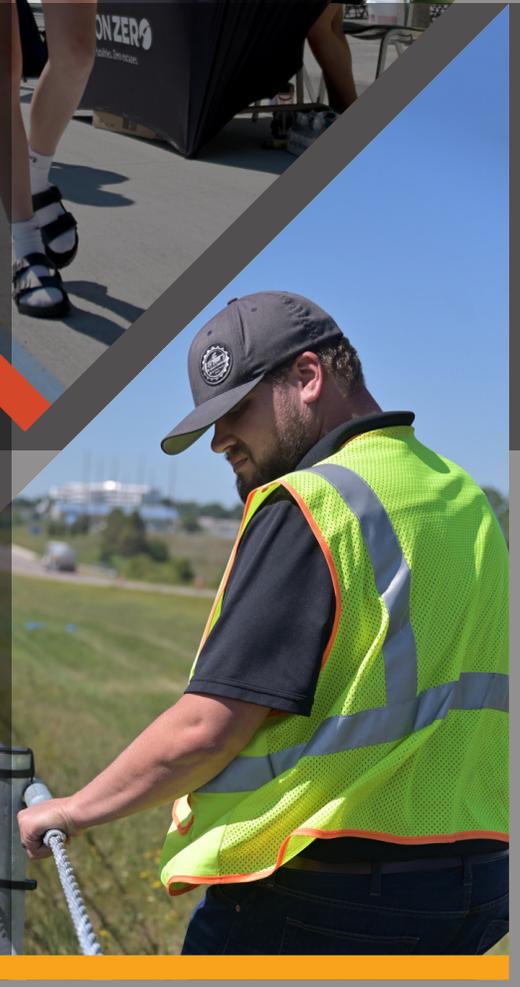


NORTH DAKOTA  
**2024**  
ANNUAL GRANT APPLICATION  
**FINAL REPORT**



*Prepared by*

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# INTRODUCTION

North Dakota continued its commitment to highway safety through Vision Zero – North Dakota’s statewide initiative to reduce motor vehicle crash fatalities and serious injuries to zero.

Vision Zero is implemented through the North Dakota Strategic Highway Safety Plan (SHSP)/Vision Zero Plan and continues to gain momentum with increased stakeholder involvement, increased media and public interest, and an emphasis on implementing evidence-based strategies including education and outreach, policy advancements, roadway safety improvements, and other solutions.

The North Dakota Department of Transportation’s (NDDOT) Highway Safety Division is responsible to coordinate the Vision Zero initiative. The Highway Safety Division receives federal funds through the National Highway Traffic Safety Administration (NHTSA) to develop and implement a Triennial Highway Safety Plan (THSP) 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. Then, the Highway Safety Division submits an Annual Grant Application (AGA) that identifies strategies, projects, activities and resources to address the problems. Grant funds are awarded to eligible entities to complete projects and/or activities within the AGA.

The behavioral traffic safety problems and strategies identified within the THSP and AGA are consistent with the state’s SHSP/Vision Zero Plan.

This Annual Report is an account of federal fiscal year (FFY) 2024 activity and progress toward achieving the safety goals set forth in the THSP.

## PERFORMANCE REPORT

### (1) Assessment

#### (a) Progress Toward Performance Targets

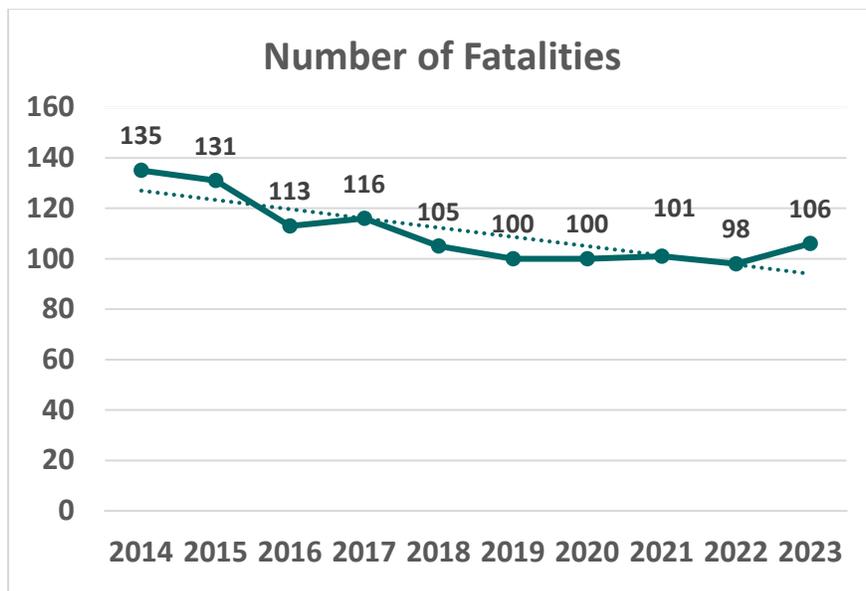
The North Dakota THSP included performance measures and targets to be achieved through projects and activities conducted to address motor vehicle crash problems. North Dakota adopted the core performance measures, and core behavior measure established by the Governor’s Highway Safety Administration (GHSA) and NHTSA.

North Dakota is on target to meet two of 11 identified core performance and behavior targets and five of five state performance targets for FFY 2024 as described below.

**Performance Measure: C-1) Number of traffic fatalities (FARS)**

Performance Target	Target Period	Target Year(s)	Target Value FFY 2024	Data Source/ FFY 2024 Progress Results	On Track to Meet FFY 2024 Target?
C-1) Number of traffic fatalities (FARS)	5-year	2020-2024	95.8	2019-2023 State 101.0	No

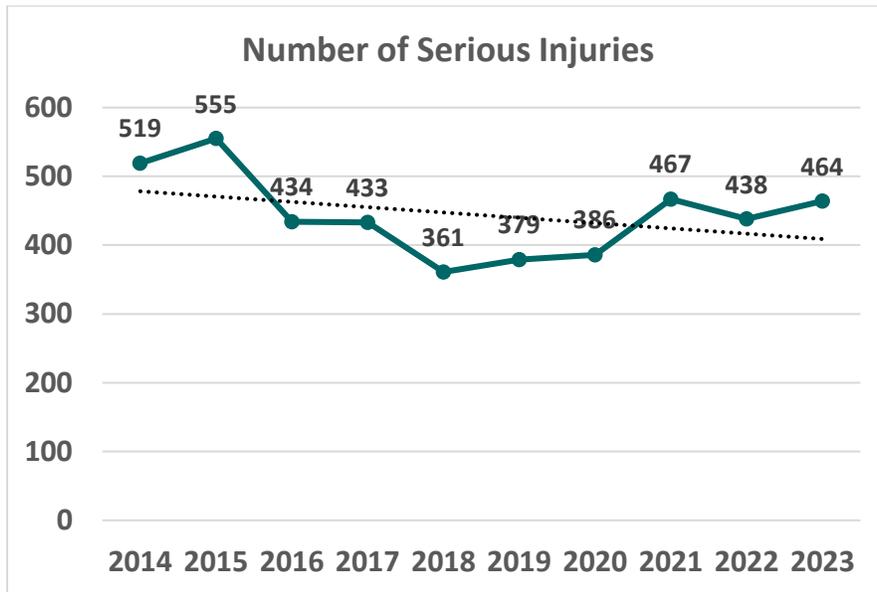
North Dakota’s target for traffic fatalities in the THSP was based on five-year averages, with the goal of reducing the number of traffic fatalities from a baseline (2019-2023) average of 99.2 to a five-year (2020-2024) average of 95.8 by December 31, 2024. North Dakota’s current five-year traffic fatality average (2019-2023) is 101.0. However, North Dakota is experiencing a trend decrease with traffic fatalities and is anticipated to have a record low fatality year in 2024.



**Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)**

Performance Target	Target Period	Target Year(s)	Target Value FFY 2024	Data Source/ FFY 2024 Progress Results	On Track to Meet FFY 2024 Target?
C-2) Number of serious injuries in traffic crashes (State crash data files)	5-year	2020-2024	398.1	2019-2023 State 426.8	No

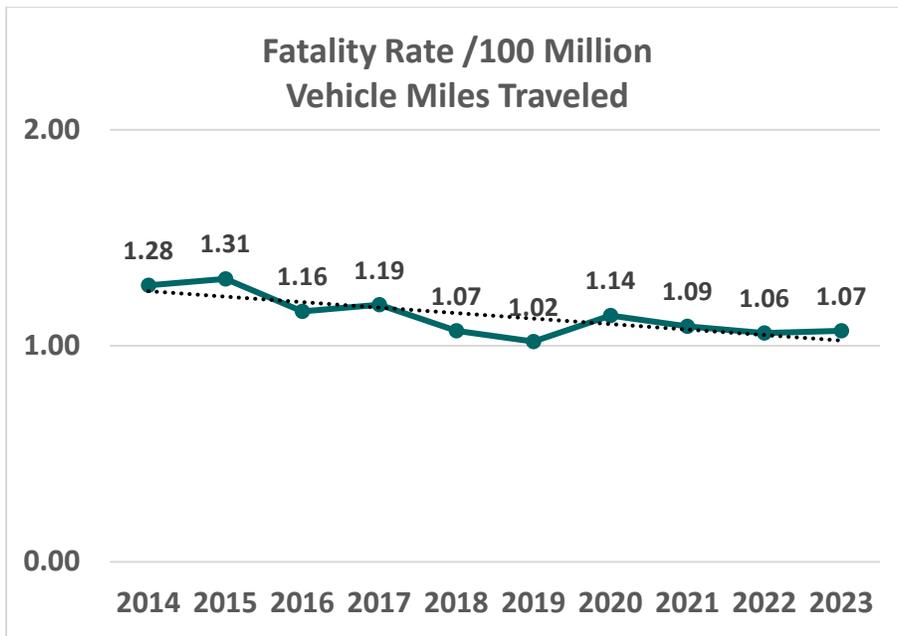
North Dakota’s target for the number of serious injuries in traffic crashes in the THSP was based on five-year averages, with the goal of reducing the number of serious injuries from a baseline (2019-2023) average of 397.1 to a five-year (2020-2024) average of 398.1 by December 31, 2024. North Dakota’s current five-year traffic fatality average (2019-2023) is 426.8. However, North Dakota is experiencing a trend decrease with serious injuries.



**Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)**

Performance Target	Target Period	Target Year(s)	Target Value FFY 2024	Data Source/ FFY 2024 Progress Results	On Track to Meet FFY 2024 Target?
C-3) Fatalities/VMT (FARS, FHWA)	5-year	2020-2024	1.053	2019-2023 State 1.076	No

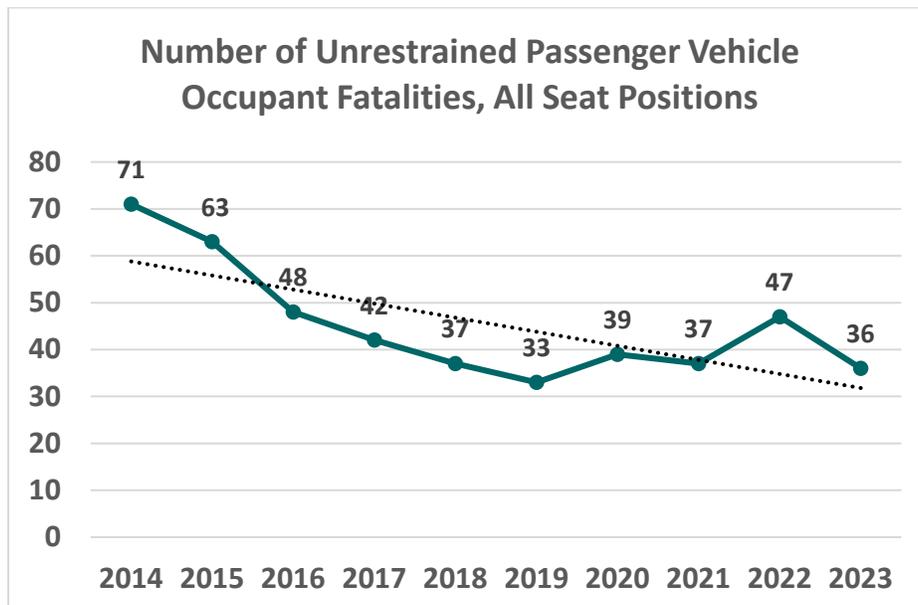
North Dakota’s target for the number of fatalities per million vehicle miles traveled (VMT) in the THSP was based on five-year averages, with the goal of reducing the rate from a baseline (2019-2023) average of 1.080 to a five-year (2020-2024) average of 1.053 by December 31, 2024. North Dakota’s current five-year traffic fatality average (2019-2023) is 1.076. However, North Dakota is experiencing a trend decrease with fatality rate.



**Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)**

Performance Target	Target Period	Target Year(s)	Target Value FFY 2024	Data Source/ FFY 2024 Progress Results	On Track to Meet FFY 2024 Target?
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	5-year	2020-2024	38.2	2019-2023 State 38.4	No

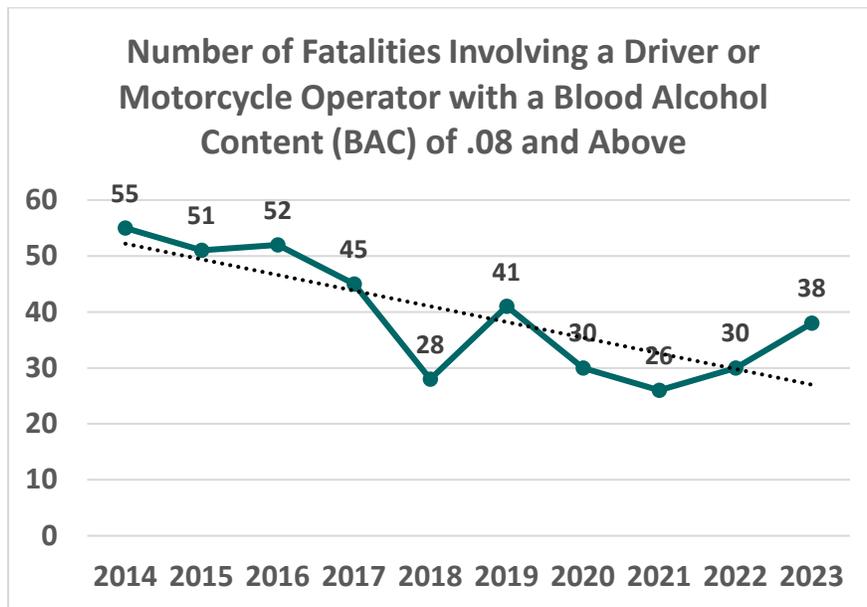
North Dakota’s target for the number of unrestrained passenger vehicle occupant fatalities in the THSP was based on five-year averages, with the goal of achieving a five-year (2020-2024) average of 38.2 by December 31, 2024. North Dakota’s current five-year traffic fatality average (2019-2023) is 38.4. However, North Dakota is experiencing a trend decrease with the number of unrestrained passenger vehicle occupant fatalities and should continue to maintain progress with the passage of North Dakota’s Primary Seat Belt Law in 2023.



**Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)**

Performance Target	Target Period	Target Year(s)	Target Value FFY 2024	Data Source/ FFY 2024 Progress Results	On Track to Meet FFY 2024 Target?
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	5-year	2020-2024	32.8	2019-2023 State 35.6	No

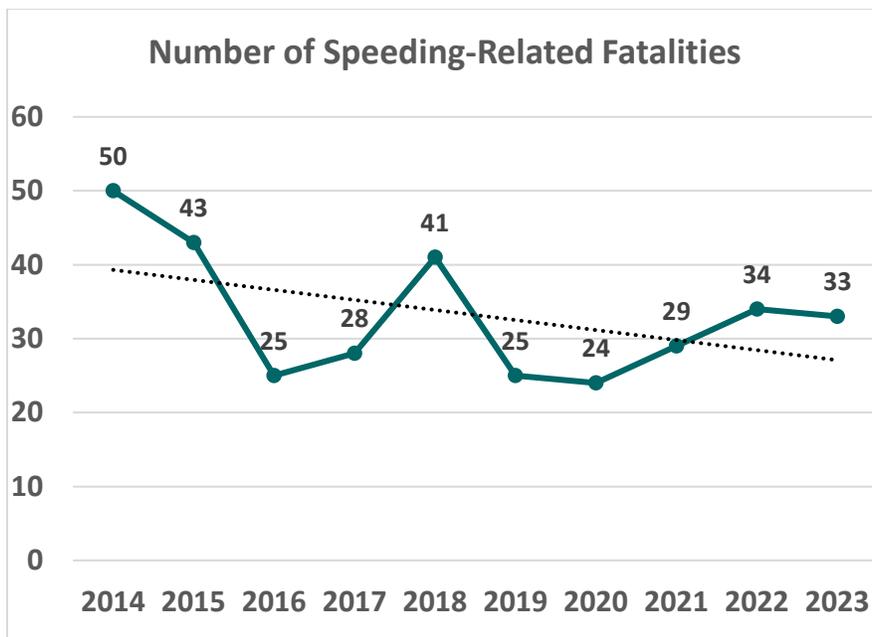
North Dakota’s target for the number of fatalities involving a driver or motorcycle operator with a BAC of .08 and above in the THSP was based on five-year averages, with the goal of achieving a five-year (2020-2024) average of 32.8 by December 31, 2024. North Dakota’s current five-year average (2019-2023) is 35.6. However, North Dakota is experiencing a trend decrease with impaired driving fatalities.



**Performance Measure: C-6) Number of speeding-related fatalities (FARS)**

Performance Target	Target Period	Target Year(s)	Target Value FFY 2024	Data Source/ FFY 2024 Progress Results	On Track to Meet FFY 2024 Target?
C-6) Number of speeding-related fatalities (FARS)	5-year	2020-2024	30.5	2019-2023 State 29.4	Yes

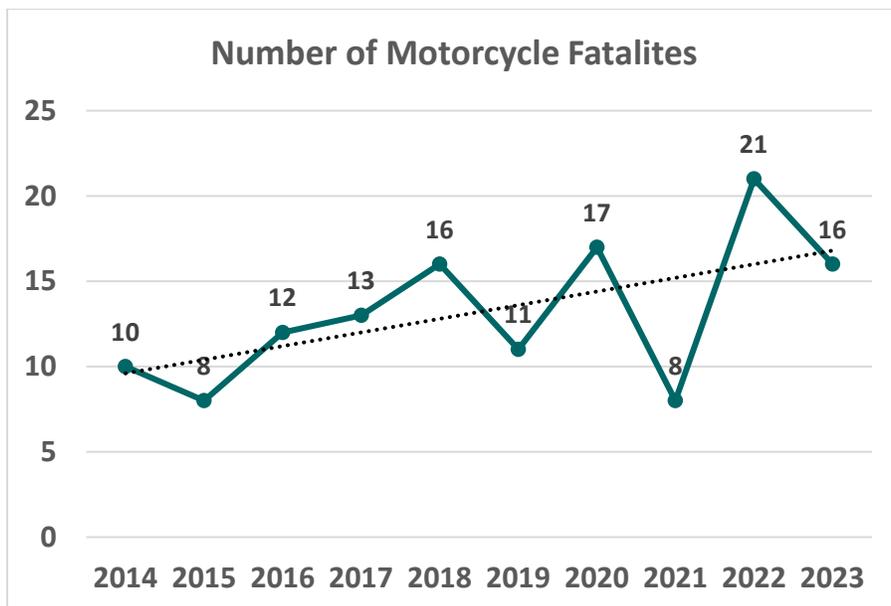
North Dakota’s target for the number of speeding-related fatalities was based on five-year averages, with the goal of achieving a five-year (2020-2024) average of 30.5 by December 31, 2024. North Dakota’s current five-year traffic fatality average (2019-2023) is 29.4. North Dakota is on track to meet this performance measure and is experiencing a significant trend decrease in speeding-related fatalities.



**Performance Measure: C-7) Number of motorcyclist fatalities (FARS)**

Performance Target	Target Period	Target Year(s)	Target Value FFY 2024	Data Source/ FFY 2024 Progress Results	On Track to Meet FFY 2024 Target?
C-7) Number of motorcyclist fatalities (FARS)	5-year	2020-2024	14.5	2019-2023 State 14.6	No

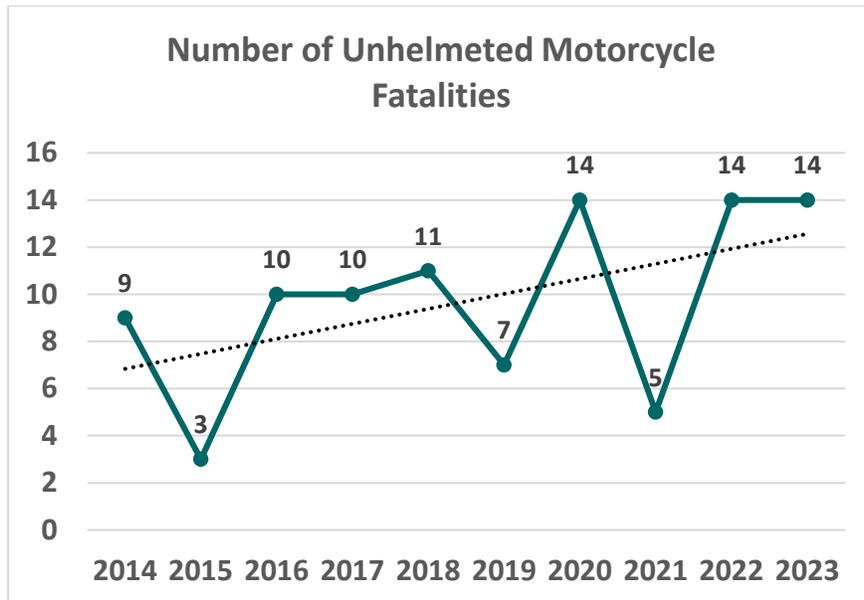
North Dakota’s target for the number of motorcyclist fatalities was based on five-year averages, with the goal of achieving a five-year (2020-2024) average of 14.5 by December 31, 2024. North Dakota’s current five-year motorcyclist fatality average (2019-2023) is 14.6. This performance measure was nearly achieved. But North Dakota is experiencing an increasing number of motorcyclist fatalities annually.



**Performance Measure: C-8) Number of un-helmeted motorcyclist fatalities (FARS)**

Performance Target	Target Period	Target Year(s)	Target Value FFY 2024	Data Source/ FFY 2024 Progress Results	On Track to Meet FFY 2024 Target?
C-8) Number of un-helmeted motorcyclist fatalities (FARS)	5-year	2020-2024	10.1	2019-2023 State 10.8	No

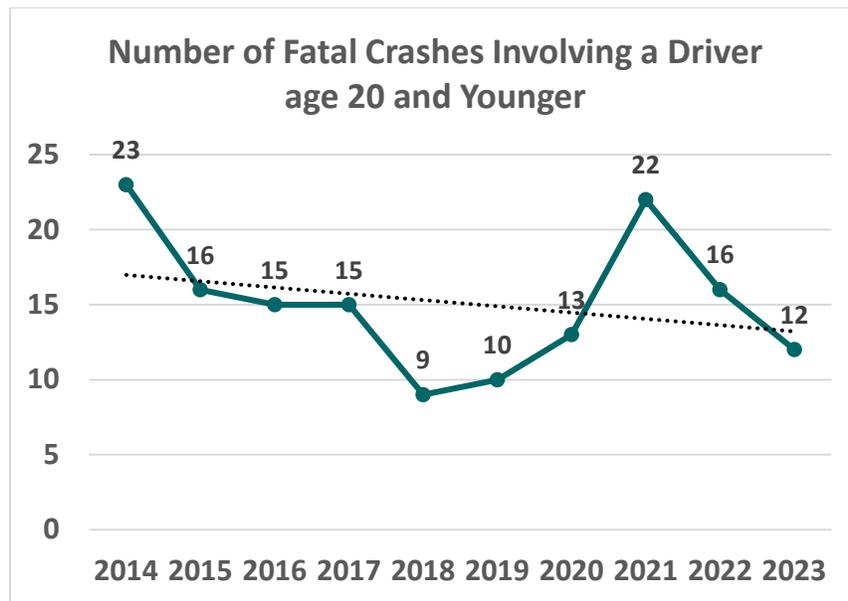
North Dakota’s target for the number of un-helmeted motorcyclist fatalities was based on five-year averages, with the goal of achieving a five-year (2020-2024) average of 10.1 by December 31, 2024. North Dakota’s current five-year un-helmeted motorcyclist fatality average (2019-2023) is 10.8. This performance measure was nearly achieved. But North Dakota is experiencing an increasing number of un-helmeted motorcyclist fatalities annually.



**Performance Measure: C-9) Number of drivers aged 20 or younger involved in fatal crashes (FARS)**

Performance Target	Target Period	Target Year(s)	Target Value FFY 2024	Data Source/ FFY 2024 Progress Results	On Track to Meet FFY 2024 Target?
C-9) Number of drivers aged 20 or younger involved in fatal crashes (FARS)	5-year	2020-2024	13.8	2019-2023 State 14.6	No

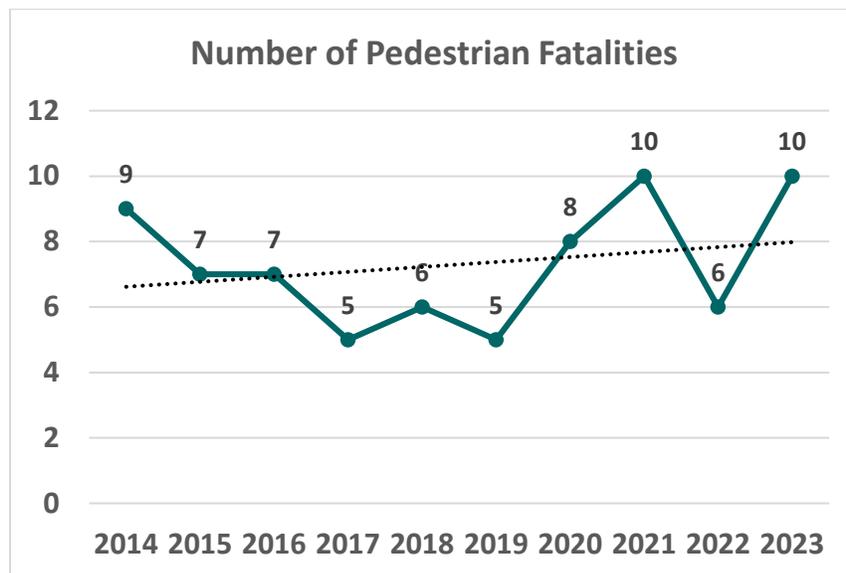
North Dakota’s target for the number of young drivers involved fatal crashes was based on five-year averages, with the goal of achieving a five-year (2020-2024) average of 13.8 by December 31, 2024. North Dakota’s current five-year average (2019-2023) is 14.6. North Dakota is experiencing a trend decrease in young driver involved fatalities.



**Performance Measure: C-10) Number of pedestrian fatalities (FARS)**

Performance Target	Target Period	Target Year(s)	Target Value FFY 2024	Data Source/ FFY 2024 Progress Results	On Track to Meet FFY 2024 Target?
C-10) Number of pedestrian fatalities (FARS)	5-year	2020-2024	6.9	2019-2023 State 7.8	No

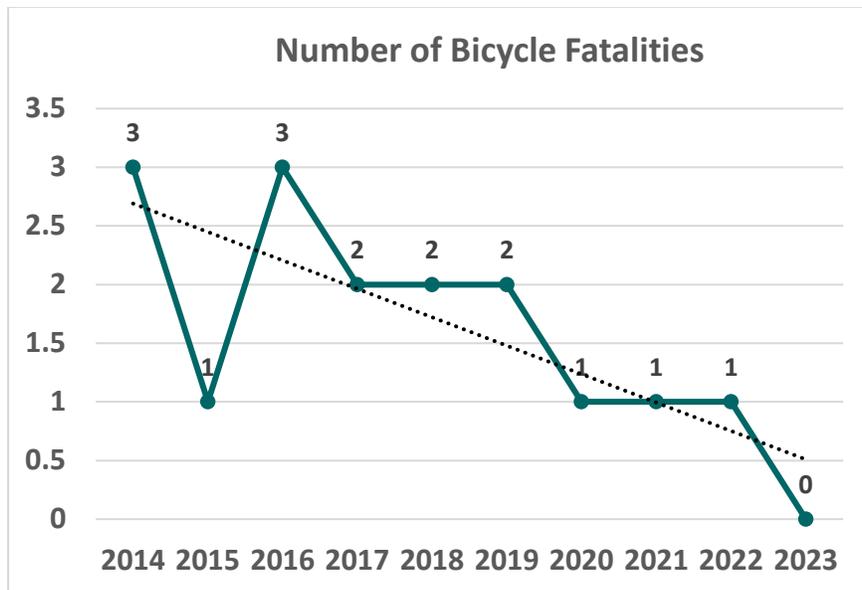
North Dakota’s target for the number of pedestrian fatalities was based on five-year averages, with the goal of achieving a five-year (2020-2024) average of 6.9 by December 31, 2024. North Dakota’s current five-year pedestrian fatality average (2019-2023) is 7.8. North Dakota is experiencing a trend increase with the number of pedestrian fatalities.



**Performance Measure: C-11) Number of bicyclist fatalities (FARS)**

Performance Target	Target Period	Target Year(s)	Target Value FFY 2024	Data Source/ FFY 2024 Progress Results	On Track to Meet FFY 2024 Target?
C-11) Number of bicyclist fatalities (FARS)	5-year	2020-2024	1.4	2019-2023 State 1.0	Yes

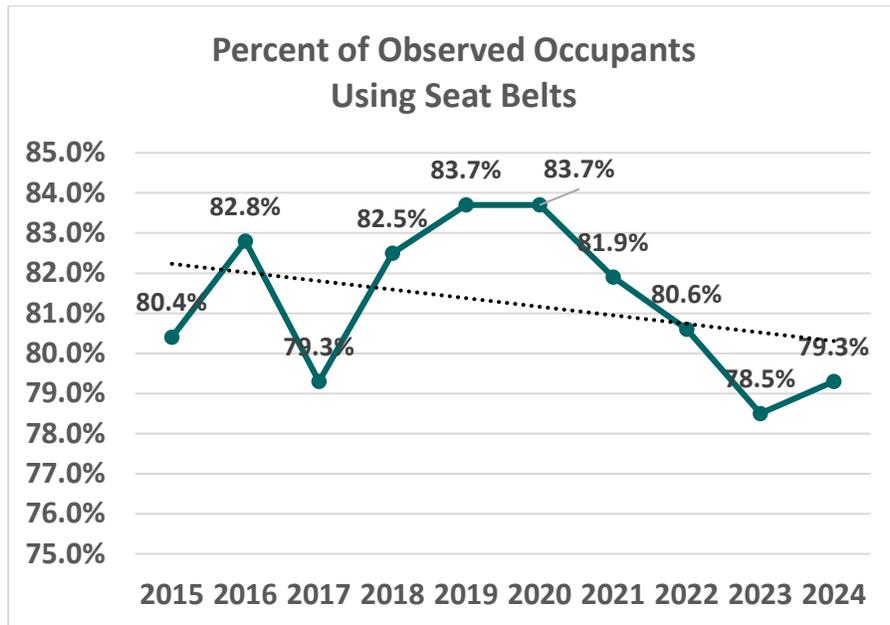
North Dakota’s target for the number of bicyclist fatalities was based on five-year averages, with the goal of achieving a five-year (2020-2024) average of 1.4 by December 31, 2024. North Dakota’s current five-year bicyclist fatality average (2019-2023) is 1.0. North Dakota is on track to meet this performance measure and reported zero bicycle fatalities in 2023.



**Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (Survey)**

Performance Target	Target Period	Target Year(s)	Target Value FFY 2024	Data Source/ FFY 2024 Progress Results	On Track to Meet FFY 2024 Target?
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (Survey)	Annual	2024	82.2	State Survey 2024 79.3	No

North Dakota’s target for the observed seat belt use for passenger vehicles, front seat outboard occupants was based on five-year averages with the goal of achieving 82.2 percent by December 31, 2024. North Dakota’s FFY 2024 survey result was 79.3 percent. However, North Dakota did experience a nearly one percentage point increase in observed seat belt use rate from 2023 to 2024, likely due to the passage of the Primary Seat Belt Law in 2023.



**Performance Measure: A-4) Percentage of Traffic Citations Electronically Submitted (Citation Data – ND Supreme Court)**

Performance Target	Target Period	Target Year(s)	Target Value FFY 2024	Data Source/ FFY 2024 Progress Results	On Track to Meet FFY 2024 Target?
A-4) Percentage of Traffic Citations Electronically Submitted (Citation Data – ND Supreme Court)	Annual	2024	96.6	2023 State 96.8	Yes

North Dakota’s target was to increase in the number of citations electronically submitted to the courts, with the goal of increasing the number of electronic citations to 96.6% by December 31, 2024. North Dakota’s electronic citation submissions during the reporting period (January 1, 2023 – December 31, 2023) were 96.8% indicating that the state met this target.

**Performance Measure: A-5) Number of Car Seat Check-ups Offered (CPS Program Data, NDDHHS)**

Performance Target	Target Period	Target Year(s)	Target Value FFY 2024	Data Source/ FFY 2024 Progress Results	On Track to Meet FFY 2024 Target?
A-5) Number of Car Seat Check-ups Offered (CPS Program Data, NDDHHS)	Annual	2024	82	2023 State 85	Yes

North Dakota’s target was to increase the number of car seat check-ups offered to 82 by December 31, 2024. North Dakota met this target with 85 car seat check-ups conducted in 2023.

**Performance Measure: A-6) Distracted Driving Citations (NDDOT Citation Data)**

Performance Target	Target Period	Target Year(s)	Target Value FFY 2024	Data Source/ FFY 2024 Progress Results	On Track to Meet FFY 2024 Target?
A-6) Distracted Driving Citations (NDDOT Citation Data)	Annual	2024	970	2023 State 1,316	Yes

North Dakota’s target was to increase the number of distracted driving citations issued statewide to 970 by December 31, 2024. North Dakota met this target with 1,316 distracted driving citations issued in 2023.

**Performance Measure: A-7) Drug-Impaired Driving – Number of DUI blood and urine samples tested for drug metabolites (State Toxicology Data)**

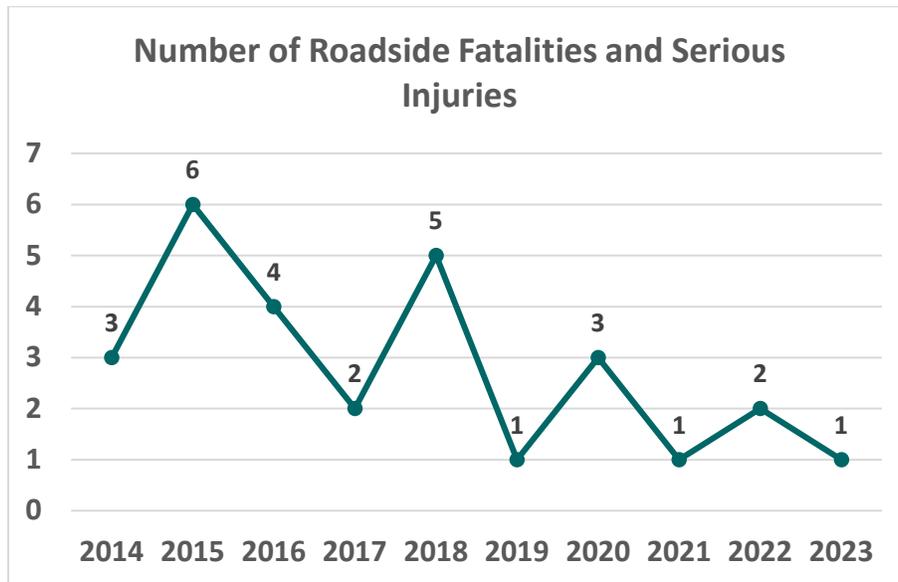
Performance Target	Target Period	Target Year(s)	Target Value FFY 2024	Data Source/ FFY 2024 Progress Results	On Track to Meet FFY 2024 Target?
A-7) Drug-Impaired Driving – Number of DUI blood and urine samples tested for drug metabolites (State Toxicology Data)	Annual	2024	330	FFY 2024 State 369	Yes

North Dakota’s target for DUI samples tested for drug metabolites was based on the FFY 2024 total number of DUI samples tested for drug metabolites, which included urine and blood samples tested. North Dakota met the target with 369 total drug samples tested in FFY 2024.

**Performance Measure: A-8) Roadside Deaths – Number of roadside fatalities and serious injuries (State crash data files) – NEW**

Performance Target	Target Period	Target Year(s)	Target Value FFY 2024	Data Source/ FFY 2024 Progress Results	On Track to Meet FFY 2024 Target?
A-8) Roadside Deaths – Number of roadside fatalities and serious injuries (State crash data files)	5-year	2020-2024	2.4	2019-2023 State 1.6	Yes

To account for low crash counts, both fatalities and serious injuries were used. North Dakota’s target for the number of roadside fatalities and serious injuries in the THSP was based on five-year averages, with the goal of achieving a five-year (2020-2024) average of 2.4 by December 31, 2024. North Dakota is on track to meet this target with the current five-year average (2019-2023) of 1.6. North Dakota is experiencing a trend decrease in roadside fatalities and serious injuries.



## **(b) AGA Activities to Meet Performance Targets**

The following is description of the activities conducted under North Dakota's FFY 2024 AGA and how they contributed to meeting the State's highway safety performance targets.

### **Planning and Administration**

**Contributions to THSP Performance Measures:** This program area supported all performance measures. The project provided funds toward program planning, implementation and evaluation.

#### **Planning and Administration – PA2401-01**

This project supported general highway safety program activity including general public information and education (PI&E) materials, training and travel for staff members, memberships and other professional fees such as membership to the Governor's Highway Safety Association (GHSA), preparation and printing of reports and other materials, and other general activities.

### **Community Traffic Safety Programs**

**Contributions to THSP Performance Measures:** This program area supported performance measures (C1) Number of traffic fatalities, (C2) Number of serious injuries in traffic crashes, (C3) Fatalities/VMT, (C4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions, and (C6) Number of speeding-related fatalities. Projects provided funds for research-based education and outreach.

#### **Program Management – CP2409-01**

Management of community traffic safety programs assured compliance with state and federal fiscal and administrative policies; advanced program development, implementation, evaluation and continuous quality improvement; and assured partner engagement and coordination to leverage partner resources toward program goals.

### Vision Zero Community Outreach Program – CP2409-03

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 five Vision Zero Coordinators who serve multi-county regions 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 to over 3,300 students; and sponsored athletic events. In addition, the Coordinators set up booths at community events and utilized the Fatal Vision Goggles, the 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.

Four 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.



As of September 30, 2024, the Coordinators facilitated the launch of 11 Vision School Programs and assisted schools with traffic safety outreach projects. The Coordinators also conducted Buckle Up Phone Down (BUPD) initiatives and encouraged others to take the BUPD challenge through Vision Zero Schools, community events, and partnerships with businesses. Two additional Safe-Tea Day events were developed with a nutritional tea business in Fargo and Bismarck. The businesses promoted the BUPD challenge for a full day and made special drinks in blue/red (BUPD challenge colors). To date there have been 908 BUPD pledges made in ND. The southwest Coordinator was able to make connections with tribal leadership and launched the first tribal Vision Zero school in Standing Rock. This is a significant accomplishment that provided direct education to an underserved and overrepresented community.

A DUI Enforcement All-Star game honored eastern North Dakota law enforcement officers

during an F-M RedHawks baseball game. Besides on-field recognition, programming during the game was focused on the dangers of impaired driving, and the successes of officers pulling impaired drivers off the road. This well-attended event promoted Vision Zero and DUI enforcement all-stars while educating the audience.

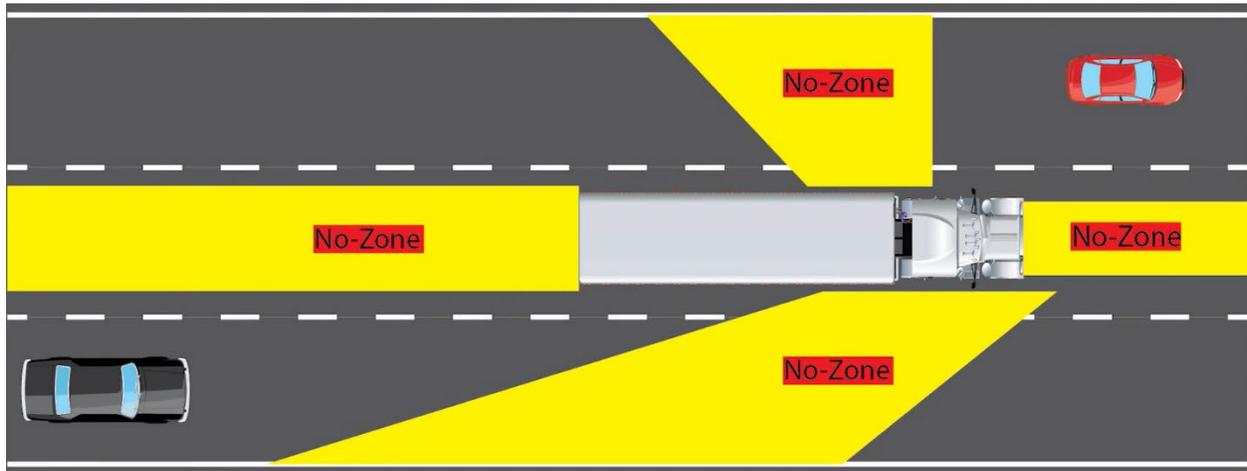


Activity occurred through diverse partnerships governed by the NDACo including the Institute of Local Government, the County Employers Group (CEG), the CEG Risk Managers Group and other partnerships with law enforcement, businesses, sports venues, media, schools/universities, and others.

This grassroots initiative plays a vital role in educating people of all ages about traffic safety and the life-saving impact of personal responsibility. By engaging directly with communities through presentations and encouraging schools and local groups to develop programs that address their specific needs, this approach fosters a sense of ownership and strengthens long-term commitment to safety.

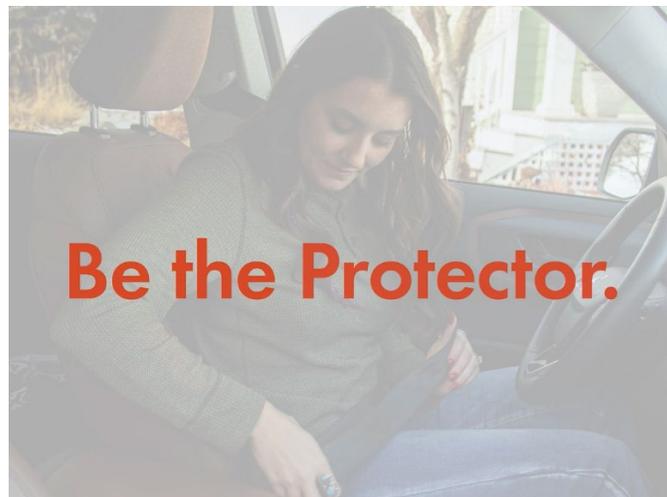
### Media and Outreach – Commercial Motor Vehicle – CP2409-04-01

A media campaign was distributed to provide information to the traveling public about driving among commercial vehicles. The campaign educated and encouraged all drivers to take personal responsibility and drive safely around large vehicles. The campaign ran in January 2024 because motor vehicle crashes involving heavy vehicles are more common in winter months. The campaign consisted of digital and social media ads, as well as earned media.



### Media and Outreach – Native American Populations – CP2409-04-02

Native Americans in North Dakota are over-represented in fatal crashes. This campaign featured culture-specific language and creative reinforcing the importance of buckling up and using the correct child safety seats. Campaign messages were distributed to North Dakota reservations via digital and social media which included a new video for Facebook and Instagram. Standing Rock transit bus advertising featured a buckle up ad.



### Media and Outreach – Other Areas of Emphasis – CP2409-04-03

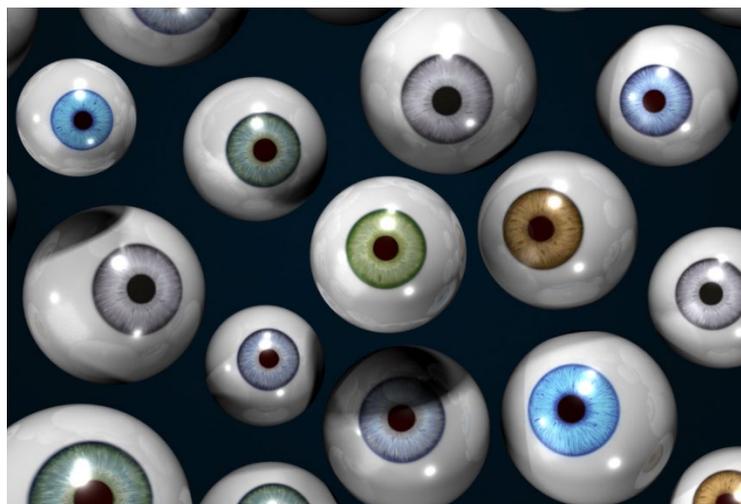
Media and outreach activity under this project addressed the Other Areas of Emphasis within the Vision Zero Plan not addressed through other campaign activity. This included older drivers, vulnerable users (primarily pedestrians and bicyclists), all-terrain vehicles (ATV) and off-highway vehicle (OHV) users and rural/local system roads.



A new video for Older Driver Awareness Week ran on Facebook in December to inform older drivers and their friends, loved ones and caregivers about the changes in aging drivers' driving habits. An ATV Safety campaign developed in 2023 ran on Facebook, YouTube, digital media and earned media in June. A press release was also distributed in July to encourage the public to be aware of pedestrians and cyclists.

### Media and Outreach – Lane Departure – CP2409-04

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. Lane departure campaigns ran in October and February and used new creative called "Eyes" which provided information about lane departure crashes, causal factors and prevention. The lane departure media campaign consisted of earned, paid, Facebook and digital media. Ads were geographically targeted to include adults age 18 and over in North Dakota and were aired during times where lane departure crashes were prevalent.



**Media and Outreach – Highway Safety Corridors – CP2409-05**

The NDDOT developed and implemented Vision Zero Highway Safety Corridors (HSCs) on select roadway segments with a higher number of severe crashes. There are four HSCs in the state with more planned to roll out in 2025 and 2026. Motorists traveling within the HSCs saw enhanced safety features including signage, pavement markings and increased law enforcement presence. A media campaign used existing radio, Facebook and YouTube to create public awareness about the HSCs. The media campaign was distributed in the geographic locations of the HSCs.



**Media and Outreach – Positive Community Norms – CP2409-04-06**

There were no expenses for this project in FFY 2024. See Activity Report, Projects Not Implemented, for more information.

**SmartSigns – CP2409-05**

Funds were provided to Cass County Government to administer a SmartSign driver behavior pilot program from October 1, 2023 – September 30, 2026. SmartSign is an intelligent driver feedback sign that can identify speeding, distracted driving, and unbelted drivers through infrared technology and can be configured to give real-time messages via a signboard to the driver about unsafe driving behavior. The SmartSign was strategically placed at eight locations in Cass County and will aim to bring elevated awareness about driving behavior in real time.

A dashboard was developed that allows users to monitor the traffic by location or behavior type (seat belt, distracted, and speeding). The dashboard is being upgraded and will be able to

provide more information to Cass County and the Cass County Sheriff's Department to assist both agencies to identify driver behavior over the course of a month, weeks, days or hours of a day.

The infrared technology is unique in its ability to monitor driving behavior in real-time without collecting any personally identifiable information about drivers. This data is valuable to county and state governments for addressing speeding, distracted driving, and seat belt use. By providing actionable insights, it can directly impact crash and injury rates. At monitored sites, the SmartSign has demonstrated significant success, reducing distracted driving by 39% at a location in front of a middle and high school.

#### **Program Development and Evaluation for Community Traffic Safety Programs – CP2409-06-01**

Project evaluation and assessment is essential for enhancing programs and informing effective policy development. NDSU UGPTI completed the following evaluation projects.

- Completed the annual knowledge, attitudes, behaviors and beliefs (KABB) traffic safety survey which is consistent with NHTSA/GHSA-established performance measures.
- Compiled and reconciled crash record data for accuracy, completeness and assessment. Completed ongoing database building and maintenance efforts with the driver license history and other related data sources.
- Analyzed crash and driver data sets requested to meet specific analysis needs of the Highway Safety Division and other Vision Zero partners.
- Worked on data enrichment to support evidence-based decisions in traffic safety program and policy decisions.
- Produced periodic planning and program report documents. The metrics and context provided data discovery, data collection, statistical computations, and written summaries to add to numeric and visual summaries.
- Ran data queries from the Highway Safety Division upon request.

#### **Program Development and Evaluation- Safe System Analysis, Driver Education and Occupant Protection Support – CP2409-06-02**

NDSU UGPTI completed the following evaluation projects.

- Updated preliminary SAS code crash records, including 2023 as preliminary, to conduct pre-and post-primary seat belt policy use analysis.
- Crash record data metrics were updated to encompass seat belt use rates within both rural and urban settings, males aged 18-34 years, and across various regions.
- Data on seat belt use for 2022 and 2023. The data provided included overall seat belt use across the state, as well as specific breakdowns for rural and urban areas. The overall seat belt use data provided a broad picture of how well seat belt laws and safety campaigns are being followed by the general population.
- Revised survey questions for Vision Zero Schools students.

### **New American Community Outreach – CP2409-07-01**

There were no expenses for this project in FFY 2024. See Activity Report, Projects Not Implemented, for more information.

### **Vision Zero Partner Conference and Events Coordination – State Funded Program**

The Highway 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 included:

#### ***The Vision Zero Partner Conference and Events***

The Vision Zero Partner Conference was held in April 2024. The Conference brings Vision Zero partners together to provide information and best practices in traffic safety. The event planner:

- Planned for and delivered a hybrid conference (in-person with the option for virtual participation) to assure optimal participation.
- Created and launched a website for the conference, sent and tracked email registrations, coordinated with the facility for light and sound for virtual and on-site sound and video, and created and summarized participant evaluation results.
- Worked with the hotel to reserve rooms for participants and speakers.
- Created flyers, name badges, a conference/award book, evaluation design and report, and the Vision Zero Partner Awards.
- Provided earned and social media support.
- Ordered awards.
- Made travel arrangements for out of state speakers.



#### ***TSI Communications Skills for Highway Safety Professionals Training***

- Participated in TSI Communications Skills for Highway Safety Professionals training.
- Reimbursed approved travel for participants.

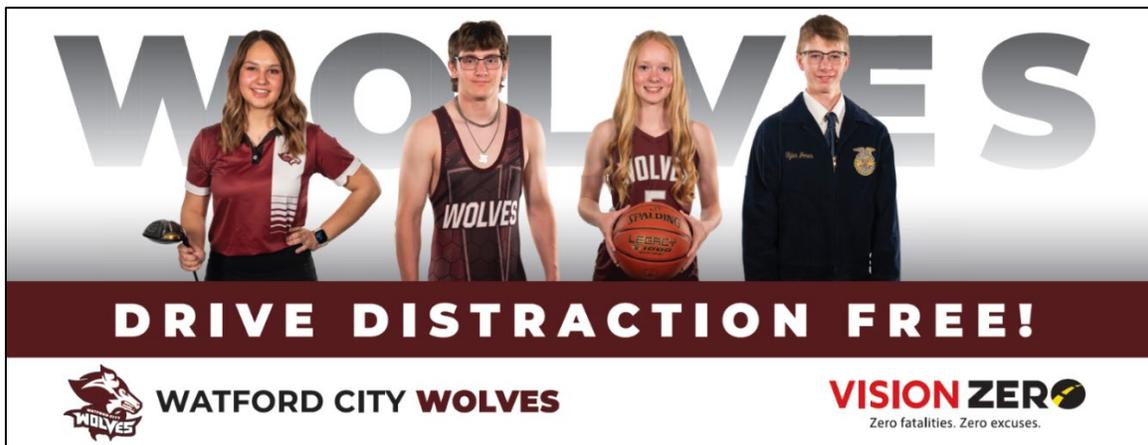
### Safe Kids Grand Forks- Child Passenger, Bicycle and Pedestrian Safety Education and Outreach – State Funded Program

The Highway 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. The Safe Kids coalition has over 225 agencies/partners and a network of over 75 certified Child Passenger Safety (CPS) technicians along with CPS instructors and proxies for the nine-county northeast region of the state.

Safe Kids Grand Forks provided community CPS services to parents, caregivers and medical personnel through education and outreach locations and events including Safe Kids Day 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 Grand Forks 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.

### Media and Outreach - Vision Zero Schools – State Funded Program

The Highway Safety Division and the Vision Zero Coordinators grew the Vision Zero Schools program to 14 active schools. Vision Zero Schools believe that the only acceptable number of traffic deaths is zero. Student leaders participate in a traffic safety campaign and promote safe driving at local events to influence change in driving behavior of the students and community.



### Media and Outreach - Vision Zero Communities – State Funded Program

Vision Zero Communities was implemented for local community leaders to create a culture of personal responsibility where motor vehicle fatalities and injuries are recognized as preventable. The designated communities commit to create an action plan to lay out a roadmap for the strategies, roles and responsibilities that will move their community from vision to action to achieve the goal of zero motor vehicle fatalities and serious injuries. There was no activity under this program in FFY 2024.

## **Distracted Driving**

**Contributions to THSP Performance Measures:** This program area supported activity measure (A6) Number of Distracted Driving Citations. Projects provided funds for enforcement and research-based education and outreach.

### **Program Management – DD2411-01**

Management of distracted driving programs assured compliance with state and federal fiscal and administrative policies; advanced program development, implementation, evaluation and continuous quality improvement; and assured partner engagement and coordination to leverage partner resources toward program goals.

### **High Visibility Enforcement – DD2411-02**

The Highway Safety Division provided grants to 18 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 Highway Safety Division planned two distracted driving enforcement campaigns for April and September 2024. There were 1,656 hours of distracted driving overtime conducted. For the April and September campaigns, 16 agencies participated; however, two agencies were not able to participate due to staffing difficulties. There were 702 distracted driving citations written during overtime events and 1,579 traffic citations were issued overall.

### **Media and Outreach – Distracted Driving – DD2411-03**

Media and outreach campaigns were 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 2024. The media campaign occurred in conjunction with the enforcement campaigns and distributed messages through radio, paid social media (Facebook, YouTube and Snapchat), posters, webpage/social media cover photos and earned media.

The creative consisted of a new “Football” campaign which delivers the message that “sending one text while driving 55 mph is like driving blindfolded the entire length of a football field,” and how quickly distracted driving can turn deadly. The audience is encouraged to put their phone down and keep their eyes on the road.



## **Impaired Driving**

**Contributions to THSP Performance Measures:** This program area supported performance measures (C5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 BAC and above, and (A7) Drug-Impaired Driving – Number of DUI blood and urine samples tested for drug metabolites. Projects provided funds for law enforcement training, enforcement, research-based education and outreach strategies, and program evaluation.

### **Program Management – ID2410-01**

Management of impaired driving programs assured compliance with state and federal fiscal and administrative policies; advanced program development, implementation, evaluation and continuous quality improvement; and assured partner engagement and coordination to leverage partner resources toward program goals.

### **High Visibility Enforcement – ID2410-02 (Impaired Driving) and ID2410-12 (Underage Drinking)**

The Highway 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 three HVE campaigns 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 19 sheriff's offices. Agencies conducted three *Drive Sober or Get Pulled Over* campaigns in FFY 2024 including participation in the national *Drive Sober or Get Pulled Over* campaign in August/September 2024. More than 5,000 hours of overtime was performed and a total of 2,777 citations were issued that included 344 DUIs and 302 other alcohol and drug-related violations. Some agencies noted participation was limited during the campaigns due to staffing shortages and training of new officers.

Funding was provided to seven police departments and five sheriff's departments to conduct underage drinking prevention activities within their communities. These activities included server training, compliance checks and educational presentations that focused on underage drinking prevention.

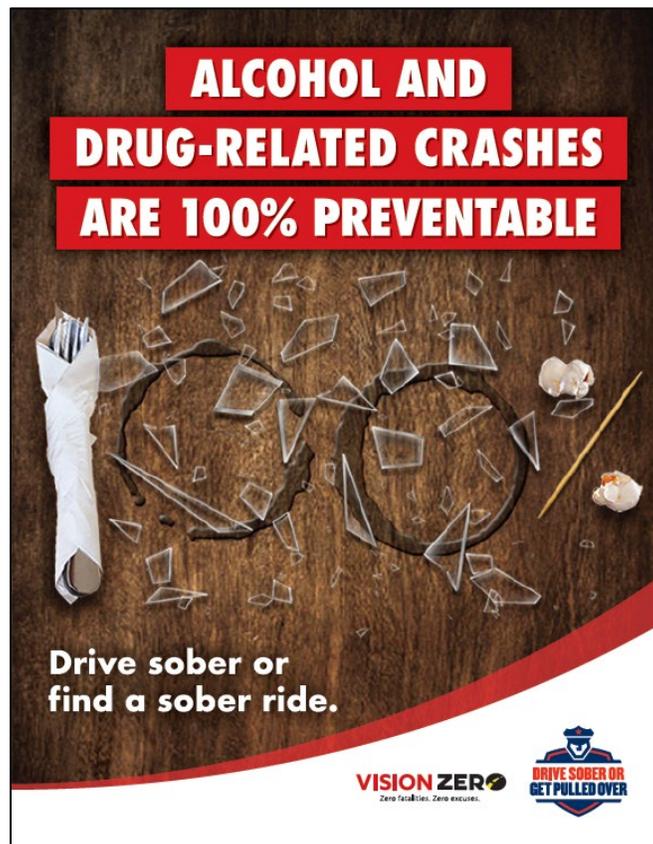
During the FFY 2024, the North Dakota Highway Patrol, in collaboration with local law enforcement agencies statewide, conducted eight sobriety checkpoints. While nine checkpoints were initially planned, one was postponed due to unforeseen circumstances and rescheduled for the FFY 2025. Approximately 2,700 vehicles passed through the checkpoints, with 83 drivers screened, resulting in 10 arrests for DUI. Following the checkpoints, saturation patrols were carried out, leading to an additional 10 DUI arrests. These efforts highlight the state's commitment to enhancing roadway safety through proactive enforcement measures.

### Media and Outreach – Impaired Driving – ID2410-03-01

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

Five media campaigns were planned, including three campaigns for state and national DUI HVE periods and two non-enforcement campaigns. The two non-enforcement campaigns focused on underage enforcement. Media included radio, TV, social (Snapchat, Facebook and YouTube), digital media, and earned media. There was an additional earned media effort in April focused on “420” drugged driving.

There were two new creatives that were alternated throughout FFY 2024 for enforcement campaigns. The “1300” creative’s message is that an alcohol-related crash occurs in North Dakota every 13 hours, changing lives and destroying families. The second enforcement campaign is “100%” with the message that impaired driving crashes caused by alcohol and drugs (even prescription) are 100% preventable. The underage impaired driving prevention ad “What If” features young drivers challenging peers to make the decision to choose to be sober.



### **Video Camera Surveillance Systems – ID2410-05**

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. Two local law enforcement agencies were awarded funds for the purchase of video cameras.

### **Toxicology Testing Equipment and Training – ID2410-06-01**

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 26 Intoxilizer 9000s, 20 Alco Sensor FSTs and various consumables directly related to impaired driving sample testing.

The purchase of equipment for law enforcement use, both roadside and post-arrest, is crucial for removing impaired drivers from the road. This equipment also provides critical data and evidence necessary for the effective prosecution and adjudication of cases. Alcohol measurement devices are also a proven countermeasure to help reduce impaired driving.

### **Traffic Safety Resource Prosecutor Program – ID2410-07**

During FFY 2024, the Traffic Safety Resource Prosecutor (TSRP) program had a change in personnel. The previous TSRP was appointed to a judgeship and resigned October 1, 2023. A new TSRP began in June 2024. During the TSRP's first three months, they trained over 215 individuals on topics of search and seizure, prosecuting the drugged driver, criminal and traffic legislative changes, DUI case law updates, and effective witnessing. Participants included law enforcement, prosecutors and judges.

The TSRP 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 TSRP developed a quarterly newsletter that outlined current case law, enforcement topics, upcoming training and collaborated with the DRE/SFST State Coordinator to identify relevant topics for law enforcement and prosecutors. The newsletter was distributed to law enforcement, State's Attorneys, and city prosecutors.

The TSRP chaired the Vision Zero Priority Emphasis Area (PEA) Team for Impaired Driving Prevention known as the Impaired Driving Task Force (IDTF). The TSRP is leading the transformation of the IDTF into four sub-committees: (1) Criminal Justice, (2) Prevention/Communications, (3) Alcohol and Other Drug Misuse and, (4) Program Evaluation and Data Collection. The TSRP is a member of the Oral Fluid Technical Advisory Committee, and a pilot program to strengthen data collection processes to track a DUI offense from arrest through adjudication.

The TSRP is instrumental in the planning and facilitation of the North Dakota State's Attorneys'

Association/Impaired Driving Joint Conference held each June. The conference brings together prosecutors and DREs to learn about each role in DUI arrest and prosecution.

The TSRP is an invaluable resource that offers training and guidance to prosecutors and law enforcement, enhancing their ability to handle impaired driving cases effectively. Prioritizing these cases not only strengthens enforcement and prosecution but also serves as a deterrent to the general public, promoting safer driving behavior.

#### **Program Development and Evaluation – ID2410-08-01**

The Highway 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 Highway 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. The analysis includes SCRAM data.
- Continued to work with the Oral Fluid Technical Advisory Committee to create a map that shows the agency locations of a DRE. The Criminal Justice Information System has placed a link of the map on their site for easy access by all law enforcement.
- Analyzed contributing factors to DUI recidivism to identify the contributing factors after a first DUI. Identifying the contributing factors is valuable information to determine appropriate judicial and administrative sanctions for DUI offenders. The Subject Matter Expert (SME) group continued to generate ideas for devising sample case records with the collection of secondary information to better identify the elements of a DUI case from arrest through treatment.

Project evaluation and assessment are essential for enhancing programs and informing effective policy development.

#### **State Judicial Outreach Liaison – ID2410-08-02**

Funding was provided to continue a State Judicial Outreach Liaison (SJOL) position. The SJOL provides a foundation for outreach efforts to educate and inform local judges on impaired driving and highway safety issues. Duties include serving as an educator, writer, community outreach advocate, consultant and liaison, regarding impaired driving and other traffic issues in North Dakota.

The SJOL continued to add value to meetings, stakeholder groups, and insight to the judicial perspective. The SJOL served on the DUI Data Linkages Pilot Project, Oral Fluid Pilot Project, Traffic Records Coordinating Committee, DRE/SFST Advisory Board, JOL American Bar Association (ABA) Tribal Safety Working Group, JOL ABA Cannabis Working Group, and the IDTF and SME groups.

The SJOL has:

- Acted as a resource for the judicial branch to answer questions feedback.
- Continued facilitating communication with the Department of Corrections and Rehabilitation and NDSU UGPTI to conduct an evaluation of the STEP program and study pre-trial release services.
- Started a partnership with NDSU UGPTI Tribal Transportation Program Manager regarding outreach and availability of SJOL for tribal impaired driving issues and had a Zoom meeting with ABA Tribal Fellow Judge to demonstrate what the SJOL position can do for our tribal partners.
- Continued to create a quarterly newsletter that is distributed to judges, ABA JOLs, and tribal officials.
- Continued to work with ND Health and Human Services to open lines of communication and has broken down barriers and silos to create documents that simply explain the services and providers to make attaining treatment easier to navigate.

The SJOL has offered valuable insights into impaired driving programs that were previously unavailable. The judicial perspective sheds light on how the judicial process operates and its priorities. This understanding helps shape the training and information provided to prosecutors and law enforcement, developing a deeper comprehension of the system for all involved.

#### **DUI Enforcement Training – ID2410-09-01**

The Highway Safety Division contracted with a professional event planner to assist with training, conferences, and other impaired driving 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 included reimbursement of travel expenses for law enforcement to attain the following training:

- DRE/SFST Instructor Inservice held in Bismarck, ND
- DRE training held in Bismarck, ND, two separate trainings
- DRE Certification, two different groups were sent to Sacramento, CA
- Impaired Driving Conference held in Bismarck, ND

Training is essential for effective enforcement and prosecution of impaired driving cases. Without properly trained officers to identify impaired drivers, including those under the influence of drugs, motor vehicle crashes would likely rise. The ability to arrest impaired drivers is a skill that can diminish over time without continuous training, particularly for law enforcement officers in rural areas who may not frequently encounter such cases.

#### **Drug Recognition Expert Call-Out Overtime and Travel – ID2410-09-02**

Funds were set aside to allow for reimbursement of overtime expenses to law enforcement agencies if their off-duty 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 and several agencies took advantage of it.

The DRE provides additional critical information that can be used by prosecutors to support the impaired driving charges. This is crucial for the prosecution and adjudication of these cases. The funding specific for DRE call-out overtime provides an additional component for agencies to be able to have these expenses reimbursed.

### **DRE Software and Tablets – ID2410-09-03 and ID2410-09-03**

The DRE Data Entry and Management System is a comprehensive data collection and reporting tool that improves the efficiency, management, and monitoring and reporting of the state's Drug Recognition Expert program. The NDDOT purchased a license to use this program beginning October 1, 2023. 700 tablets, cases and screen protectors were purchased through a grant received through toXcel and arrived in January 2024. Training was conducted statewide with the DREs on the use of the software and distribution of tablets. The feedback from the DREs is very positive and the DRE/SFST State Coordinator has seen an increase in DRE evaluations being conducted since the launch of the software and tablets.

The DRE Data Entry and Management System has streamlined the 12-Step DRE evaluation process, reducing redundant data entry by officers, and saving both time and resources. This system has eased the overall burden of the process, resulting in an increased number of evaluations conducted and providing more evidence for prosecutors.

### **Parents LEAD – ID2410-10**

The Highway Safety Division continued as a partner agency in support of the Parents Lead (PLEAD) program – an evidence-based underage drinking prevention program administered by the North Dakota Department of Health and Human Services Behavioral Health Division.

PLEAD 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. PLEAD materials include a website ([www.parentslead.org](http://www.parentslead.org)) with content for parents, professionals and communities. TV, radio and print materials are produced and distributed to expand participation in the program. There is also a Parents Lead Facebook page. All ads developed with funding from the Highway Safety Division included the Vision Zero logo.

Parents are arguably the most powerful influence in their child's life. By offering high-quality, educational materials to help parents address issues like substance use, we can foster cultural change and reduce substance abuse in future generations.

### **Oral Fluid Testing Pilot – ID2410-11**

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

The oral fluid screening devices are being distributed to ARIDE trained law enforcement officers now that the pilot program is complete. Training was developed and distributed to select officers around the state. Additional testing cartridges were purchased for the participating agencies. The Lab oversees the maintenance of the devices and ensures the devices are properly serviced by the supplier. No additional oral fluid screening devices were purchased.

The oral fluid pilot project revealed that about 51% of the drivers that volunteered to an oral fluid screen test had cannabis in their bodies, and over 80% of the volunteer drivers tested had multiple impairing substances in their bodies, including alcohol. These test results indicate that law enforcement officers can benefit from having an additional tool to screen for impairing substances roadside to be able to better identify and remove the drug-impaired driver from the road.

### **Going Out? Campaign – ID2410-13-02**

Funds were used to provide placement of a media campaign supporting the NDHP's 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 nearly 40% of North Dakota’s crashes and fatalities.

The media consultant used existing creative materials for billboard placement with the message “A sober ride is better than a flashy one.”



**Simulated Impaired DrivingNG Experience – ID2410-14-01**

Funds were used for the Highway Safety Division to purchase two enclosed 2023 RC trailers to transport the Simulated Impaired DrivINg Experience (SIDNE) for use by partners in support for the impaired driving prevention community outreach activities.



**ND Sober Ride Campaign – State Funded Program**

Funds were used for the ND Sober Ride media campaign to promote sober driving by incentivizing the use of ride sharing. 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 during the campaign period. The ride credits were sponsored by AAA - the Auto Club Group. About 830 rides were redeemed in FFY 2024.



## **Motorcycle Safety**

**Contributions to THSP Performance Measures:** This program area supported performance measure (C7) Number of motorcyclist fatalities and (C8) Number of un-helmeted motorcyclist fatalities. Projects provided funds for rider training and research-based education and outreach.

### **Program Management – MC2406-01**

Management of motorcycle safety programs assured compliance with state and federal fiscal and administrative policies; advanced program development, implementation, evaluation and continuous quality improvement; and assured partner engagement and coordination to leverage partner resources toward program goals.

### **Media and Outreach – Driver Awareness/Share the Road – MC2406-02**

Funds were provided to ABATE to implement the Share the Road campaign to encourage all roadway users to “share the road” with motorcyclists. This statewide media campaign promotes motorcycle safety to encourage all roadway users to watch out for motorcycles on the roads. The campaign included billboards and television, social and digital media ads during the peak riding season. ABATE purchased 11 motorcycle safety billboards throughout North Dakota. Television ads ran in the Midco cable markets at Fargo, Bismarck, Grand Forks and Williston during the Minnesota Twins games quarterly at every 4<sup>th</sup> game of the regular season. The social and digital analytics showed that at least 107 people visited the North Dakota Motorcycle Safety Program website after seeing the streaming TV ads. Overall, there were almost 9,000 households (unique views) of the ad. These spots promoted motorcycle safety and impaired riding prevention.

### **Media and Outreach – Motorcyclist Awareness – State Funded Program**

Media and outreach campaigns were developed and distributed to educate motorcycle riders and the general public on motorcycle safety. A statewide motorcycle safety campaign featured a video about North Dakota native John Boury and how a helmet saved his life. The campaign ran from May through July with radio, Facebook, YouTube, digital media and earned media.



### **North Dakota Motorcycle Safety Program – State Funded Program**

The North Dakota Chapter of American Bikers Aiming Toward Education (ABATE) administers the North Dakota Motorcycle Safety Program (NDMSP) on behalf of the Highway Safety Division to provide access to statewide rider training to motorcyclists. The NDMSP assists riders to improve skills and attitudes to reduce riding risk. In 2024, the NDMSP taught 137 rider courses and trained 1,439 motorcyclists. Police officers from Fargo, West Fargo, Bismarck and Mandan attended an Experienced Rider Course. Mandan has five officers patrolling on motorcycles and Fargo and West Fargo are starting a motorcycle unit.

Education and training are an integral part of the motorcycling community which includes new and experienced riders and the rider coaches.

### **Occupant Protection**

**Contributions to THSP Performance Measures:** This program area supported activity measure (A5) Number of Car Seat Check-ups Offered, (B1) Observed seat belt use for passenger vehicles, front seat outboard occupants, and (C4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions. Projects provided funds for child passenger safety program administration, enforcement, research-based education and outreach, and program evaluation.

### **Program Management – OP2405-01**

Management of occupant protection programs assured compliance with state and federal fiscal and administrative policies; advanced program development, implementation, evaluation, and continuous quality improvement; and assured partner engagement and coordination to leverage partner resources toward program goals.

### **Child Passenger Safety – Program Administration – OP2405-02**

The Highway Safety Division provided funds to the ND Department of Health and Human Services 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).

Motor vehicle crashes are the leading cause of injury and death to ND children. One of the most effective preventable actions to decrease injury and death is to utilize a correct child restraint. Car seats decrease the risk of fatal injury by 71% among infants and 54% among toddlers. Booster seats reduce the risk of nonfatal injuries by 45% among the four-to-eight-year-old children. Providing car seat check-ups statewide educates parents and caregivers on the proper way to install a child restraint.

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; childcare 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.
- Assisted with 80 car seat checks, inspecting 715 car seats. During these car seat checkups, program staff worked with approximately 97 certified CPS Technicians.
- Conducted five national CPS Technician Certification courses certifying 62 participants. Courses were held in Bismarck, Williston, West Fargo, Minot and Grand Forks.
- Held seven CPS trainings (4 hours) at the Law Enforcement Training Centers with 130 participants.
- Conducted a two-hour CPS recertification training in Grand Forks with 30 CPS technicians in attendance.
- Conducted CPS training for Nexus Path in Fargo for 65 staff members.
- Conducted Baby's First Ride training at local hospitals in Dickinson, Bismarck and Devils Lake for expectant parents.
- Provided three CPS bus trainings in Grand Forks, Fargo and Minot.
- Offered CPS workshops for CPS technicians in Bismarck with 80 technicians in attendance.

### **Observational Seat Belt Survey – OP2405-03**

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 2024. North Dakota's seat belt use by front and outboard passengers had a slight increase from 78.5% in 2023 to 79.8% in 2024.

Project evaluation and assessment are essential for enhancing programs and informing effective policy development.

### **Observational Child Passenger Safety Survey – OP2405-04**

The NDSU UGPTI conducted an observational CPS survey on behalf of the Highway Safety Division to determine CPS use rates. The field survey was completed in September 2024, with collection of field observation pads for database record transcription to be completed in 2025.

### **High Visibility Enforcement – OP2405-05**

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 vehicle crash fatalities statewide. Participating agencies included the NDHP, 18 police departments and 21 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 two *Click It or Ticket* campaigns including participation in the national *Click*

*It or Ticket* campaign in May 2024. More than 5,610 hours of overtime was performed and a total of 8,191 citations were issued that included 5,470 seat belt and child restraint citations.

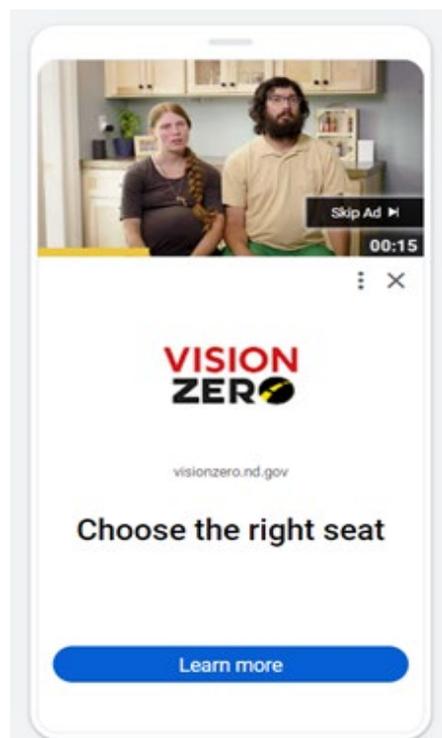
### **Media and Outreach – Occupant Protection – OP2405-06**

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.

Two media campaigns ran in conjunction with the state HVE periods in November and May and a non-enforcement campaign ran in September. Collectively, media for these flights included statewide broadcast TV, cable TV, radio, earned media, digital media, social media (Facebook and YouTube), Out-of-Home video at gas pumps, website cover photos and posters. A fourth non-enforcement campaign ran to promote child safety seats through cable TV, radio, YouTube, digital and earned media.

The first enforcement and third non-enforcement flights featured "Be There" creative which has a more heartfelt approach. The second enforcement flight featured "Beep," emphasizing that everyday annoyances of beeping alarms and the dinging of the seat belt reminder in a vehicle is nothing compared to the beeping of monitors next to a hospital bed.

The CPS campaign that ran in conjunction with CPS Week in September debuted new creative featuring the Bitzan family story. The Bitzans were in a rollover crash with five children. Luckily, they were all using appropriate child safety seats and survived the crash.



### **Child Passenger Safety – Car Seat Distribution – OP2405-07**

The ND Department of Health and Human Service’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. There were 469 car seats distributed to 32 distribution programs including one Native American reservation program. Car seats were distributed to low-income families.

### **Child Passenger Heatstroke Prevention – OP2405-08**

Altru Health System conducted statewide education and outreach related to unattended passengers in a vehicle. Safe Kids Grand Forks, Safe Kids Bismarck-Mandan, and Safe Kids Fargo-Moorhead provided community awareness through social media, radio interviews, press releases, flyers, and community events using a heatstroke display showing the temperature inside and outside of the vehicle. Safe Kids educated parents and caregivers of the dangers of heatstroke by raising awareness at different events at three different regions in the state.

### **Police Traffic Services**

**Contributions to THSP Performance Measures:** This program area supported activity measure (C1) Number of traffic fatalities, (C4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions, (C5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above, and (C6) Number of speeding-related fatalities. Projects provided funds for enforcement and research-based education and outreach.

### **Program Management – PT2402-01**

Management of distracted police traffic services assured compliance with state and federal fiscal and administrative policies; advanced program development, implementation, evaluation and continuous quality improvement; and assured partner engagement and coordination to leverage partner resources toward program goals.

### **Law Enforcement Web-Reporting System – PT2402-03**

The Highway 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. Funds are used to cover a monthly maintenance fee.

### **Law Enforcement Training – PT2402-04-01**

The Highway 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 included reimbursement of travel expenses for law enforcement to attain the following training:

- Advanced Roadside Impaired Driving Enforcement (ARIDE)
- Law enforcement training
- Distracted driving enforcement training
- Vision Zero Partner Award Program
- Attendance at out-of-state conferences

Law enforcement received education and information training on their identified needs throughout the year regarding traffic safety laws and new case laws.

### **DRE/SFST Coordinator and Training Support – PT2402-04-02**

The statewide DRE/SFST Coordinator is responsible for ensuring the DRE and SFST programs have access to training and tools needed to keep officer skills current. The Coordinator worked with DRE Instructors to schedule SFST and DRE training statewide and with the DRE/SFST Advisory Board to develop an efficient call-out program to increase DRE utilization. The Coordinator also served on the Impaired Driving Priority Emphasis Area Team and sub-committees to address impaired driving issues. The Coordinator assisted the Highway Safety Division with other law enforcement training as needed. In addition to training the Coordinator performed the following:

- Reviewed drug influence evaluations that are entered in the DRE Data System. During FY 2024, 442 drug influence evaluations were conducted, with 213 of those being training evaluations.
- Planned and facilitated a DRE/SFST Instructor In-service.
- Assisted to plan and facilitate the annual Impaired Driving Conference.
- Trained and launched the DRE Data Management System software, secured funding for 70 tablets and accessories and distributed the tablets to DREs statewide.

The DRE/SFST State Coordinator also ensured that all training was conducted according to the standards set forth by International Association of Chiefs of Police (IACP) and NHTSA.

### **Speed Management**

**Contributions to THSP 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 – SC2407-01**

Management of speed management programs assured compliance with state and federal fiscal and administrative policies; advanced program development, implementation, evaluation, and continuous quality improvement; and assured partner engagement and coordination to leverage partner resources toward program goals.

### **Radar Equipment – SC2407-02**

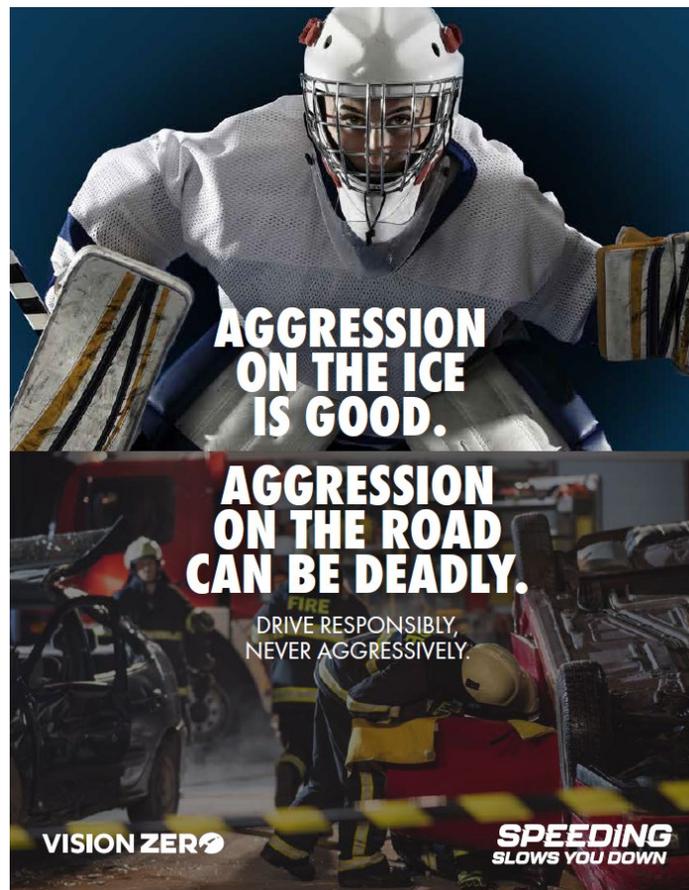
Grants were provided to the NDHP and three law enforcement agencies to purchase radar

equipment to facilitate speed enforcement and 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 actively participated in the overtime enforcement programs.

### **Media and Outreach – Speed – SC2407-03**

Speed is a contributing factor in approximately 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.

The “Aggressive” creative developed in FFY 2023 was used again this fiscal year. The creative was designed to educate and encourage all people who drive on North Dakota roads to always obey all traffic laws with an emphasis on speed limits and consequences. Media for the flight included statewide earned, radio, digital and social (Facebook and YouTube) media ads. The ads were targeted towards males ages 18-49 during the April/May campaign.



### **High Visibility Enforcement – SC2407-04**

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 NDHP, 18 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 Highway Safety Corridor within their jurisdiction were asked to focus efforts within the corridor.

Agencies conducted a speed enforcement campaign from July 1 to August 15, 2024. The campaign date was adjusted to July to align with the national July HVE speed campaign and to increase visibility during months with high traffic fatalities. During the campaign, agencies logged over 3,500 hours of overtime and issued a total of 6,835 citations, including 6,063 for speeding. One agency was unable to participate due to staffing shortages and a change in leadership.

### **Traffic Records**

**Contributions to THSP 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 – TR2404-01**

Management of traffic records programs assured compliance with state and federal fiscal and administrative policies; advanced program development, implementation, evaluation, and continuous quality improvement; and assured partner engagement and coordination to leverage partner resources toward program goals.

#### **Crash Data System Replacement Project – TR2404-02**

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.

#### **Electronic Crash Reporting System Support – TR2404-03**

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 Highway Safety Division for the maintenance of TraCS, associated TraCS modules (location tool, electronic citations, Report and Notice form, etc.) and the TraCS database. 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.

#### **Electronic Crash Reporting Software – License Fee – State Funded Program**

Payment was issued to the State of Iowa for the annual TraCS licensing fee for 2024.

### **Crash Data Analysis Tool (AASHTOWare Safety) – State Funded Program**

This project will create a public crash portal to allow external parties access to crash data and improve data transparency. The software will allow the NDDOT to streamline response to data requests by removing the burden of compiling data for simple requests as well as provide 24/7 access to crash data. It also provides engineering safety analytics tools and a safety dashboard with mapping capability that will help support tracking performance measure metrics and communicating progress. The software is multi-functional, improving both data access and the ability to use data to make better decisions on where/how to invest safety funds as well as supporting clear communication on outcomes toward reaching the Vision Zero goal.

### **Young Drivers**

**Contributions to THSP Performance Measures:** This program area supported activity measure (C9) Number of drivers aged 20 and younger Involved in fatal crashes. Projects provided funds for research-based education and outreach.

### **Program Management – TSP2408-01**

Management of young driver programs assured compliance with state and federal fiscal and administrative policies; advanced program development, implementation, evaluation, and continuous quality improvement; and assured partner engagement and coordination to leverage partner resources toward program goals.

### **Alive at 25 Defensive Driving Program – TSP2408-03**

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 1,275 teens through 31 schools and two Driving Skills for Success (DSFS) events. *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. New instructors were trained to continue to offer the *Alive at 25* courses.

### **Driver Education Curriculum and Support – DE2408-02-01**

The annual North Dakota Driver and Traffic Safety Education Association (NDDTSEA) Conference provides education and training for driver education instructors to assist in delivering quality driver education. The Highway Safety Division provided funds to an events coordinator to assist the NDDTSEA to conduct their annual conference. The events coordinator assisted with developing and formatting the agenda which included speaker bios and session descriptions and designing, printing, and assembling of name badges and reimbursement of approved travel requests.

### **Driver Education Parent Program – DE2408-02-02**

Parental involvement is important in the reduction of teen crashes. The Driver Education Parent Program was designed to provide information to parents about the permit/license process, North Dakota Graduated Driver Licensing (ND GDL) laws, teen statistics, risks factors, practice driving logs, what driver education instructors will be teaching, etc.

Three videos were created to provide information to parents about how to prepare and be involved before their child/teen takes a driver education course. QR codes linked to additional resources were included for supplemental information. The media services vendor worked with NDDTSEA and their web vendor to upload the videos to the reconfigured NDDTSEA website to allow for easy sharing and access for parents and drivers education instructors.

### **Driver Education Virtual Learning – DE2408-03**

The Highway 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 Central Cass High School, Linton Public School, and Northern Cass Public School. The simulator is designed to enhance the classroom curriculum and teach teen drivers the critical skills essential to safe driving. The simulators allow teens to learn and practice critical driving skills in a safe and controlled environment prior to getting behind the wheel of a vehicle on public roadways.

### **Program Development and Evaluation – DE2408-04**

The Highway Safety Division provided funds to NDSU UGPTI for program evaluation to strengthen programs for improved outcomes. The project existed to evaluate the teen driver education program, within the graduated driver licensing law (GDL), as a tool to improve inexperienced drivers' understanding and skills development for safe independent driving. The initial findings indicate that the GDL program significantly reduced the incidence of fatal and injury crashes among drivers aged 17 and younger, highlighting its positive influence on road safety. However, the effectiveness of GDL varied across demographic groups, with younger and female drivers showing greater reductions in crash risk compared to their male counterparts. The finding further emphasizes the critical role of driving behaviors in crash outcomes, revealing that both high-risk and low-risk citations serve as strong predictors of future severe crashes.

### Driving Skills for Success (DSFS) – State Funded Program

The annual Vision Zero Driving Skills for Success (DSFS) program occurred in Minot, ND in June 2024 and Bismarck, ND in July 2024. The events 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 more. DSFS participants also had the opportunity to participate in the North Dakota Safety Council's *Alive at 25* program free of charge.



### Early Warning Letter – State Funded Program

This project consisted of mailing an Early Warning Letter (EWL) to teens and/or parents upon receipt of their 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.

### Emergency Medical Services

**Contributions to THSP Performance Measures:** No performance measure identified. The projects provided funds for traffic incident management training and was state funded.

### Program Management – EM2403-01

Management of EMS programs assured compliance with state and federal fiscal and administrative policies; advanced program development, implementation, evaluation, and continuous quality improvement; and assured partner engagement and coordination to leverage partner resources toward program goals.

### **Program Management – Traffic Incident Management Training – State Funded Program**

The Traffic Incident Management (TIM) Training conducted three different training events throughout the grant year. The training focused on TIM disciplines including communications, emergency management, emergency medical services, fire/rescue, law enforcement, and towing and recovery. The training aimed at equipping first responders and operators with critical skills for managing crash scenes safely and efficiently. The training was focused on promoting rapid and safe scene clearance while mitigating risks to personnel and the public. The training sessions emphasized operational areas, such as:

- Rapid and safe debris removal.
- Safety protocols for responders.
- Specialized training for handling Alternative Fuel/Electric Vehicles to address emerging challenges with modern vehicles.
- Towing and Recovery techniques for light and heavy-duty operators to enhance efficiency and precision in vehicle recovery after a crash.

A total of 89 participants completed the TIM Training, 86 participants completed the Alternative Fuel/Electric Vehicle Training, 31 participants completed Light-Duty Towing and Recovery Training, and 26 participants completed the Heavy-Duty Towing and Recovery Training.

Overall, the program demonstrated strong success in addressing the needs of its target audience and fostering safer, more effective crash scene management.

### **Roadside Deaths**

**Contributions to THSP Performance Measures:** This program area supported activity measure (A8) Number of roadside fatalities and serious injuries. Projects provided funds for media and outreach.

### **Media and Outreach – Move Over Campaign – RD2412-01**

Through a partnership with NDHP, new creative was developed featuring a Trooper who was almost hit by a semi-truck as he was performing a traffic stop, emphasizing the importance of the Move Over Law. The campaign ran from mid-April to mid-May 2024 on Facebook, YouTube, Snapchat, and digital media and was accompanied by earned media.



## **(2) Adjustments to Performance Strategy to Achieve Progress**

North Dakota is on target to meet two of 11 identified core performance and behavior targets and five of five state performance targets for FFY 2024 as described below.

### ***Core Targets***

The following core targets are on track to be met.

C-6) Number of Speed-Related Fatalities

C-11) Number of Bicyclist Fatalities

The following core targets are not on track to be met.

C-1) Number of Traffic Fatalities

C-2) Number of Serious Injuries in Traffic Crashes

C-3) Fatalities/VMT

C-4) Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

C-5) Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and Above

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

### ***State Targets***

All state targets are on track to be met based on current year reporting.

A-4) Percentage of Traffic Citations Electronically Submitted

A-5) Number of Car Seat Check-Ups Offered

A-6) Distracted Driving Citations

A-7) Drug Impaired Driving – Number of DUI Blood Samples Tested for Drug Metabolites

A-8) Roadside Deaths – Number of Roadside Fatalities and Serious Injuries

To better achieve progress toward identified targets and with consideration to the positive trends North Dakota is experiencing with most of the unmet performance measures, the Highway Safety Division plans to maintain our planned strategy to implement the current North Dakota SHSP/Vision Zero Plan.

The NDDOT and Vision Zero partners updated the five-year (FFY 2024 – FFY 2028) North Dakota SHSP/Vision Zero Plan in FFY 2023. The plan incorporates the Safe System approach which 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. The stakeholder involvement structure has been revised to reflect the Safe System approach to plan/strategy implementation.

Priorities for North Dakota’s Vision Zero initiative 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.

To advance transportation safety data systems, the Highway Safety Division and other NDDOT Divisions are working to stand up the AASHTOWare Safety software. AASHTOWare Safety will provide for a public portal to allow external parties access to crash and roadway data and improve data transparency. The software will allow the NDDOT to streamline response to data requests as well as provide 24/7 access to data. It also provides engineering safety analytics tools and a safety dashboard with mapping capability that will help support tracking performance measures. The software is multi-functional, improving both data access and the ability to use data to make better decisions on where/how to invest safety funds as well as supporting clear communication on outcomes toward reaching the Vision Zero goal.

Priority Emphasis Area (PEA) Teams comprised of Vision Zero stakeholders continue to work actively toward strategy implementation. Examples of PEA activity include:

- ***The Occupant Protection PEA was successful in passing a Primary Seat Belt Law (PBL) through the 2023 North Dakota Legislature. The PBL went into effect on August 1, 2023. This is a very significant success and is already showing some positive results toward increased seat belt use in North Dakota.***
- PEA teams and stakeholder/partner involvement has been expanded.
- Several new PEAs were established to work toward strategy implementation consistent with the SHSP/Vision Zero Plan including Older Driver, Commercial Vehicle, and Distracted Driving PEAs.

- 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 continuing with an oral fluid testing pilot program to better identify the problem of drug-impaired driving in North Dakota through data collection. The Highway Safety Division 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 and Distracted Driving PEAs are considering strategies that will more effectively deter speed/aggressive/distracted driving including law changes to increase fines for traffic violations. North Dakota fines are not substantial enough for a deterrent effect.
- The Young Driver PEA is focused on education and outreach strategies.

Negative fatality trends exist with the following vulnerable road user performance measures: C-7) Number of Motorcyclist Fatalities, C-8) Number of Unhelmeted Motorcyclist Fatalities, C-10) Number of Pedestrian Fatalities. The Highway Safety Division will make adjustments to performance strategies to achieve progress by:

- Working with the North Dakota Motorcycle Advisory Committee to develop a plan to build program capacity through increased partnerships, training, education and outreach, policy change, and innovative solutions.
- Participating as a stakeholder in plan development and strategy implementation with the:
  - (1) North Dakota Long-Range Transportation Plan, called the Transportation Connection, that includes safety and multi-modal discussions of all types, including non-motorized and pedestrian.
  - (2) North Dakota Active Transportation Plan which includes pedestrian safety strategies.

The Highway Safety Division will engage partners in pedestrian safety strategy implementation to reduce pedestrian fatalities statewide.

Additionally, the NDDOT plans to update the Local Road Safety Program (LRSP) to implement evidence-based, systemic strategies at select rural and local road locations identified at risk through data. Since the inception of the North Dakota LRSP in 2013, North Dakota has implemented hundreds of local road safety improvement projects that have improved roadway safety statewide.

North Dakota's SHSP/Vision Zero Plan recognizes that there is no single solution to achieve zero crash fatalities and serious injuries. A multitude of solutions must be applied. Active implementation of the North Dakota SHSP/Vision Zero Plan and other transportation safety plans will substantially advance progress toward safety performance targets to reach the goal of zero.

# ACTIVITY REPORT

## (1) Projects Not Implemented

The following two projects were not implemented in FFY 2024.

**(a) Project Name:** Media and Outreach – Positive Community Norms

**Project Number:** CP2409-04-06

**Project Description:** A media vendor will develop and implement media campaigns for the projects identified below based on market research and including creative development, paid media placement (TV, radio, print, social and digital), earned media (news releases, radio and local news interviews, social media posts, etc.), and other activities. Campaign effectiveness will be measured by the reach of individuals in the target audience, the metrics (impressions, conversions, click-throughs, etc.), and a statewide evaluation of the target audience’s knowledge, attitude, behavior, and beliefs affected by the messages.

**Subrecipient or Contractor:** Media Vendor/Odney

**Eligible Use of Funds:** 402 Community Traffic Safety Programs

**Reason Project Not Implemented:** Positive Community Norms messages and activities are being developed and implemented by the Vision Zero Coordinators, but there were no media support costs charged to this project.

**(b) Project Name:** New American Community Outreach

**Project Number:** CP2409-07-01

**Project Description:** The Highway Safety Division will provide funding to support a community outreach event for New Americans learning to drive in North Dakota. The outreach will consist of education on North Dakota traffic laws, seasonal driving tips, and car maintenance, especially for winter months. The North Dakota Highway Patrol will coordinate quarterly classes to be offered in the major North Dakota cities. The NDDOT will provide funding for interpretive services.

**Subrecipient or Contractor:** Consultant for Events Coordination

**Eligible Use of Funds:** 402 Community Traffic Safety Programs

**Reason Project Not Implemented:** There were no New American Community Outreach events conducted in FFY 2024. Events are planned for FFY 2025.

## (2) Public Participation and Engagement

North Dakota has identified (1) High-Risk Males, (2) Native Americans and Reservation Lands, (3) Rural Counties and Roads, and (4) Young Drivers, as underrepresented/overserved populations. North Dakota's goals for ongoing engagement include conducting additional data analysis to assure we've appropriately identified underserved/overrepresented populations and planning for Public Participation and Engagement (PP&E) opportunities that are accessible to the populations and can be used to inform transportation plans and programs.

The Highway Safety Division identified the following goals and actions to conduct additional meaningful PP&E over the three years of the THSP (FFY 2024-2026).

**Goal 1:** By April 30, 2024, conduct a comprehensive data analysis to identify the populations that are underserved/overrepresented in fatal and serious injury crashes and the populations to engage through the PP&E plan.

### Actions:

- Continue to collaborate and leverage the resources and expertise of the North Dakota Health Equity Committee.
- Integrate key social equity metrics into crash data analysis through AASHTOWare Safety. AASHTOWare Safety has been purchased by the NDDOT and a team is in the process of implementing the tool for improved data transparency and accessibility to internal and external partners. AASHTOWare Safety should be fully implemented by the end of 2023.
- Work with NDSU UGPTI to complete broader equity analysis.
- Identify underserved/overrepresented populations to engage through PP&E.

**Progress:** The Highway Safety Division completed the integration of social equity metrics into the AASHTOWare Safety project and continues to work internally and with NDSU UGPTI for broader equity analysis to refine the identification of underserved/overrepresented populations.

**Goal 2:** By December 30, 2023, identify a plan to increase additional opportunities to allow the identified underserved/overrepresented populations to contribute to highway safety decision-making processes on an ongoing basis and develop relationships with underserved/overrepresented populations and entities who serve them.

### Actions:

- Review existing programs/projects/events through the lens of meaningful public involvement and design/apply appropriate feedback processes such as surveys, on-line polls, follow up email communications, town hall meetings, public comment periods, and other PP&E activity for implementation. Identify up to 5 events where PP&E will occur each year.

- Identify 2 or more events for Vision Zero Coordinators to conduct meaningful PP&E each year and include in their annual contractual scope of work.
- Assure identified PP&E programs/projects/events are accessible to identified underserved/overrepresented populations in terms of frequency, location, date, and time, etc.
- Identify data collection (group discussion, on-line polls, surveys, follow up emails, etc.) and documentation processes for each identified PP&E event.

**Progress:** The Highway Safety Division reviewed existing programs/projects/events for opportunities to develop meaningful PP&E and collect appropriate feedback to inform programming. We determined that there are many opportunities to conduct meaningful PP&E through the existing stakeholder and public participation structure of North Dakota’s Vision Zero initiative.

The Highway Safety Division administers the Vision Zero Community Outreach Program and directs the activities of the Coordinators including opportunities and events where meaningful PP&E occurs.

Several examples include:

***Underserved/Overrepresented Populations: Young Drivers, High-Risk Males, and Rural Counties and Roads.***

**(1)** The Highway Safety Division planned the 2024 Vision Zero Partner Conference to include regional breakout sessions with the Highway Safety Division and the Vision Zero Coordinators. The breakout sessions prompted discussion about traffic safety problems in the region, current programming to address the problems, and opportunities for improvement. The Highway Safety Division collected and documented the feedback from the breakout sessions.

The Northeast Region partners discussed the problem of ATVs/OHVs by teen drivers in rural areas and schools which resulted in identification of solutions including increased partnerships, education/outreach activities, enforcement, policy advocacy, and other actions.

This engagement resulted in the following projects in the FFY 2025 AGA to support ATV/OHV safety. And the Northeast Region Coordinator is working with the local schools and communities to advance their suggested solutions.

Project Name	Child Passenger, Bicycle and Pedestrian Safety Education and Outreach
<b>Project Description</b>	
<p>Altru Health System will conduct child passenger, bicycle, ATV/OHV, and pedestrian safety education and outreach in a nine-county service region in northeast North Dakota. Safe Kids Grand Forks provides community 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 provides 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 will be provided through newsletters, radio interviews, news articles, social media, stakeholder activities, etc. Safe Kids also promotes 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 will include salary and benefits, travel and costs related to education materials for distribution.</p>	
<b>Location Where the Project is Performed</b>	Nine-county service region in northeast North Dakota including Pembina, Cavalier, Walsh, Ramsey, Grand Forks, Nelson, Traill, Steele, Griggs counties
<b>Subrecipient or Contractor</b>	Altru Health System – Safe Kids Grand Forks

Project Name	Media and Outreach
<b>Project Description</b>	
<p>A media vendor will develop and implement media campaigns for the projects identified below based on market research and including creative development, paid media placement (TV, radio, print, social and digital), earned media (news releases, radio and local news interviews, social media posts, etc.), and other activities. Campaign effectiveness will be measured by the reach of individuals in the target audience, the metrics (impressions, conversions, click-throughs, etc.), and a statewide evaluation of the target audience’s knowledge, attitude, behavior, and beliefs affected by the messages.</p>	
<b>Location Where the Project is Performed</b>	Statewide
<b>Project Agreement #</b>	CP2509-04-03 – Other Areas of Emphasis in the SHSP/Vision Zero Plan such as vulnerable road users, ATV safety and more
<b>Subrecipient or Contractor</b>	Media Vendor/Odney

(2) In the Northwest Region, the Vision Zero Coordinator was made aware of concerns from a school that is located off a four-lane divided highway. Concerns were related to crashes and near misses that have occurred and severe crash risk with students leaving the school to connect with the highway and high-speed traffic. The Coordinator contacted the Highway Safety Division and we worked to convene many partners/community members including students and parents, school administration, local and state law enforcement, engineers

and roadway personnel, and others to discuss the problems and solutions. The meeting was held during school hours to accommodate all participants. This resulted in discussion about partnerships, education/outreach activities, enforcement, policy, and other actions that will be pursued by the school and community.

The Highway Safety Division collected and documented the feedback and used the engagement to inform education and outreach that will be conducted by the Vision Zero Coordinator and the school through the current and subsequent school years. The Highway Safety Division is also coordinating with the local NDDOT District Engineer to implement identified infrastructure safety solutions including a stop bar and installation of a school zone sign and LED flashers on the highway in the spring of 2025.

***Underserved/Overrepresented Populations: Young Drivers, High-Risk Males, and Native Americans and Reservation Lands.***

- (1) In the Southwest Region, the Vision Zero Coordinator convened students at a reservation school to discuss the problems they see among their peers and in their community related to driver and passenger behavior. The meeting was held during school hours to accommodate participation. The students highlighted the problem of impaired driving in their school and community. As a result of this engagement, the students and school administration committed to become a Vision Zero School and the focus of their education and outreach has been to promote sober driving by students and the broader community.

The Highway Safety Division collected/documentated this feedback and the proposed solutions and is working with the Vision Zero Coordinator and community toward implementation through the following project in the FFY 2025 AGA.

Project Name	Vision Zero Schools
<b>Project Description</b>	
Vision Zero Schools will be designated. School administration, staff and participating student leaders will create a culture of personal responsibility in their school where motor vehicle fatalities and serious injuries are recognized as preventable and not tolerated. Vision Zero Schools give students the opportunity to be traffic safety advocates by appearing in banners, public service announcements (PSAs), videos and more to share motor vehicle safety messages in their school and community. Vision Zero Schools receive promotional materials featuring student leaders to promote traffic safety and will be featured on Vision Zero’s website, Facebook, Instagram and X. The Highway Safety Division will assist in writing press releases to promote a school’s dedication to traffic safety in the media.	
<b>Location Where the Project is Performed</b>	Individual schools
<b>Subrecipient or Contractor</b>	Media Vendor/Odney

Additionally, the Highway Safety Division has worked with the Vision Zero Coordinators to include PP&E activity within their contractual scope of work for FFY 2025. This will increase the number of PP&E events conducted to inform subsequent AGAs and THSPs.

### ***Vision Zero Coordinator Contract Scope of Work Network/Partnership Engagement***

**Objective 1:** Establish and expand relationships with underserved/overrepresented communities and populations to support the Vision Zero Strategic Plan implementation. Underserved/overrepresented populations include those with low socio-economic status, racial and ethnic minorities, or both and are overrepresented in motor vehicle crashes and underserved in terms of education and information and other services that could assist in eliminating motor vehicle serious injuries and fatalities.

- **Project Development and Implementation:** Each coordinator will identify the underserved/overrepresented populations within their regions based on NDDOT data, establish a working relationship, and conduct two (2) meaningful public participation and engagement activities within their regions, with an emphasis on tribal populations where applicable.
- **Evaluation:** Each Coordinator will report on events held and provide feedback received from each community event (NDDOT will provide a template for the report).

And the Highway Safety Division is in the process of developing a PP&E information collection tool to assure PP&E feedback is collected in a consistent and thorough manner to inform programming that adequately reaches and changes behaviors of the identified underserved/overrepresented groups.

## **(3) Evidence-Based Enforcement Program**

The following is a description of North Dakota's evidence-based enforcement program activities, including discussion of community collaboration efforts and efforts to support data collection and analysis to ensure transparency, identify disparities in traffic enforcement, and inform traffic enforcement policies, procedures, and activities per 23 CFR 1300.35(b)(3).

### ***Evidence-Based Enforcement***

Evidence-based enforcement is a strategic approach that combines problem identification, community collaboration, and post-data collection and analysis to create effective and informed solutions. By first identifying specific issues (Problem ID), engaging with local stakeholders to gather insights and build trust (Community Collaboration), and analyzing data collected after high visibility enforcement campaigns (Post Data Collection and Analysis), this method ensures that enforcement actions are not only targeted but also grounded in measurable outcomes. By using evidence-based insights, law enforcement agencies can deploy resources more effectively, concentrating efforts where they will have the greatest impact on

reducing violations and crashes. North Dakota's evidence-based enforcement program is aimed at improving road safety by addressing the most common and dangerous driving behaviors. The program relies on high visibility enforcement campaigns that target key issues such as seat belt use, impaired driving, speeding, and distracted driving.

These high-visibility campaigns are conducted by law enforcement agencies across the state and are often timed around holidays, weekends, and other high-traffic periods when traffic crashes are more likely to occur. The campaigns typically involve increased law enforcement presence on the roads, media campaigns through the Highway Safety Division, and partnerships with stakeholders to spread awareness. This combined approach helps not only to deter risky behaviors but also to remind the public about the importance of safe driving practices. Overall, the evidence-based enforcement program seeks to make North Dakota's roads safer by encouraging drivers to comply with traffic laws and prioritize safety on the road.

### ***Community Collaboration***

In FFY 2024, the Highway Safety Division adopted a holistic, agency-specific approach to fostering collaboration between law enforcement and the community. Global Refuge, an immigrant advocacy group, reached out to the NDHP, which then involved the Highway Safety Division. Recognizing the growing New American population, particularly in the state's eastern region, NDHP and the Highway Safety Division developed a project addressing key safety topics such as winter driving, traffic laws, and interactions with law enforcement for New Americans. These educational sessions are led by the NDHP's Cultural Liaison Officer. Although staffing constraints prevented trainings in FFY 2024, the project will continue with funding in FFY 2025.

While the NDHP was unable to complete New American training, the Fargo Police Department conducts quarterly training sessions specifically designed for New Americans. These sessions offer an introduction to law enforcement and provide essential guidance, such as what to expect during traffic stops. To support child passenger safety, the department collaborates with Safe Kids Fargo-Moorhead and employs certified car seat technicians who demonstrate proper installation of child restraints and will provide car seats to families who are in need. The Highway Safety Division provides funds to Safe Kids as part of its Child Passenger Safety and Car Seat Distribution projects.

In addition to its training sessions, Fargo Police Department provides informational cards during traffic stops to non-English speakers. These cards include a phone number for translation services, ensuring individuals can understand the purpose of the stop.

The Fargo Police Department has established a Police Advisory and Oversight Board, which convenes monthly to promote dialogue between community representatives and law enforcement. This provides an opportunity for the Fargo Police Department to consult with the community regarding their concerns about traffic safety issues important to them. As a result of these meetings, the public expressed concerns about dangerous driving and street racing. The department applied for and secured a federal grant to enhance traffic safety. The Fargo Police

Department adjusted its traffic safety activities, established a dedicated traffic safety unit, and used collected information to direct their activities during grant funded HVE efforts. The Highway Safety Division is supporting Fargo Police Department by awarding grant funds for high visibility enforcement overtime and offering additional SFST and ARIDE trainings to help officers identify impaired drivers.

Law enforcement agencies frequently collaborate with Vision Zero Coordinators, whose mission is to reduce traffic fatalities and serious injuries to zero at the local/community level. This partnership allows officers to build meaningful relationships within their communities while consistently promoting traffic safety and awareness. *Click-It for Coffee* events are held during the May *Click It Or Ticket* national campaign. The Highway Safety Division uses media funds to promote the events which are held in each region of the state. The participating local coffee shop owners offer a discount on a future coffee drink if a driver is buckled up while going through the drive thru. Law enforcement and Vision Zero Coordinators are present to hand out the coupon and have conversations about the importance of seatbelt use. The event provides an opportunity for law enforcement to better inform the public of their policies, procedures and activities.

Other ways the Coordinators and law enforcement help engage with the public are during events where sticker polls and surveys are held asking what they think the most dangerous driving behavior is in North Dakota. These polls and surveys aim to better inform the public about the policies, procedures, and activities of the Highway Safety Division and law enforcement. The data collected is also shared with law enforcement agencies.

### ***Data Collection and Analysis***

To determine law enforcement overtime funding, agencies must provide data that demonstrates their performance and financial needs. This includes evidence of meeting established performance measures, showing that previous year's funding was fully and effectively utilized, and providing detailed citation and enforcement information related to the project for which they are applying. Data collection involves gathering detailed information like the number of citations issued for traffic violations, pinpointing locations with high rates of fatal and serious injury crashes and assessing the results from past projects aimed at improving public safety. Analyzing this data helps make sure that funding goes to agencies that really need it and can make a difference, focusing support on areas where it's most effective or needed.

Agencies receiving funding are closely monitored throughout the year to ensure they meet performance expectations, particularly during enforcement campaigns focused on enhancing public safety. To support this oversight, annual site visits are conducted, during which the program manager evaluates the agency's progress on performance measures and addresses any challenges or obstacles they may be facing. As part of these visits, the program manager reviews crash maps for the agency's jurisdiction and discusses disparities or hotspots in high-crash locations.

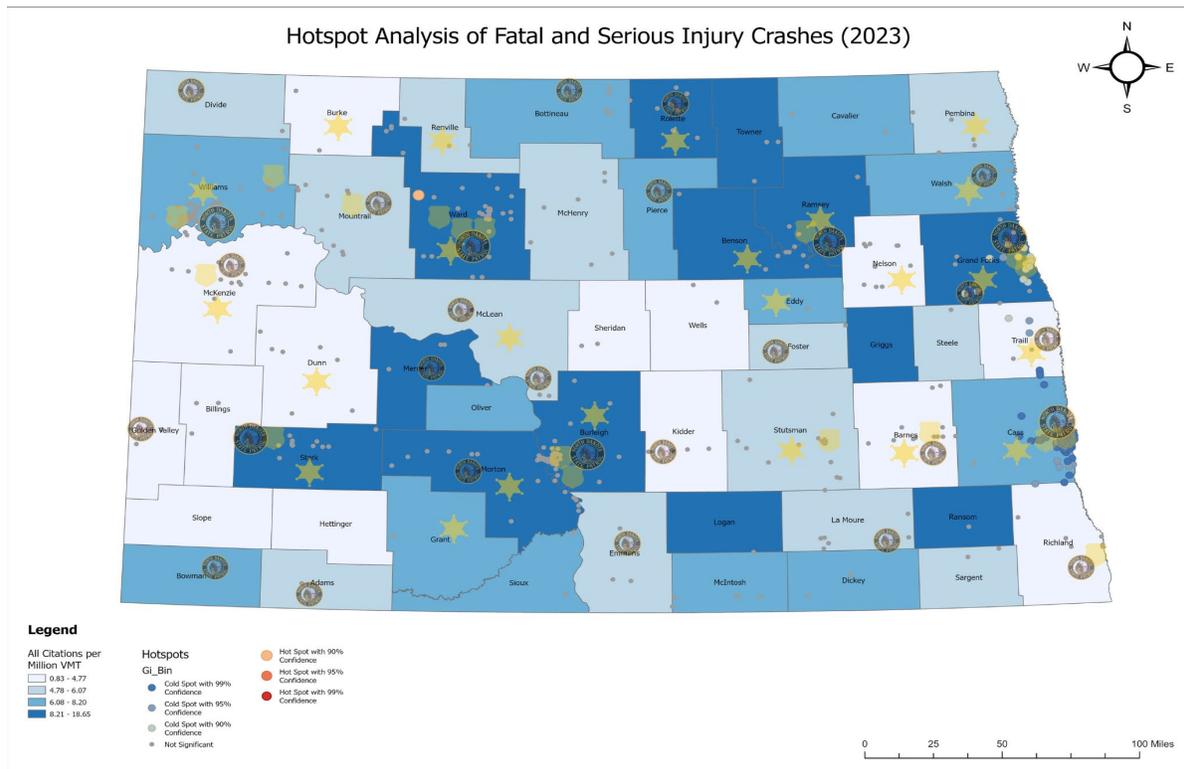
These visits provide an opportunity for agencies to raise concerns and receive guidance or additional support to overcome barriers to meeting their goals. This collaborative process ensures accountability and fosters proactive solutions to challenges.

Additionally, the program manager conducts detailed reviews of log sheets submitted by officers who work high visibility enforcement overtime shifts. The program manager examines whether traffic stops occur in designated problem areas and if cited offenses align with behaviors contributing to crashes in those locations. By analyzing citation types, stop locations, and timing, this review ensures enforcement efforts directly address identified issues, maximizing their effectiveness in improving public safety and reducing crash-related incidents.

Many law enforcement agencies increasingly rely on social media to keep the public informed about upcoming traffic enforcement campaigns, road safety tips, and community initiatives. This proactive approach not only raises awareness of enforcement activities but also encourages public compliance and engagement. Some agencies go further by providing citation data to their local governing body, which they also post on their websites for transparency and easy public access.

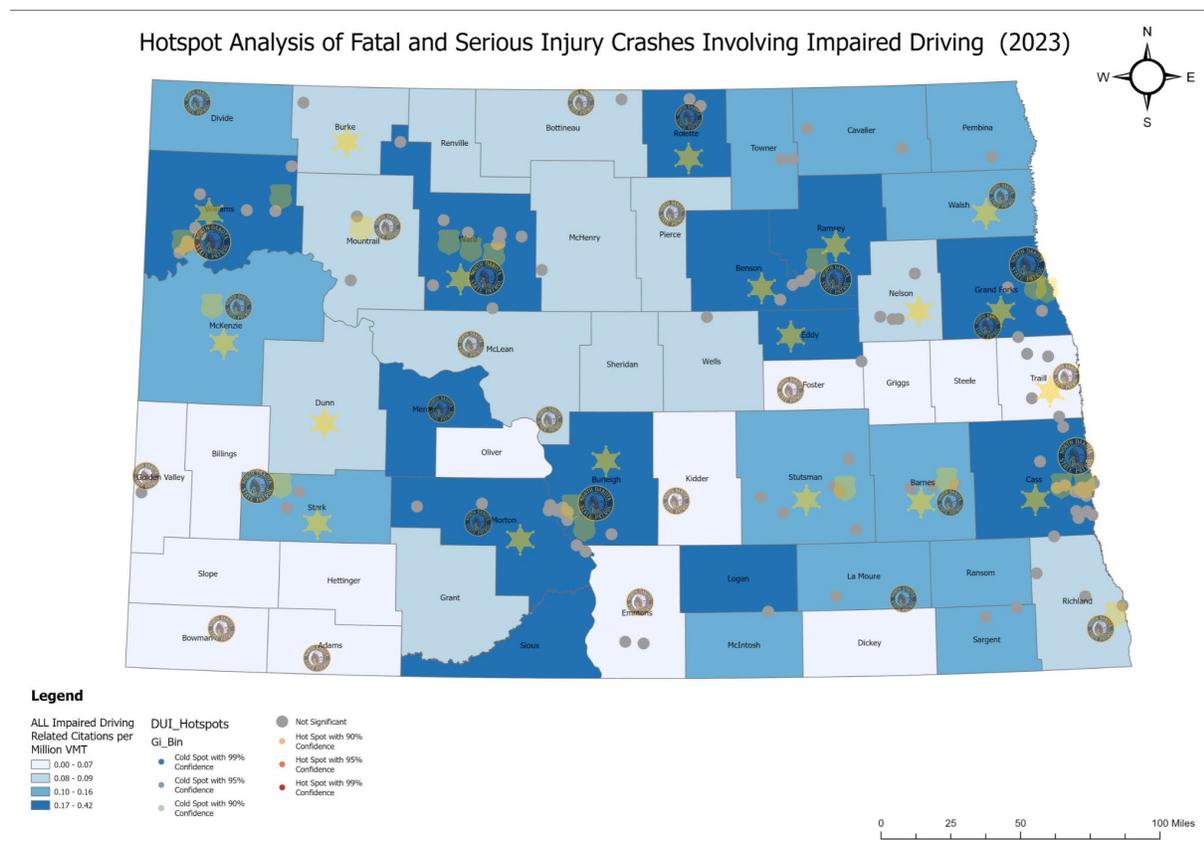
The maps below visually represent the geographic distribution of 2023 seat belt, impaired driving, speed and distracted driving citations based on million vehicle miles traveled. It is easy to see where the higher density population cities lie when comparing the fatal and serious injury crash locations. Grant-funded high visibility enforcement participating agencies are indicated on the map to help analyze where additional enforcement may need to take place.

### Fatal and Serious Injury Crashes



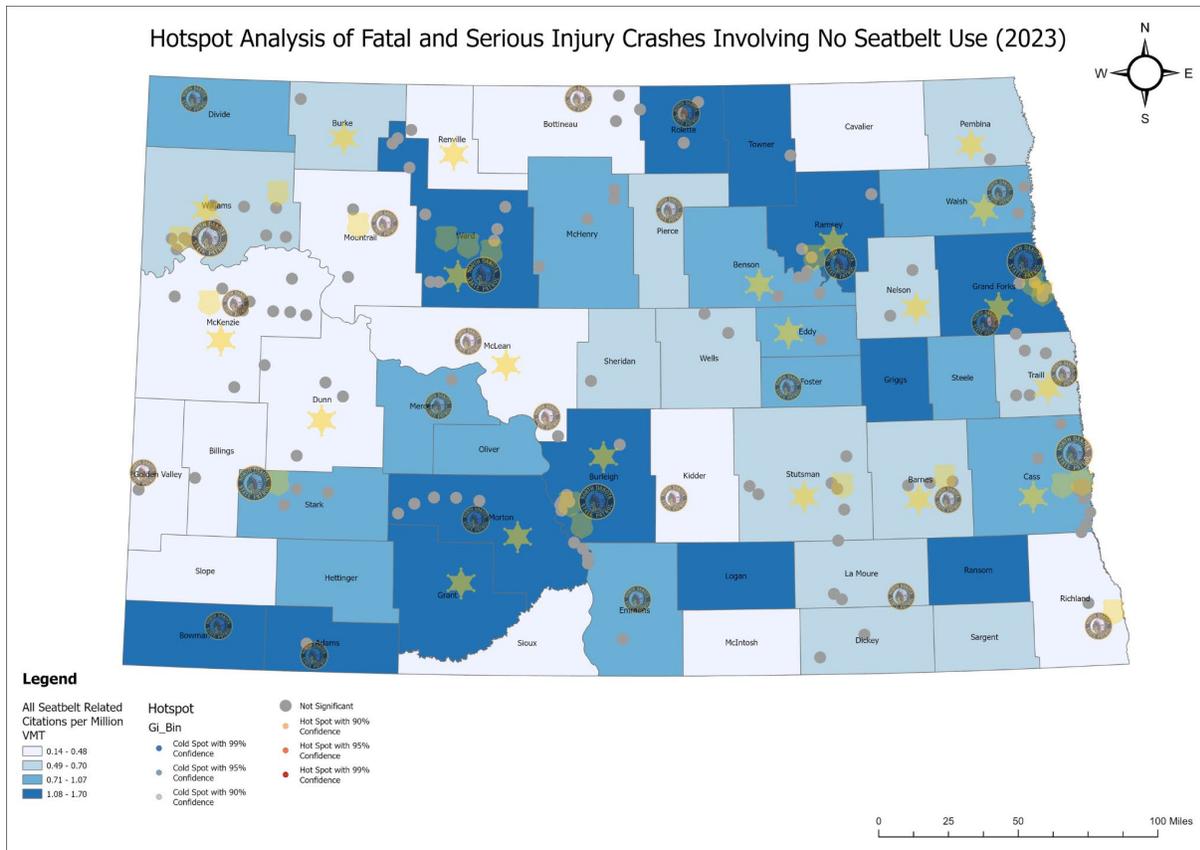
## Impaired Driving

The impaired driving map reveals that larger populated counties and cities experience a higher density of impaired driving-related citations. However, the distribution of fatal and serious injury crashes in rural areas of North Dakota may reflect the isolation of these less-traveled roads, where enforcement is limited due to low traffic volumes—sometimes as infrequent as one car per hour. In response to data indicating that impaired driving contributes to approximately 35% of fatal crashes annually, the DRE/SFST State Coordinator position was established during the 2024 grant year. This role focuses on enhancing statewide training efforts for law enforcement agencies. To support smaller agencies, the coordinator ensures accessible training opportunities, reducing the logistical challenges of sending officers to out-of-town sessions while maintaining adequate local staffing. In 2024, North Dakota conducted six ARIDE courses with 61 students and 18 SFST Refresher Courses with 147 students. Additionally, two combined SFST/ARIDE Refresher Courses served 33 students, and one SFST Instructor Development course trained 16 students. The state also hosted one DRE school for 16 students and three SFST Basic courses, enrolling a total of 113 students. These efforts underscore a robust commitment to reducing impaired driving through comprehensive training and collaboration.



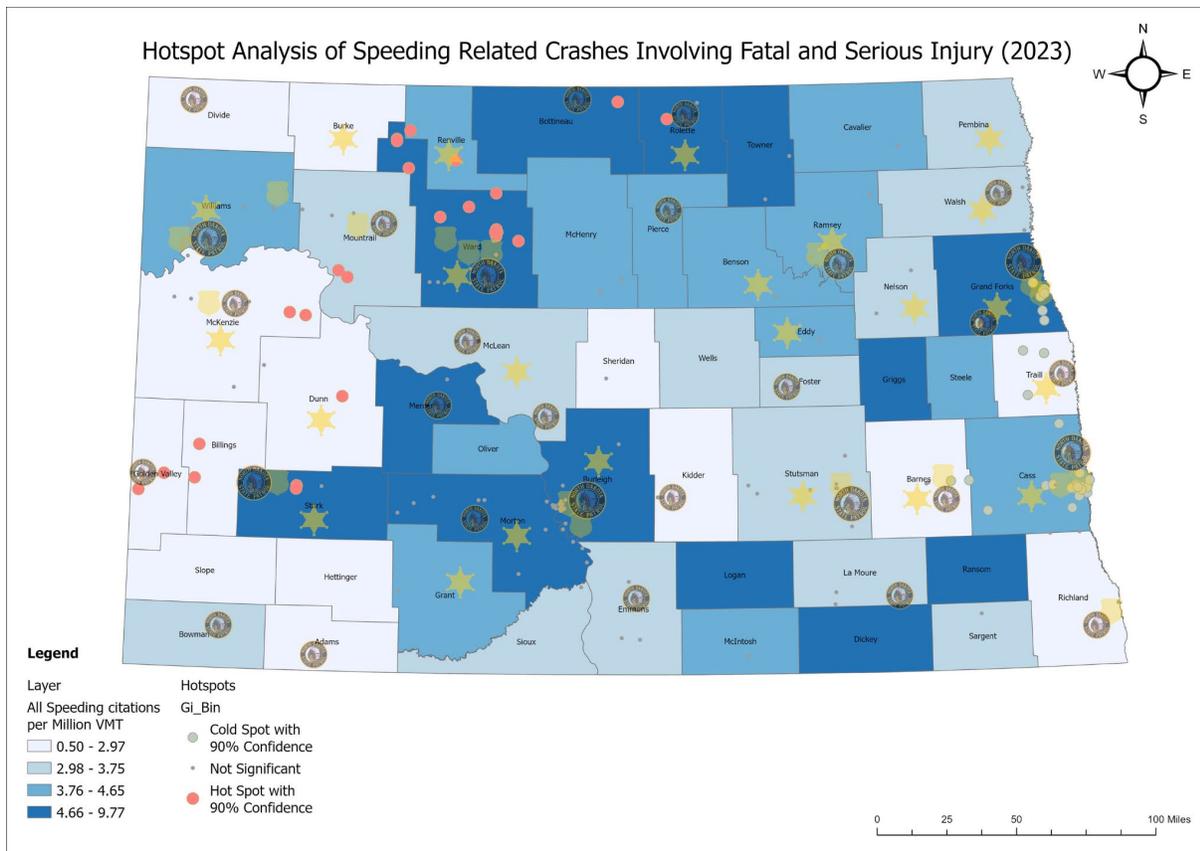
## Seat Belt

The Highway Safety Division conducts an annual seat belt survey each June to identify counties with low seat belt usage rates and implement targeted enforcement in those areas. The accompanying map highlights a low rate of seat belt citations issued in Dunn, McKenzie and Williams counties, this region has significant oil activity and a predominance of young male drivers – identified as the target audience. To address this issue, the Highway Safety Division plans to engage in further discussion with local participating agencies in these counties to strengthen enforcement efforts and promote education on seat belt safety.



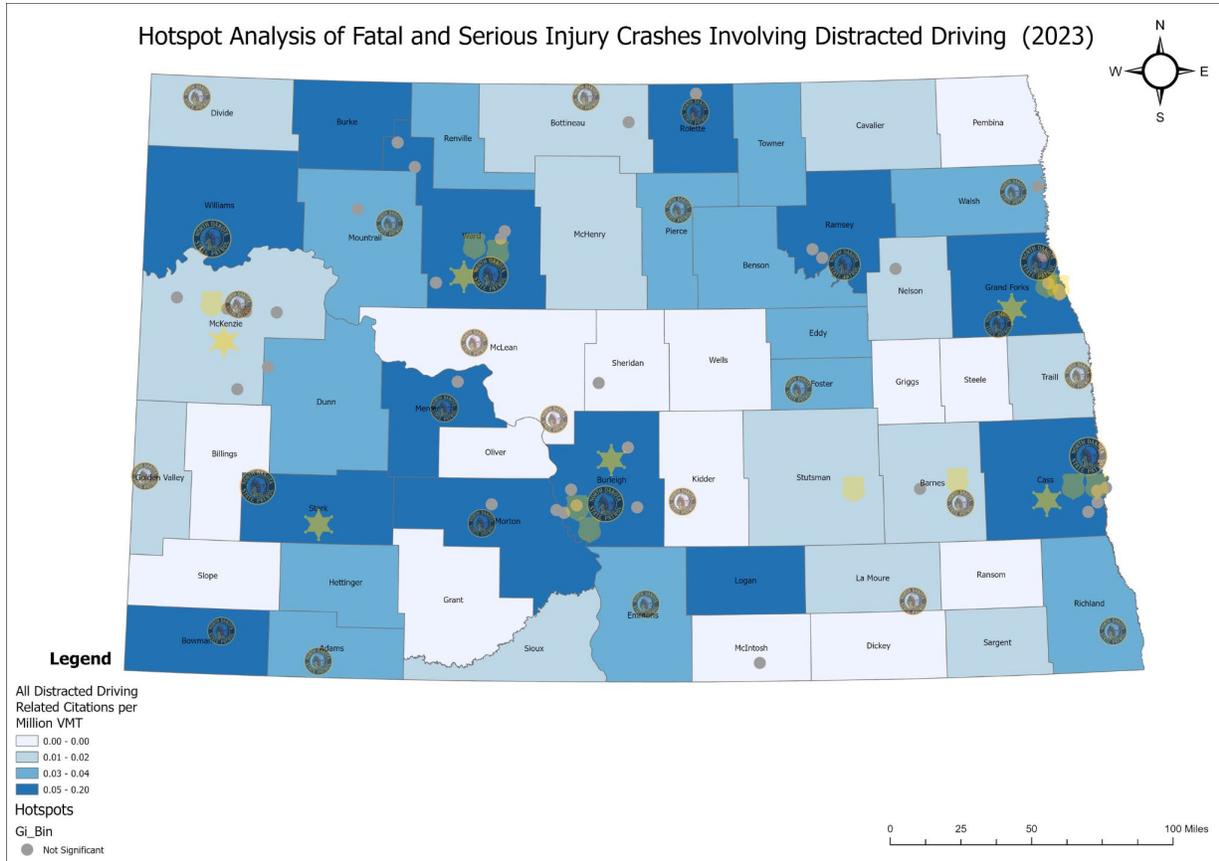
## Speed

The 2023 data highlighted a disparity in speed-related crashes in the western region of the state, where fewer agencies are actively participating in enforcement efforts. To address this issue, the Highway Safety Division aims to recruit additional counties for speed enforcement initiatives and collaborate with the NDHP to enhance patrol coverage in these areas. The Highway Safety Division reviewed the speed data and adjusted campaign dates. July and August trend as the highest fatal and serious injury crash months. Before 2024, the speed HVE campaign was a four-week campaign held in mid-April through mid-May. However, after consulting with law enforcement agencies and analyzing the data, the Highway Safety Division adjusted the campaign's schedule to run from July 1 to August 15, 2024. Additionally, the new schedule aligns with NHTSA's "Speeding Catches Up with You" campaign, enhancing its overall impact.



## Distracted Driving

Distracted driving remains significantly underreported in the state, largely due to drivers' reluctance to admit to this behavior. To address this challenge, the Highway Safety Division will continue collaborating with participating law enforcement agencies to enhance enforcement efforts targeting distracted driving. Additionally, educational initiatives will be bolstered through media campaigns and outreach by Vision Zero Coordinators, aiming to raise awareness and promote safer driving practices across the state.



## (4) Mobilization Participation

The following is information regarding mobilization participation (e.g., participating and reporting agencies, enforcement activity, citation information, paid and earned media information) per 23 CFR 1300.35(b)(4).

### ***Enforcement Activity, Citation Information, Paid and Earned Media Information***

This information is included in the project update section of the annual report. See projects:

#### **Occupant Protection**

High Visibility Enforcement – OP2405-05

Media and Outreach – Occupant Protection – OP2405-06

#### **Impaired Driving**

High Visibility Enforcement – ID2410-02

Media and Outreach – Impaired Driving – ID2410-03-01

#### **Distracted Driving**

High Visibility Enforcement – DD2411-02

Media and Outreach – Distracted Driving – DD2411-03

#### **Speed**

High Visibility Enforcement – SC2407-04

Media and Outreach – Speed – SC2407-03

### ***Participating and Reporting Agencies***

#### **Occupant Protection**

Burke County Sheriff's Department	Nelson County Sheriff's Department
Barnes County Sheriff's Department	North Dakota Highway Patrol
Benson County Sheriff's Department	Pembina County Sheriff's Department
Bismarck Police Department	Ramsey County Sheriff's Department
Burleigh County Sheriff's Department	Renville County Sheriff's Department
Burlington Police Department	Stanley Police Department
Cass County Sheriff's Department	Stutsman County Sheriff's Department
Devils Lake Police Department	Surrey Police Department
Dickinson Police Department	Tioga Police Department
Dunn County Sheriff's Office	Trail County Sheriff's Department
Eddy County Sheriff's Department	University of North Dakota Police Department
Fargo Police Department	Valley City Police Department

Grand Forks County Sheriff's Department	Wahpeton Police Department
Grand Forks Police Department	Walsh County Sheriff's Department
Grant County Sheriff's Department	Ward County Sheriff's Department
Jamestown Police Department	Watford City Police Department
Lincoln Police Department	West Fargo Police Department
McKenzie County Sheriff's Department	Williams County Sheriff's Department
McLean County Sheriff's Department	Williston Police Department
Minot Police Department	
Morton County Sheriff's Department	

### Impaired Driving

Burke County Sheriff's Department	Nelson County Sheriff's Department
Barnes County Sheriff's Department	North Dakota Highway Patrol
Benson County Sheriff's Department	Ramsey County Sheriff's Department
Bismarck Police Department	Rolette County Sheriff's Department
Burleigh County Sheriff's Department	Stanley Police Department
Burlington Police Department	Stark County Sheriff's Department
Cass County Sheriff's Department	Stutsman County Sheriff's Department
Devils Lake Police Department	Surrey Police Department
Dickinson Police Department	Tioga Police Department
Dunn County Sheriff's Department	Traill County Sheriff's Department
Eddy County Sheriff's Department	University of North Dakota Police Department
Fargo Police Department	Valley City Police Department
Grand Forks County Sheriff's Department	Wahpeton Police Department
Grand Forks Police Department	Walsh County Sheriff's Department
Jamestown Police Department	Ward County Sheriff's Department
Lincoln Police Department	Watford City Police Department
McKenzie County Sheriff's Department	West Fargo Police Department
Minot Police Department	Williams County Sheriff's Department
Morton County Sheriff's Department	Williston Police Department

### Distracted Driving

Bismarck Police Department	Minot Police Department
Burleigh County Sheriff's Department	North Dakota Highway Patrol
Cass County Sheriff's Department	Stark County Sheriff's Department
Fargo Police Department	Surrey Police Department

Grand Forks County Sheriff's Department	University of North Dakota Police Department
Grand Forks Police Department	Valley City Police Department
Jamestown Police Department	Ward County Sheriff's Department
Lincoln Police Department	Watford City Police Department
McKenzie County Sheriff's Department	West Fargo Police Department

**Speed**

Burke County Sheriff's Department	North Dakota Highway Patrol
Barnes County Sheriff's Department	Pembina County Sheriff's Department
Benson County Sheriff's Department	Ramsey County Sheriff's Department
Bismarck Police Department	Renville County Sheriff's Department
Burleigh County Sheriff's Department	Rolette County Sheriff's Department
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Lincoln Police Department	Watford City Police Department
McKenzie County Sheriff's Department	West Fargo Police Department
McLean County Sheriff's Department	Williams County Sheriff's Department
Minot Police Department	Williston Police Department
Morton County Sheriff's Department	
Nelson County Sheriff's Department	