crash. The social media posts told the story of a family impacted by a distracted truck driver and how they narrowly escaped severe injury in a crash that destroyed their family van.

Costs included consultant fees and costs for creative development and media purchases.



**Texting and driving makes you  
23x more likely to CRASH.**

**VISION ZERO**  
Zero fatalities. Zero excuses.

**NORTH  
Dakota** | Transportation  
Be Legendary.

**U DRIVE.  
U TEXT.**

**U PAY**

## Impaired Driving

**Contributions to HSP Performance Measures:** This program area supported performance measures (C5) Fatalities Involving an Operator with .08 BAC or Above and (A7) Drug-Impaired Driving-2021 (Statewide – All State Toxicology Data). Projects provided funds for law enforcement training, enforcement and research-based education and outreach strategies, and program evaluation.

### **Program Management – ID2110-01**

**Budget Obligated: \$260,000**

**Budget Expended: \$183,769**

#### **Project Description and Activity**

Costs consisted of the direct management of the program including program manager salary, travel and other direct costs.

### **High Visibility Enforcement – ID2110-02 and ID2110-12**

**Budget Obligated: \$600,000**

**Budget Expended: \$276,150**

#### **Project Description and Activity**

The NDDOT Safety Division continued to coordinate the deployment of regional DUI enforcement bringing state, county, and city law enforcement agencies together to conduct sustained impaired driving High Visibility Enforcement (HVE) including saturation patrols and checkpoints. Agencies conducted five HVE campaigns in FFY 2021 targeted to high-risk times with greater risk of impaired driving such as holidays, community celebrations, etc.

Grants were provided to the North Dakota Highway Patrol, 18 police departments and 15 sheriff's offices. Agencies conducted three Drive Sober or Get Pulled Over campaigns and two underage drinking prevention campaign in FFY 2021 including participation in the national Drive Sober or Get Pulled Over campaign in August/September 2021. More than 3,800 hours of overtime was performed and a total of 2,306 citations were issued that included 332 DUIs and 195 other alcohol- and drug-related violations.

All campaigns were conducted in FFY 2021, and none were canceled due to COVID-19; however, several agencies noted that their staffing was limited due to COVID-19 issues.

Costs included overtime enforcement hours and mileage.

### **Drug Recognition Expert Call-Out Overtime and Travel – ID2110-09-02**

**Budget Obligated: \$35,000**

**Budget Expended: \$0**

#### **Project Description and Activity**

Funds were set aside to allow for reimbursement of overtime expenses to law enforcement agencies if their off-duty Drug Recognition Expert (DRE) was needed to assist another law enforcement agency. This encouraged DREs to promote their services to surrounding agencies for increased drugged driving awareness.

The funding was promoted to the DREs and their agencies; however, no reimbursement requests were received.

No costs were incurred for this activity.

### **Media and Outreach – Impaired Driving – ID2110-03**

**Budget Obligated: \$500,000**

**Budget Expended: \$388,130**

#### **Project Description and Activity**

Media and outreach campaigns were developed and distributed to educate North Dakota residents of the risks and consequences of impaired driving.

Five campaigns were planned for FFY 2021 including three campaigns for state and national DUI HVE periods and two campaigns focused on underage drinking prevention. The recently developed impaired driving ads, "Not Funny" and "No Excuses" were used for the impaired driving campaigns in FY 2021, and the "What If" creative was used for the underage enforcement. Media included radio, Snapchat geofilters, TV, social and digital media, and earned and organic media.

New creative using Tigirlily, a North Dakota singing duo, now national recording artists, showcased their hit single "Somebody Does" to encourage people to make the right choice behind the wheel because somebody does care. Other new creative told the story of Shayna Monson, a North Dakota native, who was the driver in a crash with another vehicle where the driver was impaired. The crash killed her passengers and left her severely injured and permanently disabled.

Costs included consultant fees and costs for creative development and media purchases.



### Media and Outreach – Impaired Driving – Fargo Police Department – ID2110-04

**Budget Obligated: \$7,000**

**Budget Expended: \$7,000**

#### **Project Description and Activity**

Funding was provided to the Fargo Police Department (PD) to develop and conduct a local media campaign for the community of Fargo that included messages on Facebook, Instagram and Snapchat. The Fargo PD collaborated with a local media firm to develop media content that resonated with the demographic that patronize the local liquor establishments. Placement was made during high-incident times, such as, Halloween, December/January holiday parties, Saint Patrick's Day and the Fourth of July.

Costs included media placement.

### **Video Camera Surveillance Systems – ID2110-05**

**Budget Obligated: \$266,928**

**Budget Expended: \$36,000**

#### **Project Description and Activity**

Law enforcement agencies that participated in the regional overtime enforcement program were eligible to apply for funds to purchase in-car video surveillance systems based on demonstrated need. Video cameras have been proven to reduce court time associated with DUI adjudication and aid in officer safety. Video cameras continue to be an integral tool for the impaired driving investigation. The North Dakota Highway Patrol and five local law enforcement agencies were awarded funds for the purchase of video cameras in FFY 2021.

Costs consisted of equipment.

### **Alcohol-Testing Equipment and Training – ID2110-06-01**

**Budget Obligated: \$368,692**

**Budget Expended: \$300,000**

#### **Project Description and Activity**

Funds were provided to the North Dakota Attorney General's Office State Toxicology Lab (Lab) to purchase equipment for testing samples of alcohol and drugs. Funding was also provided for analyst training.

The Lab purchased alcohol testing equipment including a GC/MS, 15 Intoxilizer 9000s, 45 AS-FSTs (preliminary breath test devices), software upgrades, various consumables and online training courses.

Costs consisted of equipment, supplies and training registration.

### **Passive Alcohol Sensors – ID2110-06-03**

**Budget Obligated: \$150,000**

**Budget Expended: \$0**

#### **Project Description and Activity**

Funds were set aside to assist with the purchase of passive alcohol sensors (PAS) to distribute to law enforcement officers throughout the state. However, further consideration and consultation with law enforcement, it was decided to not pursue the PAS, but rather law enforcement could utilize the Intoximeter as a PAS.

Costs were not incurred.

### **Traffic Safety Resource Prosecutor (TSRP) Program – ID2110-07**

**Budget Obligated: \$200,000**

**Budget Expended: \$178,807**

#### **Project Description and Activity**

During FFY 2021, the TSRPs trained over 750 individuals on topics of search and seizure, prosecuting the drugged driver, criminal and traffic legislative changes, DUI case law update, effective witnessing and administrative law. Participants included law enforcement, prosecutors and judges. The TSRPs also provided approximately 90 hours of technical assistance to prosecutors and law enforcement personnel throughout the fiscal year.

The TSRPs continued to administer the TSRP webpage for prosecutors and law enforcement to provide information on impaired driving enforcement, courtroom testifying, Standardized Field Sobriety Test (SFST) training manuals, Supreme Court opinions, memos regarding interpretations

of case law, etc. The TSRPs and state DRE Coordinator worked together to develop a training video on the one-leg stand and walk-and-turn field sobriety tests. The videos will be posted to the TSRP webpage.

The TSRPs co-chaired the Vision Zero Priority Emphasis Area Team for Impaired Driving Prevention (DUI Task Force). The DUI Task Force reviewed/researched current state laws, incarceration issues, current treatment practices and data gaps for recommended improvements. The TSRPs are members of the Oral Fluid Technical Advisory Committee, Driving Under Suspension Committee and a pilot program to strengthen data collection processes to track a DUI offense from arrest through adjudication.

Costs consisted of salaries, travel, operations and program costs associated with the TSRP program.

### **Program Development and Evaluation – ID2110-08-01**

**Budget Obligated: \$286,622**

**Budget Expended: \$63,384**

#### **Program Description and Activity**

The NDDOT Safety Division provided funds to the NDSU UGPTI for program evaluation to strengthen programs for improved outcomes.

NDSU UGPTI completed the following evaluation projects related to impaired driving.

- Analyzed alcohol/drug-related crash, driver and other data sets to meet NDDOT Safety Division requests.
- Continued longitudinal evaluation of North Dakota's 24/7 Sobriety Program – a driver-based intervention for DUI offenders. Program evaluation continues to demonstrate positive participant outcomes with reduced recidivism.
- Completed an analysis of the State Toxicology Lab's drug samples tested. The analysis identified trends in drug substances statewide and regionally, the frequency of drug substances and cross tabulation of drug classes with traffic-related samples. The findings will assist the Safety Division to determine future project development.
- Analyzed contributing factors to DUI recidivism to identify the contributing factors after a first DUI. Identifying the contributing factors can be valuable information in determining appropriate judicial and administrative sanctions for DUI offenders.
- Conducted a driver survey regarding ride-sourcing availability and how it is used in the state. The results of the survey indicated that rural areas have limited access to ride-sourcing and were unaware of the benefits. The individuals who had used a ride-sourcing service primarily used it to avoid driving after drinking alcohol.

Costs consisted of UGPTI's consulting fees, operating expenses and an approved indirect cost rate.

### **State Judicial Outreach Liaison – ID2110-08-02**

**Budget Obligated: \$29,480**

**Budget Expended: \$7,478**

#### **Program Description and Activity**

Funding was allocated to implement a State Judicial Outreach Liaison (SJOL) outreach position. The position's primary objective is to provide a foundation for outreach efforts to educate and inform local judges on impaired driving and highway safety issues. The duties of the SJOL include serving as an educator, writer, community outreach advocate, consultant and liaison, regarding impaired driving and other traffic issues in North Dakota.

The NDSU UGPTI conducted a search for a SJOL and hired a retired judge in the position effective September 21, 2021. Even though the SJOL was only in place for 9 days during FFY 2021, he

immediately made contacts with the judicial partners and introduced himself and the SJOL program. The SJOL is well-received and began making connections.

Costs consisted of salary, equipment and program costs associated with the SJOL program.

### **DUI Enforcement Training – ID2110-09**

**Budget Obligated: \$50,000**

**Budget Expended: \$49,851**

#### **Program Description and Activity**

The NDDOT Safety Division contracted with a professional event planner to assist with training, conferences and other traffic safety program events. The event planner coordinated and completed event logistics and acted as a fiscal agent to reimburse the on-site and participant expenses associated with each.

Events completed under this project in FFY 2021 included:

- Reimbursement of travel expenses for law enforcement to attain the following training:
  - Advanced Roadside Impaired Driving Enforcement (ARIDE).
  - DRE training expenses for students and instructors. Travel expenses included out-of-state lodging and mileage, and per diem. Due to COVID-19, the out-of-state travel was postponed until 2021.
  - Development of SFST training videos for law enforcement.
  - Meeting room and travel expenses for DREs to attend the annual North Dakota State's Attorney's Association (NDSAA)/DRE Joint Conference.

Costs consisted of the consultant fees and direct costs associated with printing, creative development, meeting room, lodging, per diem and training materials.

### **Parents Lead – ID2110-10-01**

**Budget Obligated: \$50,000**

**Budget Expended: \$42,640**

#### **Program Description and Activity**

The NDDOT Safety Division continued as a partner agency in the administration of the Parents Lead program – an evidence-based underage drinking prevention program.

Parents Lead provides education and awareness to parents about the importance of their involvement and intervention to ultimately change the drinking culture in North Dakota to deter underage drinking and overconsumption.

Parents Lead is a partnership between the NDDOT Safety Division and the North Dakota Department of Human Services (NDDHS) Behavioral Health Division. This partnership coordinates the administration of the program and the distribution of program materials through stakeholder and referral groups of each agency.

Parents Lead program materials include a website ([www.parentslead.org](http://www.parentslead.org)) with content for parents, professionals and communities. Parents can register to receive monthly email information. TV, radio and print materials are produced and distributed to expand participation in the program. There is also a Parents Lead Facebook page.

Funding was provided to NDDHS Behavioral Health Division for costs associated with Parents Lead media placement for underage drinking prevention.

Costs included media buys.

### **Simulated Impaired Driving Experience – ID2110-10-02**

**Budget Obligated: \$50,000**

**Budget Expended: \$48,335**

#### **Program Description and Activity**

In FFY 2021, funds were used by the NDDOT Safety Division to purchase two SIDNEs for use by partners for impaired driving prevention community outreach activities. Law enforcement, Vision Zero Outreach Coordinators and other partners were trained to transport and use the SIDNEs at outreach events.

Costs consisted of the purchase of two SIDNEs, accessory training package, spare batteries and trailers.

### **Oral Fluid Testing Pilot – ID2110-11**

**Budget Obligated: \$100,000**

**Budget Expended: \$99,355**

#### **Project Description and Activity**

Funds were provided to the North Dakota Attorney General's Office State Toxicology Lab (Lab) to purchase 16 oral fluid roadside screening devices and miscellaneous supplies for the oral fluid devices. The Lab is one of the lead agencies involved in developing a feasibility study for roadside drug screening.

The 16 oral fluid devices were purchased, and the Lab is working with the Oral Fluid Technical Advisory Committee to develop approved methods for the devices. DRE officers will be trained on the devices in January 2022 and the feasibility study will start after training.

Costs consisted of equipment and supplies.

### **Speak Volumes Campaign – ID2110-13-01**

**Budget Obligated: \$250,000**

**Budget Expended: \$206,063**

#### **Program Description and Activity**

Funds were provided to the NDDHS Behavioral Health Division to develop and distribute a mass media campaign to expand their Speak Volumes campaign. The creative and messaging in Phase 2 focused on the importance of finding a safe ride home.

The media campaign consisted of paid, social and digital media and in-door advertising that was served to audiences aged 18 and older. The Speak Volumes media is tagged with the Vision Zero logo. ND continues to have high rates of over-consumption and binge drinking. The Speak Volumes campaign is aimed at educating the public on proper drink sizes to reduce over-consumption.

Costs included media consultant services to develop and distribute the Speak Volumes media campaign, and media buys for social, digital, TV and radio ads.

### **North Dakota Sober Ride Campaign – ID2110-13-02**

**Budget Obligated: \$350,000**

**Budget Expended: \$140,746**

#### **Program Description and Activity**

Funds were used to develop the ND Sober Ride media campaign to promote sober driving by incentivizing the use of ride sharing or taxi services. Campaign materials included creative for paid, earned, social and digital media and promoted the receipt of ride credits toward the use of a ride share or taxi during the campaign period. The ride credits were sponsored by AAA Foundation, McQuades Distributing, and other local establishments. The first campaign was launched statewide in March 2021. Over 800 rides were redeemed in March and a total of 849 were used through September 30. While there were some challenges in the first year, such as a shortage of Lyft drivers,

difficulty identifying program sponsors for the ride credits, etc. the program has been successful and is receiving significant support from the community for offering an alternative solution for getting home.

Costs included media consultant services for campaign development and media placement.



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### Going Out? Campaign – ID2110-13-03

**Budget Obligated: \$50,000**

**Budget Expended: \$50,000**

#### **Project Description and Activity**

Funds were used to provide placement of media campaign supporting the North Dakota Highway Patrol's (NDHP) roving DUI patrols to inform the public that the NDHP will be out in force to remove impaired drivers from the road. Impaired driving has been a consistent problem on North Dakota roadways and is a factor in approximately 40 percent of North Dakota's crashes and fatalities.

The media consultant developed creative materials for billboard and social media placement. The creative materials featured NDHP troopers from throughout the state and encouraged the public to drive sober.

Costs included media consultant services to develop and place the media.



### On-Line Responsible Beverage Server Training (RBST) – ID2110-14-01

**Budget Obligated: \$50,000**

**Budget Expended: \$49,494**

#### **Project Description and Activity**

Funds were provided to the NDDHS Behavioral Health Division to continue to develop an online North Dakota-specific Responsible Beverage Server Training (RBST) program for establishments that serve alcohol. Fifteen instructors attended the refresher training, and 17 additional instructors were certified to conduct the RBST. Mailings were sent to retail establishments to promote the training for their servers. A fake identification (ID) training was also conducted for servers on identifying fake IDs and the proper use of scanners.

Costs included consultant services and time to develop training materials, placement of media to promote the RBST program and revisions to RBST training videos.

## Motorcycle Safety

**Contributions to HSP Performance Measures:** This program area supported performance measure (C7) Motorcyclist Fatalities and (C8) Unhelmeted Motorcyclist Fatalities. Projects provided funds for rider training and research-based education and outreach.

### **Program Management – MC2106-01**

**Budget Obligated: \$10,000**

**Budget Expended: \$5,609**

#### **Project Description and Activity**

Costs consisted of the direct management of the program including program manager salary, travel and other direct costs.

### **Media and Outreach – Driver Awareness/Share the Road – MC2106-02-01**

**Budget Obligated: \$88,770**

**Budget Expended: \$20,000**

#### **Project Description and Activity**

Funds were provided to ABATE to implement the Share the Road campaign to encourage all roadway users to “share the road” with motorcyclists. The Share the Road campaign included public service announcements, billboards, brochures, posters and other safety publications and was conducted during the peak riding season. ABATE purchased 11 motorcycle safety billboards throughout North Dakota and secured 69,540 ads for an in-kind value of \$631,701. These spots promoted motorcycle safety and impaired riding prevention.

### **Enclosed Trailers – MC2106-02-02**

**Budget Obligated: \$48,000**

**Budget Expended: \$30,000**

#### **Project Description and Activity**

Funds were provided to ABATE for the purchase of two enclosed motorcycle trailers for transporting motorcycles to the North Dakota Motorcycle Safety Program mobile rider training sites across the state. Due to COVID-19 and the shortage of steel, only one of the enclosed trailers was delivered in FFY 2021.

Cost included the purchase of one enclosed trailer.



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## Occupant Protection

**Contributions to HSP Performance Measures:** This program area supported activity measure (A5) Percent of Misused Car Seats During Checks, (B1) Observed Seat Belt Usage and (C4) Unrestrained Passenger Vehicle Occupant Fatalities. Projects provided funds for enforcement and research-based education and outreach, program evaluation and child passenger safety program administration.

### Program Management – OP2105-01

**Budget Obligated: \$200,000**

**Budget Expended: \$39,953**

#### Project Description and Activity

Costs consisted of the direct management of occupant protection programs including program manager salary, travel and other direct costs.

### Child Passenger Safety – Program Administration – OP2105-02

**Budget Obligated: \$160,000**

**Budget Expended: \$145,610**

#### Project Description and Activity

The NDDOT Safety Division provided funds to the North Dakota Department of Health (NDDoH) for the continued administration of the statewide CPS Program to provide community services to parents and caregivers to increase the correct use of car safety seats, booster seats and seat belts by infants, toddlers, children and tweens (children ages eight through 12). During FFY 2021, the CPS Program:

- Provided technical assistance and resources to the public related to child restraint devices and North Dakota's CPS law.
- Maintained partnerships with local law enforcement agencies; local public health agencies; child-care providers; Women, Infant and Children (WIC) programs; Head Start programs; Safe KIDS North Dakota; hospital staff; social workers; and schools for program outreach through workshops, presentations, exhibits, newsletters, etc.
- Conducted five National CPS Technician Certification courses certifying 67 participants. Courses were held in Dickinson, Bismarck, Fargo, Grand Forks and Minot.
- Coordinated and conducted six CPS trainings and events to 142 participants to increase local trainers around the state.
- Held a national CPS training about children with special needs in Grand Forks with 17 CPS technicians attending and passing the course.
- Held a virtual CPS workshop with approximately 70-80 CPS technicians attending.
- Held a one-day CPS Renewal Testing course in Grand Forks, Fargo and Bismarck with seven CPS technicians renewing their certifications.
- Assisted approximately 272 certified CPS technicians to maintain their certification.
- Coordinated car safety seat checkups throughout the state in partnership with local programs and auto dealerships. The NDDoH assisted with 63 car seat checkups, inspecting over 555 car seats. Worked with approximately 146 certified CPS technicians during the car safety seat checkups. The number of car safety seat checkups increased from 2020 but is still down due to the COVID pandemic.



Costs included program staff salaries (one part-time program administrator, one part-time contractor and proxies), travel, program materials and training costs.

### **Observational Seat Belt Survey – OP2105-03**

**Budget Obligated: \$55,000**

**Budget Expended: \$52,491**

#### **Project Description and Activity**

The NDSU UGPTI conducted the annual statewide seat belt observation survey on behalf of the NDDOT Safety Division to determine North Dakota's seat belt use rate as a measure to evaluate the success of occupant protection programs. The survey was conducted June 2021. North Dakota's seat belt use by front and outboard passengers dropped from 83.7% in 2020 to 81.9% in 2021.

Costs consisted of UGPTI's consulting fees, operating expenses and an approved indirect cost rate.

### **Observational Child Passenger Safety Survey – OP2105-04-01**

**Budget Obligated: \$55,000**

**Budget Expended: \$13,188**

#### **Project Description and Activity**

The NDSU UGPTI conducted an observational CPS survey on behalf of the NDDOT Safety Division to determine CPS use rates. Survey data was analyzed by UGPTI at the time of this report and showed the CPS use rate was 96.2%. The use rate among those age 0-3 years old was 99.3%, 4-9 years old was 96.2%, and 10-14 years old was 93.9%. Survey data will be used to inform CPS program administration to improve use rates.

Costs consisted of UGPTI's consulting fees, operating expenses and an approved indirect cost rate

### **Child Passenger Safety Digital Check-Up Equipment – OP2105-04-02**

**Budget Obligated: \$35,000**

**Budget Expended: \$9,176**

#### **Project Description and Activity**

The NDSU UGPTI purchased and prepared tablets for the CPS technicians to expand the electronic CPS checklist user pool. Funds were used to purchase tablets, cases and screen protectors for 38 CPS technician tablet packages.

Costs also consisted of UGPTI's consulting fees, operating expenses and an approved indirect cost rate.

### **High Visibility Enforcement – OP2105-05**

**Budget Obligated: \$388,861**

**Budget Expended: \$295,672**

#### **Project Description and Activity**

Grants were provided to select law enforcement agencies throughout North Dakota to conduct sustained HVE of North Dakota's occupant protection laws to reduce the number of unrestrained motor vehicle crash fatalities statewide. Participating agencies included the North Dakota Highway Patrol, 20 police departments and 22 sheriff's offices. Agencies that participated in these campaigns were directed to conduct HVE at high crash locations during high crash times in their jurisdiction.

Agencies conducted three Click It or Ticket campaigns in FFY 2021 including participation in the national Click It or Ticket campaign in May 2021. More than 5,400 hours of overtime was performed and a total of 6,330 citations were issued that included 2,540 seat belt and child restraint citations.

Costs included overtime enforcement hours and mileage.

## Media and Outreach – Occupant Protection – OP2105-06

**Budget Obligated: \$420,000**

**Budget Expended: \$402,317**

### Project Description and Activity

Failure to wear seat belts is a primary factor in motor vehicle fatalities in North Dakota. Occupant protection media and outreach campaigns were developed and distributed to increase seat belt use in North Dakota by providing information about the risks and consequences of not wearing a seat belt.

Three media campaigns ran in conjunction with the state HVE periods. Media for each of the flights included statewide broadcast TV, cable TV, radio, digital and social media ads, website cover photos and posters. A third non-enforcement campaign ran to promote child safety seats through digital and social media, cover photos and posters.

All flights featured the creative called “Hold” and “Good Idea” which encompassed findings of market research demonstrating that emotional connections were the best way to motivate North Dakotans to wear their seat belts. The “Good Idea” creative is a light-hearted and humorous approach on why you should wear your seat belt by demonstrating bad ideas we have had in life and the unintended consequences.

Costs included consultant fees and costs for creative development and media purchases.



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### **Child Passenger Safety – Car Seat Distribution – OP2105-07-02**

**Budget Obligated: \$25,000**

**Budget Expended: \$18,409**

#### **Project Description and Activity**

The NDDoH's CPS Program continued to distribute car seats to parents and caregivers. The program purchased and provided car seats and supplies to local agencies to distribute to low-income families in their communities including 347 car seats to 32 distribution programs including three Native American reservations.

Project costs included the purchase of the car seats.

## **Police Traffic Services**

**Contributions to HSP Performance Measures:** This program area supported activity measure (C1) Number of Traffic Fatalities, (C4) Unrestrained Passenger Vehicle Occupant Fatalities, (C5) Fatalities Involving an Operator with .08 BAC or Above, and (C6) Speed Related Fatalities. Projects provided funds for enforcement and research-based education and outreach.

### **Program Management – PT2102-01**

**Budget Obligated: \$25,000**

**Budget Expended: \$0**

#### **Project Description and Activity**

The budget was for the direct management of the program including program manager salary, travel and other direct costs. There were no costs incurred in FFY 2021.

### **Law Enforcement Web-Reporting System – PT2102-03**

**Budget Obligated: \$50,000**

**Budget Expended: \$3,217**

#### **Project Description and Activity**

The NDDOT Safety Division maintains the Law Enforcement Web-Reporting System (LEWR), a web-based system that facilitates grant activity reporting by participating law enforcement agencies for HVE programs and monitoring of reported activity by program managers. Improvements were made to LEWR in FFY 2021 that included adding a feature for law enforcement agencies to download the current year proposal and then upload their funding proposal request. Also added was the ability to include an email address for the local government Auditor to receive a copy of the voucher and log sheet for their review and approval.

Funds were available for the maintenance and support of the system by the NDDOT and North Dakota Information Technology (NDIT).

### **Law Enforcement Training – PT2102-04**

**Budget Obligated: \$50,000**

**Budget Expended: \$28,045**

#### **Project Description and Activity**

The NDDOT Safety Division contracted with an events coordinator to assist with the planning of training, conferences and other traffic safety program events specific to law enforcement. The events coordinator arranged lodging and travel plans, purchased training materials and acted as a fiscal agent to reimburse the on-site and participant expenses associated with each training event attended by law enforcement. Events completed under this project in FFY 2021 included:

- Reimbursement of travel expenses for law enforcement to attain the following training:
  - Drug Evaluation & Classification Program for Drug Recognition Expert (DRE) certification

- Standardized Field Sobriety Testing (SFST)
- Advanced Roadside Impaired Driving Enforcement (ARIDE)
- Traffic Occupant Protection Strategies (TOPS) training
- Attendance at out-of-state conferences

Costs were for event coordination salary, reimbursement of travel expenses, purchase of training items and other direct costs.

## Speed Management

Contributions to HSP Performance Measures: This program area supported activity measure (C6) Speed-Related Fatalities. Projects provided funds for enforcement and research-based education and outreach.

### Program Management – SC2107-01

**Budget Obligated: \$2,000**

**Budget Expended: \$2,306**

#### Project Description and Activity

Costs consisted of the direct management of the program including program manager salary, travel and other direct costs.

### Radar Equipment – SC2107-02

**Budget Obligated: \$200,000**

**Budget Expended: \$161,172**

#### Project Description and Activity

Grants were provided to law enforcement agencies to purchase radar equipment to facilitate the use of speed as a trigger violation for impaired driving and occupant protection enforcement periods. Priority was given to agencies who demonstrated a need for the speed control equipment and who participated in the overtime enforcement programs.

Grants were awarded to the North Dakota Highway Patrol and five local law enforcement agencies for the purchase of radar/LIDAR units.

### Media and Outreach – Speed – SC2107-03

**Budget Obligated: \$200,000**

**Budget Expended: \$99,764**

#### Project Description and Activity

Speed is a contributing factor in one-third of all motor vehicle fatalities in North Dakota. The purpose of this campaign was to encourage all people who drive on North Dakota roads to always obey the traffic laws, with an emphasis on speed limits, and to educate North Dakota residents of the risks and consequences of speeding.

One speed campaign was planned for FFY 2021 and was conducted April 23 through May 23, 2021. The flight ran in conjunction with the state HVE period. The creative messaging featured a local race car driver and discussed the importance of driving the speed limit and consequences if you speed. Media for the flight included statewide earned, organic, radio, digital and social media ads. The ads were developed to target males ages 18-34 and were geo-targeted to run statewide.

Costs included consultant fees and costs for creative development and media purchases.

### High Visibility Enforcement – SC2107-04

**Budget Obligated: \$200,000**

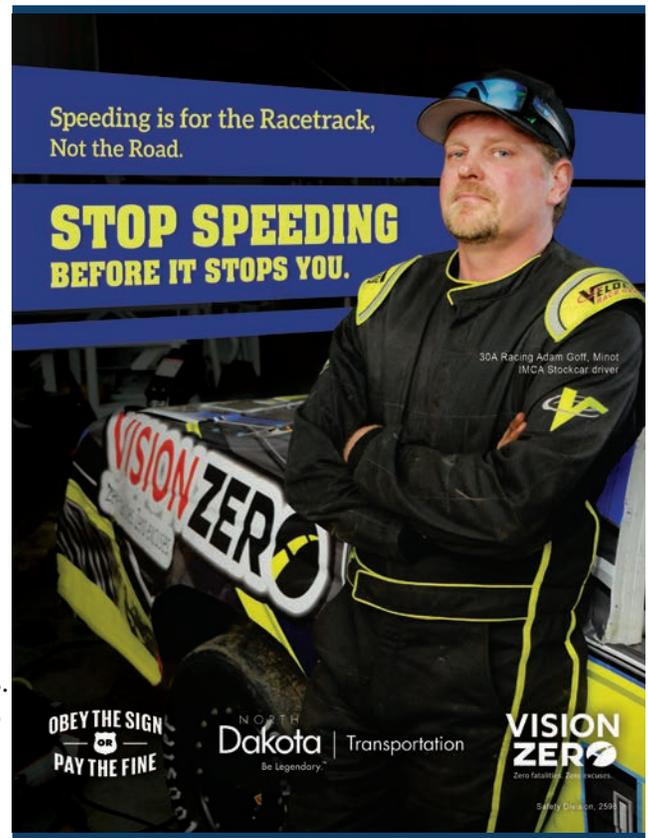
**Budget Expended: \$97,322**

#### Project Description and Activity

Grants were provided to law enforcement agencies throughout North Dakota to conduct speed enforcement overtime to reduce the number of motor vehicle crash fatalities statewide attributed to speed. Participating agencies included the North Dakota Highway Patrol, 22 police departments and 23 sheriff's offices. Participating agencies were directed to conduct HVE at high crash locations during high crash times in their jurisdiction. Agencies with a Vision Zero HSC within their jurisdiction were asked to focus efforts within the corridor.

Agencies conducted one speed enforcement campaign in FFY 2021 in the spring. Almost 2,000 hours of overtime was performed and a total of 3,047 citations were issued that included 2,660 speed citations. Only four agencies were unable to participate due to lingering COVID-19 staffing issues.

Costs included overtime enforcement hours and mileage



## Traffic Records

**Contributions to HSP Performance Measures:** This program area supported activity measure (A4) Percentage of Traffic Citations Electronically Submitted. Projects provided funds to provide and maintain the electronic crash reporting software for use by law enforcement agencies statewide and provide technical support to users, to maintain crash data databases and other activities that support crash data analysis.

### Program Management – TR2104-01

**Budget Obligated: \$350,000**

**Budget Expended: \$164,754**

#### Project Description and Activity

Costs consisted of the direct management of the program including program manager and analyst salary, travel, and other direct costs.

### Crash Data System Replacement Project – TR2104-02

**Budget Obligated: \$151,073**

**Budget Expended: \$2,206**

#### Project Description and Activity

This project provided for the system enhancements necessary to allow migration completely away from the Crash Reporting System (CRS) to a single electronic crash report system, Traffic and Criminal Software (TraCS).

The project included funds to create an interface that will load the data warehouse used for crash data analysis directly from TraCS instead of the CRS.

Costs were for in-house information technology hourly fees to complete necessary changes required to replace CRS.

### Electronic Crash Reporting System Support – TR2104-03

**Budget Obligated: \$450,000**

**Budget Expended: \$197,630**

#### Project Description and Activity

North Dakota continued to use TraCS for electronic crash reporting by law enforcement, through a Memorandum of Understanding (MOU) with the State of Iowa – the software licensor.

An information technology vendor was contracted by the NDDOT Safety Division for the maintenance of TraCS and associated TraCS modules (incident location tool, electronic citations, Report and Notice form, etc.). The vendor provided support to law enforcement users throughout the state to install the software, provide training and to provide ongoing technical assistance and resources to facilitate efficient TraCS use.

Costs were for the vendor's hourly services, and other direct costs associated with TraCS support.

### Electronic Crash Reporting Software – License Fee – TR2104-04

**Budget Obligated: \$85,000**

**Budget Expended: \$85,000**

#### Project Description and Activity

Payment was issued to the State of Iowa for the annual TraCS licensing fee for 2021.

## Young Drivers

**Contributions to HSP Performance Measures:** This program area supported activity measure (C9) Drivers Age 20 and Younger Involved in Fatal Crashes. Projects provided funds for research-based education and outreach.

### Program Management – TSP2108-01

**Budget Obligated: \$35,000**

**Budget Expended: \$13,526**

#### Project Description and Activity

Costs consisted of the direct management of the program including program manager salary, travel, and other direct costs.

### Driving Skills for Life – TSP2108-02

**Budget Obligated: \$7,500**

**Budget Expended: \$4,335**

#### Project Description and Activity

The annual Driving Skills for Life (DSFL) program occurred in Grand Forks, ND in August 2021. The event consisted of a ride and drive session conducted via law enforcement where teens drove through the course under normal conditions and then again while being distracted by receiving and sending text messages and taking selfies. Other activities included a series of traffic safety information and interactive booths such as distracted driving simulators, an impaired driving pedal cart, a rollover simulator, a seat belt convincer and other activities. DSFL participants also had the opportunity to participate in the North Dakota Safety Council's Alive at 25 program free of charge.

Costs included consultation fees and travel expenses.



### **Alive at 25 Defensive Driving Program – TSP2108-03**

**Budget Obligated: \$50,000**

**Budget Expended: \$40,000**

#### **Project Description and Activity**

The North Dakota Safety Council (NDSC) received a grant to provide the Alive at 25 program to schools throughout North Dakota. The NDSC was able to provide the program to 889 teens through 21 schools and the annual DSFL event. Alive at 25 teaches teens and young adults that (1) people in their age group are more likely to be hurt or killed in a vehicle crash; (2) inexperience, distractions and peer pressure cause unique driving hazards; (3) speeding, alcohol and party drugs greatly increase their risk of injury or death; and (4) as a driver or passenger, they can reduce their risk by taking control.

Costs included student registrations, materials and other costs associated with the project.

### **Early Warning Letter – TSP2108-04**

**Budget Obligated: \$2,500**

**Budget Expended: \$0**

#### **Project Description and Activity**

This project consisted of mailing an Early Warning Letter (EWL) to teens and/or parents upon receipt of his/her first moving violation. The EWL is an effective tool to reduce recidivism among first-time teen violators. A personal letter reminded teens of the importance of obeying the law, the consequences of engaging in unsafe habits early in their driving careers, and that they are responsible for their personal safety and that of others on the road.

No costs were charged to this project in FFY 2021. Costs are paid through other NDDOT cost centers

### **Driver Education Curriculum and Support – DE2108-02**

**Budget Obligated: \$10,000**

**Budget Expended: \$3,610**

#### **Project Description and Activity**

The NDDOT Safety Division provided funds to their events coordinator to assist the North Dakota Driver and Traffic Safety Education Association (NDDTSEA) to conduct their annual conference. Due to COVID-19, the NDDTSEA conference was completed virtually. The events coordinator assisted with developing and formatting the agenda which included speaker bios and session descriptions and developed some presentation slides.

Cost was for consultant fees and conference speaker fees.

### **Driver Education Simulators – DE2108-03**

**Budget Obligated: \$50,000**

**Budget Expended: \$40,655**

#### **Project Description and Activity**

The NDDOT Safety Division provided funds to three schools that provide driver education for the purchase of a driver simulator for use within the driver education program. The schools that received a grant were Grand Forks Public School, Hettinger Public School and Kulm Public School. The simulator is designed to teach teen drivers the critical skills essential to safe driving and allows teens to learn and practice critical driving skills in a safe and controlled environment.

Costs was for the purchase of a driver education simulator.

**Program Development and Evaluation – DE2108-04**

**Budget Obligated: \$25,000**

**Budget Expended: \$0**

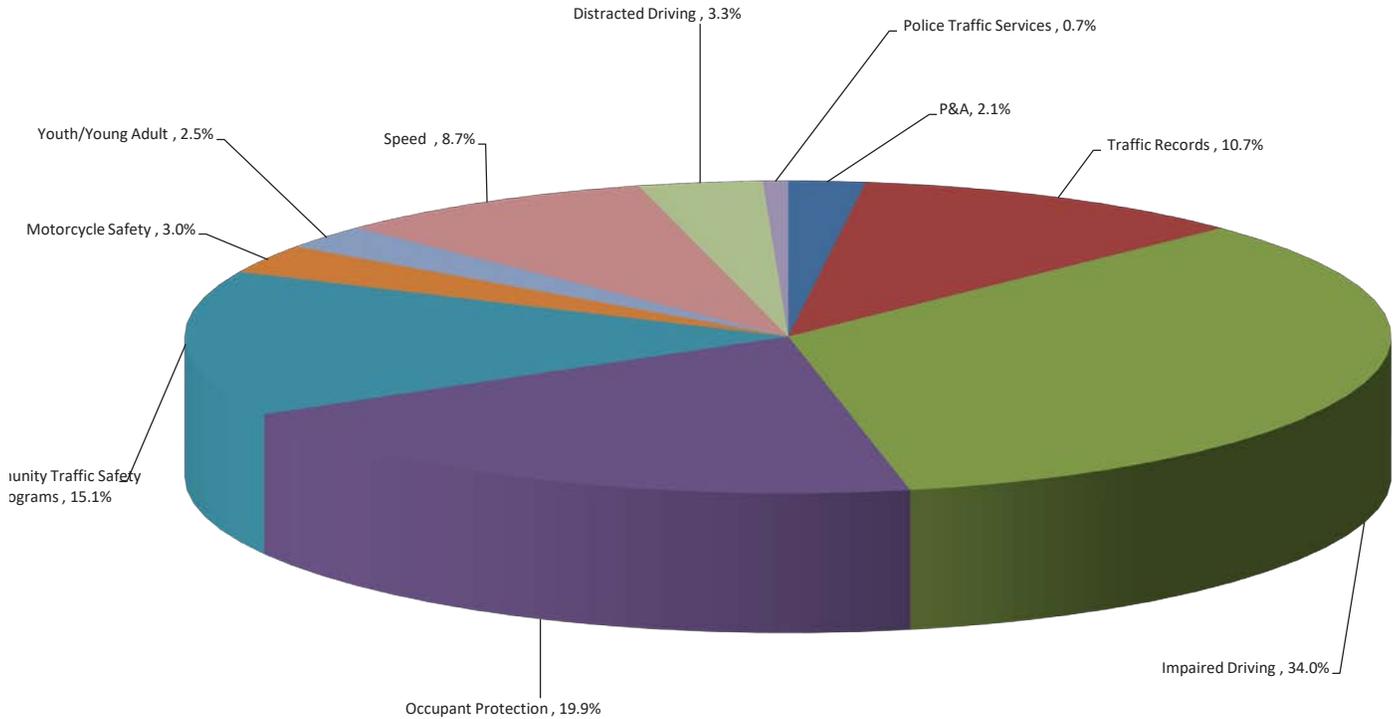
**Project Description and Activity**

The NDDOT Safety Division set aside funds for the NDSU UGPTI for program evaluation to strengthen programs for improved outcomes. The project existed to analyze the driver record to determine the relationships between teen driver education and traffic safety outcomes during the first year of licensure for teens licensed under the age of 16.5.

Work is underway with the project but there were no costs incurred in FFY 2021.



# Financial Summary



Financial Summary FFY 2021					
	402	405	164	Total	% of Total
P&A	\$83,474			\$83,474	2.1%
Traffic Records	\$249,755	\$183,829		\$433,584	10.7%
Alcohol	\$183,769	\$840,853	\$356,820	\$1,381,442	34.0%
Occupant Protection	\$597,035	\$212,631		\$809,666	19.9%
Community Traffic Safety Programs	\$612,929			\$612,929	15.1%
Motorcycles	\$71,620	\$50,000		\$121,620	3.0%
Youth/Young Adult	\$102,126			\$102,126	2.5%
Speed	\$352,687			\$352,687	8.7%
Distracted Driving	\$134,802			\$134,802	3.3%
Police Traffic Services	\$27,436			\$27,436	0.7%
<b>TOTAL</b>	<b>\$2,415,633</b>	<b>\$1,287,313</b>	<b>\$356,820</b>	<b>\$4,059,766</b>	<b>100%</b>

