



# HIGHWAY SAFETY PLAN (HSP) Annual Report Fiscal Year 2020

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# Executive Summary

Over the past five years (2015-2019) North Dakota has experienced a 24 percent reduction in motor vehicle crash fatalities.

North Dakota has continued its commitment to traffic safety in federal fiscal year (FFY) 2020 through Vision Zero – a strategy to reduce motor vehicle crash fatalities and serious injuries in North Dakota to zero.

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

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

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

This Annual Report is an account of previous FFY activity and progress toward achieving the goals set forth in the FFY 2020 HSP.

# Progress Toward FFY 2020 Performance Targets

The FFY 2020 North Dakota HSP included performance measures and targets to be achieved through projects and activities conducted to address motor vehicle crash problems.

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

North Dakota met 11 of 12 identified core performance and behavior targets for FFY 2020.

## C1 Core Performance Measure

### Number of Traffic Fatalities

Decrease the number of traffic fatalities from a 5-year (2013-2017) average of 138.7 to a 5-year (2016-2020) average of 108.3 by December 31, 2020.

Performance Target: Met

Calendar Year 2019 – Number of Fatalities: 100 fatalities

## C2 Core Performance Measure

### Serious Injuries

Decrease the number of serious injuries from a five-year (2013-2017) average of 517.2 to a five-year (2016-2020) average of 413.9 by December 31, 2020.

Performance Target: Met

Calendar Year 2019 – Number of Serious Injuries: 379

## C3 Core Performance Measure

### Fatality Rate per 100 Million VMT

Decrease the fatality rate from a five-year (2013-2017) average of 1.375 to a five-year (2016-2020) average of 1.106 by December 31, 2020.

Performance Target: Met

Calendar Year 2019 – Fatality Rate per 100 Million VMT: 1.01

## C4 Core Performance Measure

### Unrestrained Passenger Vehicle Occupant Fatalities

Decrease the number of unrestrained passenger vehicle occupant fatalities, all seat positions, from a five-year (2013-2017) average of 67.1 to a five-year (2016-2020) average of 48.5 by December 31, 2020.

Performance Target: Met

Calendar Year 2019 – Number of Unbelted Fatalities: 34

## C5 Core Performance Measure

### Fatalities Involving an Operator with .08 BAC or Above

Decrease the number of traffic fatalities involving a driver or motorcycle operator with a .08 BAC or above from a five-year (2013-2017) average of 57.9 to a five-year (2016-2020) average of 42.9 by December 31, 2020.

Performance Target: Met

Calendar Year 2019 – Number of Fatalities Involving an Operator with .08 BAC or Above: 39

## C6 Core Performance Measure

### Speed-Related Fatalities

Decrease the number of speed-related traffic fatalities from a five-year (2013-2017) average of 47.6 to a five-year (2016-2020) average of 34.3 by December 31, 2020.

Performance Target: Met

Calendar Year 2019 – Number of Speed-Related Fatalities: 24

## C7 Core Performance Measure

### Motorcyclist Fatalities

Maintain the number of motorcyclist fatalities from a five-year (2013-2017) average of 10.9 to five-year (2016-2020) average of 11.6 by December 31, 2020.

Performance Target: Met

Calendar Year 2019 – Number of Motorcyclist Fatalities: 11

## C8 Core Performance Measure

### Unhelmeted Motorcyclist Fatalities

Maintain the number of unhelmeted motorcyclist fatalities from a five-year (2013-2017) average of 7.2 to five-year (2016-2020) average of 8.4 by December 31, 2020.

Performance Target: Met

Calendar Year 2019 – Number of Unhelmeted Motorcyclist Fatalities: 7

## C9 Core Performance Measure

### Drivers Age 20 and Younger Involved in Fatal Crashes

Decrease the number of drivers age 20 and younger involved fatal crashes from a five-year (2013-2017) average of 19.5 to five-year (2016-2020) average of 14.4 by December 31, 2020.

Performance Target: Met

Calendar Year 2019 – Number of Drivers Age 20 and Younger Involved in Fatal Crashes: 11

## C10 Core Performance Measure

### Pedestrian Fatalities

Maintain the number of pedestrian fatalities from a five-year (2013-2017) average of 6.2 to a five-year (2016-2020) average of 6.7 by December 31, 2020.

Performance Target: Met

Calendar Year 2019 – Number of Pedestrian Fatalities: 5

## C11 Core Performance Measure

### Bicyclist Fatalities

Maintain the number of bicyclist fatalities from a five-year (2013-2017) average of 1.6 to a five-year (2016-2020) average of 2.2 by December 31, 2020.

Performance Target: Met

Calendar Year 2019 – Number of Bicyclist Fatalities: 2

## B1 Core Behavior Performance Measure

### Observed Seat Belt Usage

Increase the percent of observed occupants using seat belts from 79.3 percent (2018) to 84.2 percent by December 31, 2020.

Performance Target: Not Met

Calendar Year 2019 – Observed Seat Belt Use Rate: 83.7 percent

# Core Activity Performance Measures

## A1-A3 Core Activity Performance Measures

	2015	2016	2017	2018	2019*
A1: Seat Belt Citations	3,736	3,297	3,879	3,243	1,341
A2: Impaired Driving Citations	644	542	723	400	253
A3: Speeding Citations	5,413	4,512	4,902	4,141	3,713

\*Core activity performance measures were decreased due to canceled enforcement campaigns and fewer overtime hours worked during enforcement campaigns due to the COVID-19 pandemic.

## A4 Core Activity Performance Measure

	2015	2016	2017	2018	2019*
A4: Number of Citations Electronically Submitted	Not applicable	Not applicable	Not applicable	Not applicable	76,246

\*New performance measure.

## A5 Core Activity Performance Measure

	2015	2016	2017	2018	2019*
A5: Percent of Misused Car Seats During Checks	77%	76%	73%	72%	70%

## A6 Core Activity Performance Measure

	2015	2016	2017	2018	2019*
A5: Distracted Driving Citations*	Not applicable	Not applicable	Not applicable	Not applicable	389*
Other: Talking on Cell While Driving (ND Youth Risk Behavior Survey)	61.4%	Survey not conducted	56.2%	Survey not conducted	59.6%
Other: Texting While Driving (ND Youth Risk Behavior Survey)	57.6%	Survey not conducted	52.6%	Survey not conducted	53.0%

\*New performance measure.

# State Attitudes Survey Results

The NDDOT Safety Division completes a survey of North Dakota motorist knowledge, attitudes, behaviors and beliefs (KABB). The KABB survey is conducted annually and includes the questions identified in NHTSA's Performance Measures for States and Federal Agencies (DOT HS 811 025). Results of the KABB survey over the past five years, including the most recent 2019 results, are as follows. Fields with an asterisk indicate the question was not asked during the survey year.

## Occupant Protection

Survey Question	2015	2016	2017	2018	2019
How often do you use seat belts when you drive or ride in a vehicle? (Always)	72%	74%	74%	78%	77%
Have you recently read, seen, or heard anything about seat belt law enforcement? (% Yes)	78%	77%	71%	72%	75%
What do you think the chance is of getting a ticket if you don't wear your seat belt? (% very likely, likely, and somewhat likely)	70%	79%	75%	73%	73%
To what extent do you favor (strongly favor, somewhat favor) a primary seat belt law?	56%	58%	62%	62%	58%

## Impaired Driving

Survey Question	2015	2016	2017	2018	2019
Have you recently read, seen, or heard anything about drunk driving enforcement? (% Yes)	90%	89%	86%	88%	87%
Chance of someone getting arrested if they drive after drinking alcohol? (% very likely, likely, and somewhat likely)	88%	93%	95%	93%	93%
How often do you designate a sober driver? (Always, Nearly Always)	*	*	*	*	81%
In the past year, have you driven even though you felt your ability to drive may have been compromised by drugs? (Yes)	*	*	*	*	1%

## Speed

Survey Question	2015	2016	2017	2018	2019
On a road with a 75 mph speed limit, how often do you drive faster than 80 mph? (Always, Nearly Always)	*	*	11%	9%	10%
What do you think the chance is of getting a ticket if you drive over the speed limit? (% very likely, likely, and somewhat likely)	93%	96%	94%	94%	95%
Have you recently read, seen, or heard anything about speed enforcement? (% Yes)	42%	37%	35%	36%	40%
To what extent do you favor (strongly favor, somewhat favor) higher speed penalties?	32%	32%	36%	36%	37%

## Distracted Driving

Survey Question	2015	2016	2017	2018	2019
How often do you text message on a cell phone while driving a vehicle? (Never)	37%	36%	43%	55%	47%
How often do you talk on your cell phone while driving a vehicle? (Never)	11%	11%	13%	19%	16%
Have you recently read, seen, or heard anything about distracted driving? (% Yes)	*	*	68%	66%	66%
What do you think the chance is of getting a ticket for distracted driving? (% very likely, likely, and somewhat likely)	*	*	*	*	70%
To what extend do you favor (strongly favor, somewhat favor) banning handheld cell phone use while driving?	*	*	*	*	56%

## Vision Zero

Survey Question	2015	2016	2017	2018	2019
Have you recently read, seen or heard traffic safety messages related to Vision Zero?	*	*	*	*	38%

## Perceptions for Positive Community Norms

Survey Question	2015	2016	2017	2018	2019
How often do you use seat belts when you drive or ride in a vehicle? (Always)	*	74%	74%	78%	77%
How often do you think others use seat belts when driving/riding? (Always)	*	6%	*	*	8%
How often do you use seat belts when you drive or ride in a vehicle? (Always and Nearly Always)	*	94%	94%	95%	94%
How often do you think others use seat belts when driving/riding? (Always and Nearly Always)	*	58%	*	*	64%
How often do you text message on a cell phone while driving a vehicle? (Never)	*	36%	43%	55%	47%
How often do you talk on your cell phone while driving a vehicle? (Never)	*	11%	13%	19%	16%
How often do you think others talk on the phone while driving? (Never)	*	1%	*	*	1%

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

## Core Performance Measures

### C1: Number of Traffic Fatalities



Decrease the number of traffic fatalities from a 5-year (2013-2017) average of 138.7 to a 5-year (2016-2020) average of 108.3 by December 31, 2020.

### C2: Number of Serious Injuries

Decrease the number of serious injuries from a five-year (2013-2017) average of 517.2 to a five-year (2016-2020) average of 413.9 by December 31, 2020.



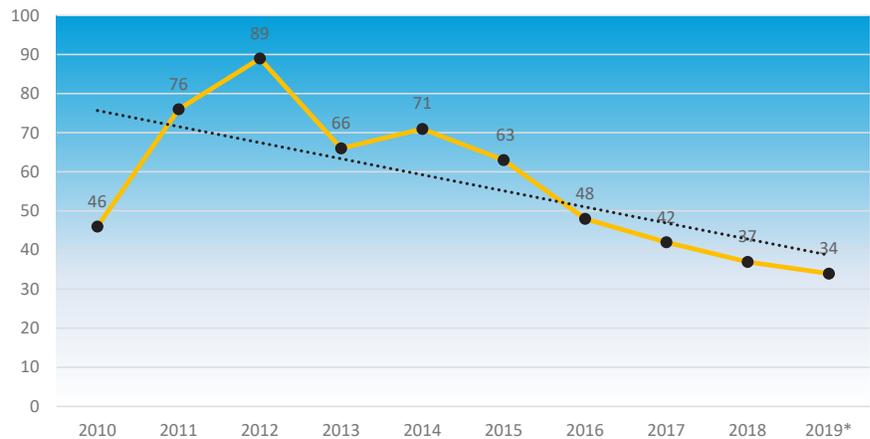
### C3: Fatality Rate/100 Million Vehicle Miles Traveled (VMT)



Decrease the fatality rate from a five-year (2013-2017) average of 1.375 to a five-year (2016-2020) average of 1.106 by December 31, 2020.

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

Decrease the number of unrestrained passenger vehicle occupant fatalities, all seat positions, from a five-year (2013-2017) average of 67.1 to a five-year (2016-2020) average of 48.5 by December 31, 2020.



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



Decrease the number of traffic fatalities involving a driver or motorcycle operator with a .08 BAC or above from a five-year (2013-2017) average of 57.9 to a five-year (2016-2020) average of 42.9 by December 31, 2020.

## C6: Number of Speed-Related Fatalities



Decrease the number of speed-related traffic fatalities from a five-year (2013-2017) average of 47.6 to a five-year (2016-2020) average of 34.3 by December 31, 2020.

## C7: Number of Motorcycle Fatalities

Maintain the number of motorcyclist fatalities from a five-year (2013-2017) average of 10.9 to five-year (2016-2020) average of 11.6 by December 31, 2020.



## C8: Number of Unhelmeted Motorcycle Fatalities



Maintain the number of unhelmeted motorcyclist fatalities from a five-year (2013-2017) average of 7.2 to five-year (2016-2020) average of 8.4 by December 31, 2020.

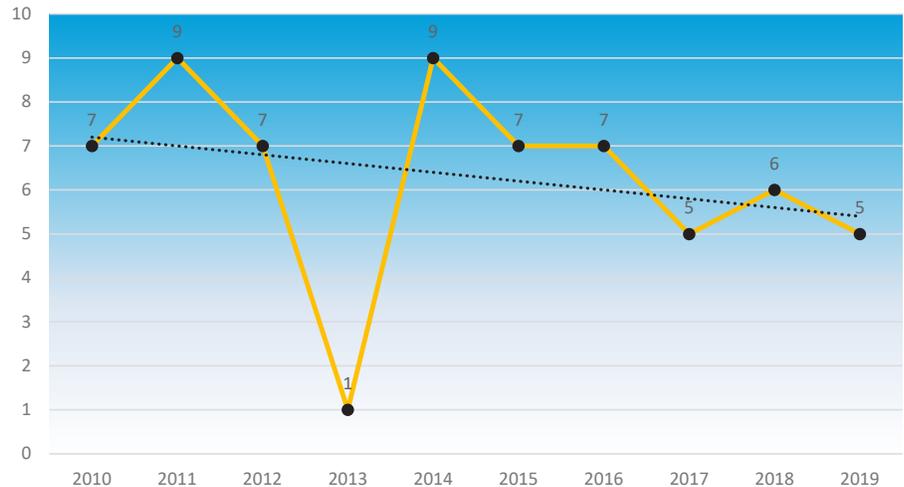
## C9: Number of Fatal Crashes Involving A Driver Age 20 and Younger



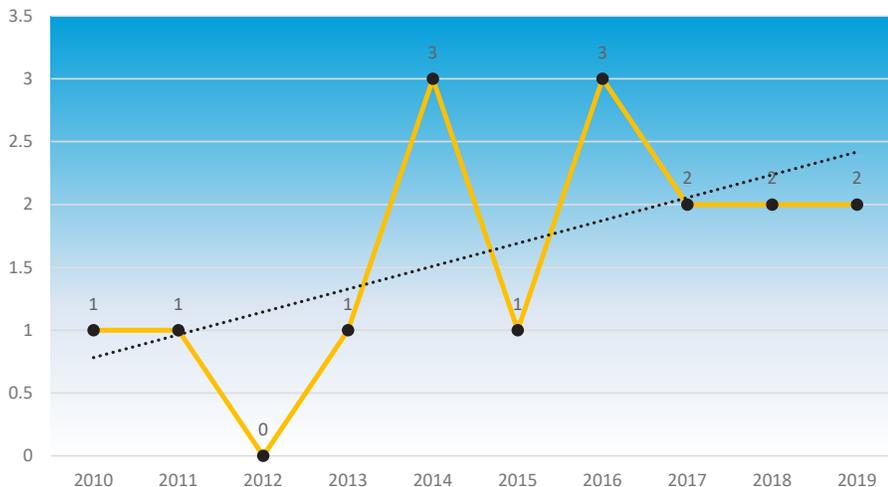
Decrease the number of drivers age 20 and younger involved fatal crashes from a five-year (2013-2017) average of 19.5 to five-year (2016-2020) average of 14.4 by December 31, 2020.

## C10: Number of Pedestrian Fatalities

Maintain the number of pedestrian fatalities from a five-year (2013-2017) average of 6.2 to a five-year (2016-2020) average of 6.7 by December 31, 2020.



## C11: Number of Bicycle Fatalities



Maintain the number of bicyclist fatalities from a five-year (2013-2017) average of 1.6 to a five-year (2016-2020) average of 2.2 by December 31, 2020.

## Core Behavior Measure

### B1: Percent of Observed Occupants Wearing Seat Belts



Increase the percent of observed occupants using seat belts from 79.3 percent (2018) to 84.2 percent by December 31, 2020.

# FFY 2020 Project and Activity Summary

## Planning and Administration

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

### **Planning and Administration – PA2001-01**

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

**Budget Expended: \$94,932**

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

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

## Community Traffic Safety Programs

### **Contributions to HSP Performance Measures:**

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

### **Program Management – CP2009-01**

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

**Budget Expended: \$155,813**

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

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

### **County Outreach Program – CP2009-02**

**Budget Obligated: \$305,000**

**Budget Expended: \$230,837**

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

The North Dakota Association of Counties (NDACo) received a grant to conduct traffic safety outreach to county leadership (i.e. commissioners) and employees, corporations 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.

Additional state-funding was provided to the NDACo to expand the Vision Zero Outreach program to include three additional coordinators. The NDACo conducted research and determined the best placement of the coordinators and the region each will cover. The NDACo will proceed with hiring in FFY 2021. The three additional coordinators will be state funded. The County Outreach Program is also newly named the Vision Zero Outreach Program beginning FFY 2021.

Activity occurred through diverse partnerships governed by the NDACo including the Institute of Local Government, the County Employers Group (CEG), the CEG Risk Managers Group and

other partnerships with law enforcement, businesses, sports venues, media, schools/universities, and others.

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

**Market Research – CP2009-03**

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

**Budget Expended: \$24,988**

**Project Description and Activity**

The NDDOT Safety Division’s media vendor conducted a combination of landline and cellular random digit dial telephone interviews with North Dakota residents for market research to determine the most persuasive messaging to increase seat belt use, assessing habits and perceptions of seat belt use and measuring awareness of North Dakota Vision Zero. The interviews included North Dakota residents 18 years of age or older with an oversampling of male pick-up drivers.

Costs included consultant fees.

**Oil Country Partnership – Paid/Earned Media – CP2009-04**

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

**Budget Expended: \$17,493**

**Project Description and Activity**

A media campaign was distributed to provide information to the traveling public about driving among commercial vehicles.

The campaign ran in July 2020 which was selected due to higher traffic volumes of commercial vehicles. The campaign consisted of digital and social media ads.

Costs included consultant fees and media purchases.

**Native American Media – CP2009-05-01**

**Budget Obligated: \$95,000**

**Budget Expended: \$25,213**

**Project Description and Activity**

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

Costs included consultant fees and costs for media purchases.



## **Policy Advocacy Stakeholder Training – CP2009-05-02 and CP2009-05-03**

**Budget Obligated: \$60,000**

**Budget Expended: \$6,418**

### **Project Description and Activity**

The NDDOT Safety Division hosted a policy advocacy training course for traffic safety stakeholders to provide them with information and resources to advance their ability to advocate for public policy change to advance Vision Zero beyond its current capacity. A social media training for stakeholders was also planned but was not conducted due to COVID-19.

Costs consisted of consultant fees.

## **Program Development and Evaluation – CP2009-06**

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

**Budget Expended: \$31,924**

### **Project Description and Activity**

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

- The annual Knowledge, Attitudes, Behaviors, and Beliefs (KABB) traffic safety survey which is consistent with NHTSA/GHSA-established performance measures.
- Analysis of crash and driver data sets requested to meet specific analysis needs of the NDDOT Safety Division.
- Developed and conducted a survey to assess ride-sharing service use and other information to identify the impact of the services related to motor vehicle crash prevention.

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

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

## **Vision Zero Partner Summit and Event Coordination – CP2009-07**

**Budget Obligated: \$137,500**

**Budget Expended: \$13,640**

### **Project Description and Activity**

Event coordination services were provided for the planning and implementation of the annual Vision Zero Partner Summit planned for April 2020. The Safety Division's event coordinator reserved Summit facilities and hotel rooms for participants, entered into contracts with speakers, designed marketing and Summit materials, and created and administered the online registration. Due to the COVID-19 pandemic, the Vision Zero Partner Summit was canceled and the events coordinator canceled all Summit arrangements that had been made.

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

## **Lane Departure Media – CP2009-08**

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

**Budget Expended: \$9,017**

### **Project Description and Activity**

Lane departure is the number one reason for severe crashes in North Dakota. Lane departures occur when a vehicle leaves the traveled way such as crossing an edge or center line. In the last five years (2015-2019), 90 percent of all lane departure crashes occurred on rural roads and 77 percent were single-vehicle crashes. A media campaign to deter lane departure crash-

es was developed and implemented. The campaign provided information about lane departure crashes, causal factors and prevention.

The lane departure media campaign consisted of earned, paid, social and digital media. Digital media was designed to play across devices. Ads were geographically targeted to include adults 18 and over in North Dakota and were aired during times where lane departure crashes were prevalent.

Costs consisted of consultant fees and direct media costs.



### **Highway Safety Corridors Media – CP2009-09-01**

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

**Budget Expended: \$45,778**

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

The NDDOT developed and implemented the Vision Zero Highway Safety Corridors (HSC) program on select roadway segments with a higher number of severe crashes. Three HSCs were completed in FFY 2020. Motorists traveling within the HSCs saw enhanced safety features including signage, pavement markings and increased law enforcement presence.

A media campaign was created to create public awareness about the HSCs. The media campaign consisted of earned, paid, and social media and was distributed in the geographic locations of the HSCs.

Costs consisted of consultant fees and direct media costs.

### **Transforming Safety Culture – CP2009-09-02**

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

**Budget Expended: \$27,892**

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

The NDDOT Safety Division participated in the “Transforming Traffic Safety Culture” project with a goal to grow a strong safety culture within the NDDOT. The project was led by the Montana State University (MSU) Center for Health and Safety Culture. NDDOT worked with MSU to

develop and use a set of tools and guidance to assess and transform organizational safety culture. The project will continue over a three-year period and lessons learned will be used both internal to the NDDOT and external with partners to transform North Dakota's safety culture to achieve Vision Zero.

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

### **Vision Zero Community Outreach Program Capacity – CP2009-10-01**

**Budget Obligated: \$22,500**

**Budget Expended: \$10,220**

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

The Governor's Highway Safety Association (GHSA) Consulting Services Initiative (CSI) provided specialized services to the NDDOT Safety Division to develop a program of outreach coordinators to advance North Dakota's Vision Zero initiative to the local level. Consultant activity included the development of performance plans that included a scope of work, performance measures, and training needs and delivery to assure optimum performance and outcomes for the outreach coordinators.

Costs included consultant time.

### **Boundary Spanning Leadership Training – CP2009-10-02**

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

**Budget Expended: \$0**

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

This project was not completed and was deferred to FFY 2021. In FFY 2021, the NDDOT Safety Division will partner with the North Dakota Department of Health to bring a 1.5-day workshop to North Dakota's Vision Zero leadership. Funds will be provided to the Center for Creative Leadership to support 30 Vision Zero team members' participation in the workshop. The evidence-based workshop will focus on leveraging identified boundaries to benefit a group or an entire organization. It teaches leaders how to recognize, address, and capitalize on boundaries to: (1) collaborate across functions, (2) empower employees at all levels, (3) develop cross-organizational learning, and (4) drive creativity and innovation. An outcome of the workshop is to develop draft working agreements and action plans to advance North Dakota's Vision Zero initiative.

There were no costs incurred.

## **Distracted Driving**

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

### **Program Management – DD2011-01**

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

**Budget Expended: \$3,446**

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

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

### **Overtime Enforcement – DD2011-02**

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

**Budget Expended: \$37,258**

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

The NDDOT Safety Division provided grants to 20 urban law enforcement agencies in North Dakota to conduct overtime enforcement of state's ban on texting while driving with a focus in areas more prominently impacted by severe distracted driving crashes.

The Safety Division planned two distracted driving enforcement campaigns for April and September 2020. Due to the COVID-19 pandemic, the April campaign was canceled but the September campaign continued. During the September campaign, 14 contracted agencies participated in the statewide campaign conducting 779 hours of distracted driving overtime and issuing 296 distracted driving citations. Six agencies notified the Safety Division that they were unable to participate due to the pandemic.

Costs included overtime enforcement hours and mileage.

### **Media – Paid/Earned – DD2011-03**

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

**Budget Expended: \$94,724**

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

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

Two distracted driving media campaigns were planned to occur in April and September 2020. Due to the COVID-19 pandemic, the April campaign was canceled. For September, the media campaign occurred in conjunction with the enforcement campaign and distributed messages through radio, paid social media, posters and web page/social media cover photos.

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

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

TEXTING AND DRIVING MAKES YOU  
**23x MORE LIKELY  
TO CRASH.**

**U DRIVE.  
U TEXT.**



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

**NDDOT**  
North Dakota  
Department of Transportation

Safety Division, 2598

## Impaired Driving

**Contributions to HSP Performance Measures:** This program area supported performance measure (C5) Fatalities Involving an Operator with .08 BAC or Above. Projects provided funds for law enforcement training, enforcement and research-based education and outreach strategies, and program evaluation.

### **Program Management – ID2010-01**

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

**Budget Expended: \$138,243**

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

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

### **Overtime DUI Enforcement – ID2010-02 and ID2010-12**

**Budget Obligated: \$653,254**

**Budget Expended: \$279,648**

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

The NDDOT Safety Division continued to coordinate the deployment of regional DUI enforcement bringing state, county, and city law enforcement agencies together to conduct sustained impaired driving high visibility enforcement (HVE) including saturation patrols and checkpoints. Agencies conducted five HVE campaigns in FFY 2020 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, 20 police departments and 17 sheriff's offices. Agencies conducted two Drive Sober or Get Pulled Over campaigns and one underage drinking prevention campaign in FFY 2020 including participation in the national Drive Sober or Get Pulled Over campaign in August/September 2020. More than 3,000 hours of overtime was performed and a total of 1,748 citations were issued that included 253 DUIs and 194 other alcohol- and drug-related violations. One sheriff's agency was unable to participate because of lack of man-power due to COVID-19 pandemic.

The statewide impaired driving enforcement campaign planned for March and the underage drinking campaign planned for April were canceled due to COVID-19.

Costs included overtime enforcement hours and mileage.

### **Enforcement Media – Paid/Earned/PI & E – ID2010-03-01**

**Budget Obligated: \$578,254**

**Budget Expended: \$364,693**

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

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

Five campaigns were planned for FFY 2020 including three campaigns for state and national DUI HVE periods and two campaigns focused on underage drinking prevention. However, due to COVID-19 only two campaigns for state and national DUI HVE periods and one underage drinking prevention campaign were implemented.

A new impaired driving ad was created that depicted a fun scene in the bar but then forwarded to a shot of the individual being arrested for impaired driving, with the caption that "Impaired

Driving Isn't Funny." A social media ad "What If" was developed for the underage demographic that portrayed several teens talking about being the generation that will "get it" and will not drink underage or drive impaired and therefore won't suffer the consequences these poor choices.

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



**Enforcement Media – Fargo Police Department – ID2010-03-02**

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

**Budget Expended: \$6,369**

**Project Description and Activity**

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

Costs included media placement.

## **Video Camera Surveillance Systems – ID2010-05**

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

**Budget Expended: \$118,007**

### **Project Description**

Law enforcement agencies that participated in the regional overtime enforcement program were eligible to apply for funds to purchase in-car video surveillance systems based on demonstrated need. Video cameras have been proven to reduce court time associated with DUI adjudication and aid in officer safety. Video cameras continue to be an integral tool for the impaired driving investigation. The North Dakota Highway Patrol and 17 local law enforcement agencies were awarded funds for the purchase of video cameras in FFY 2020. Some agencies were not able to make the purchase due to COVID-19 and delayed shipment.

Costs consisted of equipment.

## **Alcohol-Testing Equipment – ID2010-06**

**Budget Obligated: \$388,997**

**Budget Expended: \$296,661**

### **Project Description and Activity**

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

The Lab purchased alcohol testing equipment including a GC-FID, a Hydrogen Generator, an Aboximeter 4000, an Automated Solvent Evaporation system, Intoxilizer 9000s, 80 AS-FSTs (preliminary breath test devices), software upgrades, various consumables and online training courses.

Due to the COVID-19 pandemic, the Lab needed to identify alternate items for purchase as well as alternate training courses than what were originally requested. The Lab submitted alternate purchase options which were approved by the Safety Division and NHTSA Region 8 (capital equipment).

Costs consisted of equipment, supplies and training registration.

## **Traffic Safety Resource Prosecutor (TSRP) Program – ID2010-07**

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

**Budget Expended: \$155,359**

### **Project Description and Activity**

During FFY 2020, TSRPs trained over 700 individuals on topics of search and seizure, prosecuting the drugged driver, criminal and traffic legislative changes, DUI case law update, effective witnessing and administrative law. Participants included law enforcement, prosecutors and judges. The TSRPs also provided approximately 200 hours of technical assistance to prosecutors and law enforcement personnel throughout the fiscal year.

The TSRPs were instrumental in working with law enforcement to reduce the number of dismissed administrative hearings to ensure DUI offenders receive immediate sanction. The TSRPs continued to administer the TSRP webpage for prosecutors and law enforcement that provides information on impaired driving enforcement, courtroom testifying, Standardized Field Sobriety Test (SFST) training manuals, Supreme Court opinions, and memos regarding interpretations of case law, etc. The TSRPs and state Drug Recognition Expert (DRE) Coordinator worked together to develop a training video on Horizontal Gaze Nystagmus (HGN). This video demonstrates the proper technique for conducting HGN. The video will be posted to the TSRP webpage.

The TSRPs co-chaired the Vision Zero Impaired Driving Prevention Strategy Implementation Team (DUI Task Force). The DUI Task Force reviewed/researched current state laws, incarceration issues, current treatment practices, and data gaps for recommended improvements.

The COVID-19 pandemic did not hinder the TSRPs and they continued to provide support and training throughout the fiscal year and participated in virtual national/regional trainings and conferences as they were able.

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

### **Program Evaluation – ID2010-08**

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

**Budget Expended: \$97,941**

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

The NDDOT Safety Division provided funds to the North Dakota State University Upper Great Plains Transportation Institute (NDSU UGPTI) for program evaluation to strengthen programs for improved outcomes.

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

- Analysis of alcohol/drug-related crash, driver and other data sets to meet NDDOT Safety Division requests.
- Continued longitudinal evaluation of North Dakota’s 24/7 Sobriety Program – a driver-based intervention for DUI offenders. Program evaluation continues to demonstrate positive participant outcomes with reduced recidivism.
- Initiated an analysis of the State Toxicology Lab’s drug samples tested. The purpose of this analysis will be to identify trends in drug substances statewide and regionally, the frequency of drug substances and cross tabulation of drug classes with traffic related samples. The findings will assist the Safety Division to determine future project development.
- Analyzed contributing factors to DUI recidivism to identify the contributing factors after a first DUI. Identifying the contributing factors can be valuable information in determining appropriate judicial and administrative sanctions for DUI offenders.

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

### **DUI Training/Events Coordination – ID2010-09**

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

**Budget Expended: \$49,715**

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

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

Events completed under this project in FFY 2020 included:

- Reimbursement of travel expenses for law enforcement to attain the following training:
  - ◆ Advanced Roadside Impaired Driving Enforcement (ARIDE)

- ◆ DRE training expenses for students and instructors. Travel expenses included in-state lodging and mileage, and out-of-state airfare. Due to COVID-19, the out-of-state travel is postponed until travel is deemed safe. Airline tickets that were purchased will be available until as late as 2022.
- ◆ Development of SFST training videos for law enforcement
- ◆ Training materials for DRE program (DAX ocular system, DRE drug classification pocket cards)

Costs consisted of the consultant fees and direct costs associated with printing, creative development, airfare, lodging and training materials.

### **Parents Lead – ID2010-10**

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

**Budget Expended: \$22,000**

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

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

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

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

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

Funding was provided to NDDHS Behavioral Health Division for costs associated with Parents Lead media placement for underage drinking prevention. Due to COVID-19 and the cancellation of high school spring sports, the placement costs were less than anticipated.

Costs included media buys.

### **Alcohol Serving Size Campaign – ID2010-13-01**

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

**Budget Expended: \$337,115**

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

Funds were provided to the North Dakota Department of Human Services Behavioral Health Division to develop and distribute a mass media campaign to expand their Speak Volumes campaign. Phase 1 of the Speak Volumes campaign provided public information about alcohol serving size to deter overconsumption. The creative and messaging in Phase 2 focused on the importance of finding a safe ride home.

The media campaign consisted of paid, social and digital media that was served to audiences aged 18 and older. The Speak Volumes media is tagged with the Vision Zero logo.

Costs included media consultant services to develop and distribute the Speak Volumes media campaign.

## **North Dakota Highway Patrol Roving Patrol Campaign – ID2010-13-02**

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

**Budget Expended: \$49,576**

### **Program Description and Activity**

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

The media consultant developed creative materials for billboard and social media placement.

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



## **North Dakota Sober Ride Campaign – ID2010-13-03**

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

**Budget Expended: \$10,440**

### **Program Description and Activity**

Funds were used to develop the ND Sober Ride campaign to promote sober driving by incentivizing the use of ride sharing or taxi services. Campaign materials included creative for paid, earned, social and digital media and promoted the receipt of "credits" toward the use of a ride share or taxi during the campaign period. The first campaign will be launched in 2021.

Costs included media consultant services for campaign development.

## **Simulated Impaired DrivIng Experience – ID2010-14-01**

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

**Budget Expended: \$0**

### **Program Description and Activity**

This project has been deferred to FFY 2021 due to the COVID-19 pandemic and crowd gathering restrictions.

In FFY 2021, funds will be used by the North Dakota Department of Transportation Safety Division to purchase two Simulated Impaired DrivIng Experience (SIDNEs) for use by partners

for impaired driving prevention community outreach activities. Law enforcement and other partners will be trained to transport and use the SIDNEs at outreach events. Costs will include the purchase of the SIDNEs and trailers for transport. Due to unforeseen circumstances in purchasing of the SIDNE and the COVID-19 pandemic which has prohibited in-person events, the SIDNE purchase has been deferred to FFY 2021.

No costs were incurred during FFY 2020.

### **On-Line Responsible Beverage Server Training (RBST) – ID2010-14-02**

**Budget Obligated: \$75,000**

**Budget Expended: \$62,338**

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

Funds were provided to the North Dakota Department of Human Services Behavioral Health Division to develop an online, North Dakota-specific Responsible Beverage Server Training (RBST) program for establishments that serve alcohol. A third-party vendor updated the RBST training materials and created an online training platform. The vendor will promote the use of the online training by offering stipends to trainers and participants.

Costs included consultant services and time to develop the RBST online training program, placement of media to promote RBST program, and revision of RBST training videos. Due to the late start of the project and COVID-19, not all planned activity was completed in FFY2020. Funding will be provided in FFY 2021 to complete the update and provide resources in support of RBST training.

## **Motorcycle Safety**

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

### **Program Management – MC2006-01**

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

**Budget Expended: \$5,374**

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

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

### **Motorcycle Safety Education Program (NDMSP) – MC2099-01**

**Budget Obligated: State Funds**

**Budget Expended: State Funds**

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

The North Dakota Chapter of American Bikers Aiming Toward Education (ABATE) administers the North Dakota Motorcycle Safety Program (NDMSP) on behalf of the NDDOT 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 2020, the NDMSP taught 86 rider courses and trained 888 motorcyclists. Due to the COVID-19 pandemic classes did not start until June and were only taught in 3 locations.

Costs were reimbursed to ABATE on a per student basis through North Dakota state funds administered by the NDDOT Safety Division.

## Statewide Awareness/Education Campaign – MC2006-02

**Budget Obligated: \$69,430**

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

### Project Description and Activity

Funds were provided to ABATE to implement a Share the Road campaign to encourage all roadway users to “share the road” with motorcyclists. The Share the Road campaign included public service announcements, billboards, brochures, posters and other safety publications and was conducted during the peak riding season. ABATE purchased 11 motorcycle safety billboards throughout North Dakota and secured 136,968 ads for an in-kind value of \$1,235,808. These spots promoted motorcycle safety and impaired riding prevention.

## Motorcycle Safety Education – Paid Media and Outreach – MC2006-03

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

**Budget Expended: \$39,648**

### Project Description and Activity

Media and outreach campaigns were developed and distributed to educate motorcycle riders and the general public about topics such as licensing, training, motorcyclist conspicuity, impaired riding prevention and the benefits of personal protective gear.

A statewide motorcycle safety campaign featured a video, placed through social and digital ads, of a North Dakota rider sharing his story of preventing a serious crash by applying what he learned by taking a motorcycle safety course. A correlating radio ad was also developed. Roadside banners were placed in 5 locations in North Dakota prior to the Sturgis Motorcycle Rally in South Dakota.

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



## Occupant Protection

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

### **Program Management – OP2005-01**

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

**Budget Expended: \$34,802**

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

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

### **Child Passenger Safety Seat Education/Administration – OP2005-02**

**Budget Obligated: \$145,000**

**Budget Expended: \$133,675**

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

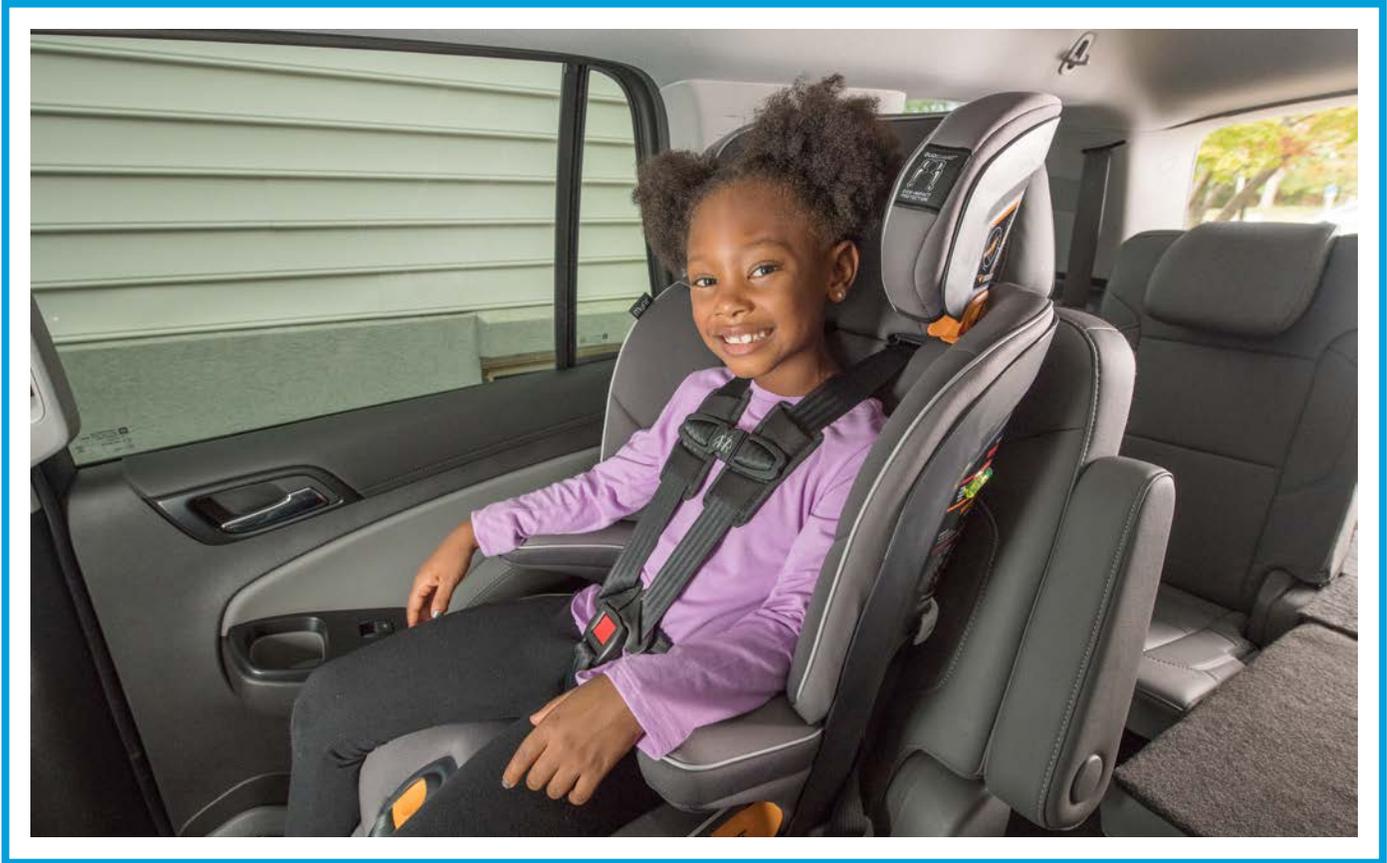
The NDDOT Safety Division provided funds to the North Dakota Department of Health (ND-DoH) for the continued administration of the statewide Child Passenger Safety (CPS) Program to provide community services to parents and caregivers to increase the correct use of car safety seats, booster seats, and seat belts by infants, toddlers, children, and tweens (children ages eight through 12). During FFY 2020, 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.
- Conducted six National CPS Technician Certification courses certifying 55 participants. Due to COVID-19 restrictions, classes were decreased by half to allow COVID-safe work zones. Courses were held in Jamestown, Bismarck, Grand Forks, Williston and Fargo (2).
- Assisted approximately 154 certified CPS technicians to maintain their certification through 12 proxies who assisted to sign off on CPS technician installs for recertification. These numbers were lower than prior years due to COVID-19 protocols.
- Coordinated car safety seat checkups throughout the state in partnership with local programs and auto dealerships. The NDDoH assisted with 50 car seat checkups, inspecting over 458 car seats. These numbers were lower than prior years due to COVID-19 protocols.

Data from car seat checkups statewide demonstrated:

- ◆ 98 percent of caregivers were using the correct seat for child
- ◆ 43 percent of caregivers secured children in car seats correctly
- ◆ 44 percent of caregivers installed car seat correctly
- ◆ 65 percent of caregivers were using the tether strap of a car seat
- ◆ 70 percent of car seats checked were misused

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



### **Annual Statewide Observational Seat Belt Survey – OP2005-03**

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

**Budget Expended: \$47,858**

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

The NDSU UGPTI conducted the annual statewide seat belt observation survey on behalf of the NDDOT Safety Division to determine North Dakota’s seat belt use rate as a measure to evaluate the success of occupant protection programs. The survey was conducted June 2020.

North Dakota’s seat belt use by front and outboard passengers maintained the usage rate at 83.7 percent in 2020.

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

### **Observational Child Passenger Safety Survey – OP2005-04-01**

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

**Budget Expended: \$14,347**

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

The NDSU UGPTI conducted an observational child passenger safety (CPS) survey on behalf of the NDDOT Safety Division to determine CPS use rates. Survey data was analyzed by UGPTI at the time of this report and showed preliminarily that the CPS use rate was 96.5 percent. The use rate among those age 0-3 years old was 99.3 percent, 4-9 years old was 96.2 percent, and 10-14 years old was 93.9 percent. Survey data will be used to inform CPS program administration to improve use rates.

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

### **Web-Based CPS National Safety Council Checklist – OP2005-04-02**

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

**Budget Expended: \$5,329**

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

The NDSU UGPTI purchased and prepared tablets for the CPS technicians to expand the electronic CPS checklist user pool. Funds were used to purchase tablets, cases, and screen protectors for 27 CPS technician tablet packages and personnel fees.

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

### **Overtime Enforcement – OP2005-05**

**Budget Obligated: \$436,922**

**Budget Expended: \$312,777**

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

Grants were provided to law enforcement agencies throughout North Dakota to conduct sustained high visibility enforcement (HVE) of North Dakota's occupant protection laws to reduce the number of unrestrained motor vehicle crash fatalities statewide. Participating agencies included the North Dakota Highway Patrol, 20 police departments and 20 sheriff's offices.

Agencies that participated in these campaigns were directed to conduct HVE at high crash locations during high crash times in their jurisdiction.

Agencies conducted three Click It or Ticket campaigns in FFY 2020 including participation in the national Click It or Ticket campaign in May 2020. More than 2,900 hours of overtime was performed and a total of 3,574 citations were issued that included 1,258 seat belt and child restraint citations. Two sheriff's offices notified the Safety Division that they were unable to participate because of reduced personnel due to COVID-19.

The sustained HVE along with the statewide media and outreach has had a positive impact. The percent of unrestrained fatalities in North Dakota decreased from 48 percent in 2018 to 46 percent in 2019.

Due to COVID-19, the number of hours worked and citations issued were less than in previous years. The Safety Division did not cancel the May 2020 Click It or Ticket campaign, but instead allowed agencies to participate as they were able.

Costs included overtime enforcement hours and mileage.

### **Enforcement Media – Paid/Earned/PI&E – OP2005-06**

**Budget Obligated: \$435,000**

**Budget Expended: \$368,823**

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

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

Four occupant protection media and outreach campaigns were planned for FFY 2020. However, due to COVID-19 the May Click It or Ticket campaign was not conducted.

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

All flights featured the creative called "Do It For Love" and "Million Excuses" which encompassed findings of market research demonstrating that emotional connections were the best way to motivate North Dakotans to wear their seat belts. A new social media ad was developed that told the story of a young man from rural North Dakota who was killed in a car crash and wasn't wearing his seat belt. The family of this young man spoke of the heartache and pain of losing a loved one in such a tragic way.

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



**CLICK IT OR TICKET.**

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

**NDDOT**  
North Dakota  
Department of Transportation  
Safety Division, 2598

### **Occupant Protection Assessment – OP2005-07-01**

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

**Budget Expended: \$20,091**

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

The NDDOT Safety Division hosted a NHTSA assessment of North Dakota’s occupant protection program and identified opportunities to advance the program beyond its current capacity.

Project costs included costs of the NHTSA assessment team for time, travel, per diem and other direct costs.

### **Child Passenger Safety Restraints – OP2005-07-02 & OP2005-07-03**

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

**Budget Expended: \$21,975**

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

The NDDoH’s Child Passenger Safety Program continued to distribute car seat restraints to parents and caregivers. The program purchased and provided car seats and supplies to local agencies to distribute to low-income families in their communities including 425 car seats to 32 distribution programs including two Native American reservations.

Project costs included the purchase of the car seat restraints.

## **Police Traffic Services**

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

### **Program Management – PT2002-01**

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

**Budget Expended: \$943**

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

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

### **Web-Based Law Enforcement Reporting System – PT2002-03**

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

**Budget Expended: \$0**

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

The NDDOT Safety Division maintains the Law Enforcement Reporting System (LEWR), a web-based system that facilitates grant activity reporting by participating law enforcement agencies for high visibility enforcement programs and monitoring of reported activity by program managers.

Funds were available for the maintenance and support of the system by the NDDOT and State of North Dakota information technology services. There were no costs charged to the project in FFY 2020.

### **Law Enforcement Training – PT2002-04**

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

**Budget Expended: \$20,570**

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

The NDDOT Safety Division contracted with an events coordinator to assist with the planning of training, conferences and other traffic safety program events specific to law enforcement. The event coordinator arranged lodging and travel plans, purchased training materials, and acted as a fiscal agent to reimburse the onsite and participant expenses associated with each training event attended by law enforcement.

Due to COVID-19, out-of-state travel was not conducted in FFY 2020. The Safety Division opted to use the funding to assist with administrative expenses incurred for the development of the Standardized Field Sobriety Test (SFST) training videos.

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

### **Red Light Running Overtime Enforcement – PT2002-05**

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

**Budget Expended: \$110**

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

Funds were provided to the Bismarck Police Department (PD) to conduct concentrated traffic enforcement at high crash intersections focusing on violations for red-light running (RLR) or failure to yield to the right of way.

The City of Bismarck recently installed confirmation lights at intersections with lighted traffic signals. The combination of confirmation lights and enforcement has been shown to reduce the number of red-light violators and helps to increase the efficiency of enforcing red lights. Red-light confirmation lights do not use automated photography. The NDDOT Safety Division and the Bismarck PD selected five high-crash intersections with rear-end collisions or right-angle crashes. Five additional high-crash intersections were selected as controls for comparison.

The Bismarck PD was not able to conduct any enforcement in FFY 2020 due to several of the confirmation lights being burned out due to harsh winter weather. Also, COVID-19 hindered the Bismarck PD from participating in this project as many officers were subject to quarantine during the summer of 2020. This project may continue in FFY 2021 after the confirmation lights have been repaired and the pandemic has subsided.

Minimal expenses were incurred.

## **Speed Management**

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

### **Program Management – SC2007-01**

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

**Budget Expended: \$0**

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

Costs consisted of the direct management of the program including program manager salary, travel, and other direct costs. No costs were charged to this project in FFY 2020.

**Radar Equipment to Law Enforcement – SC2007-02**

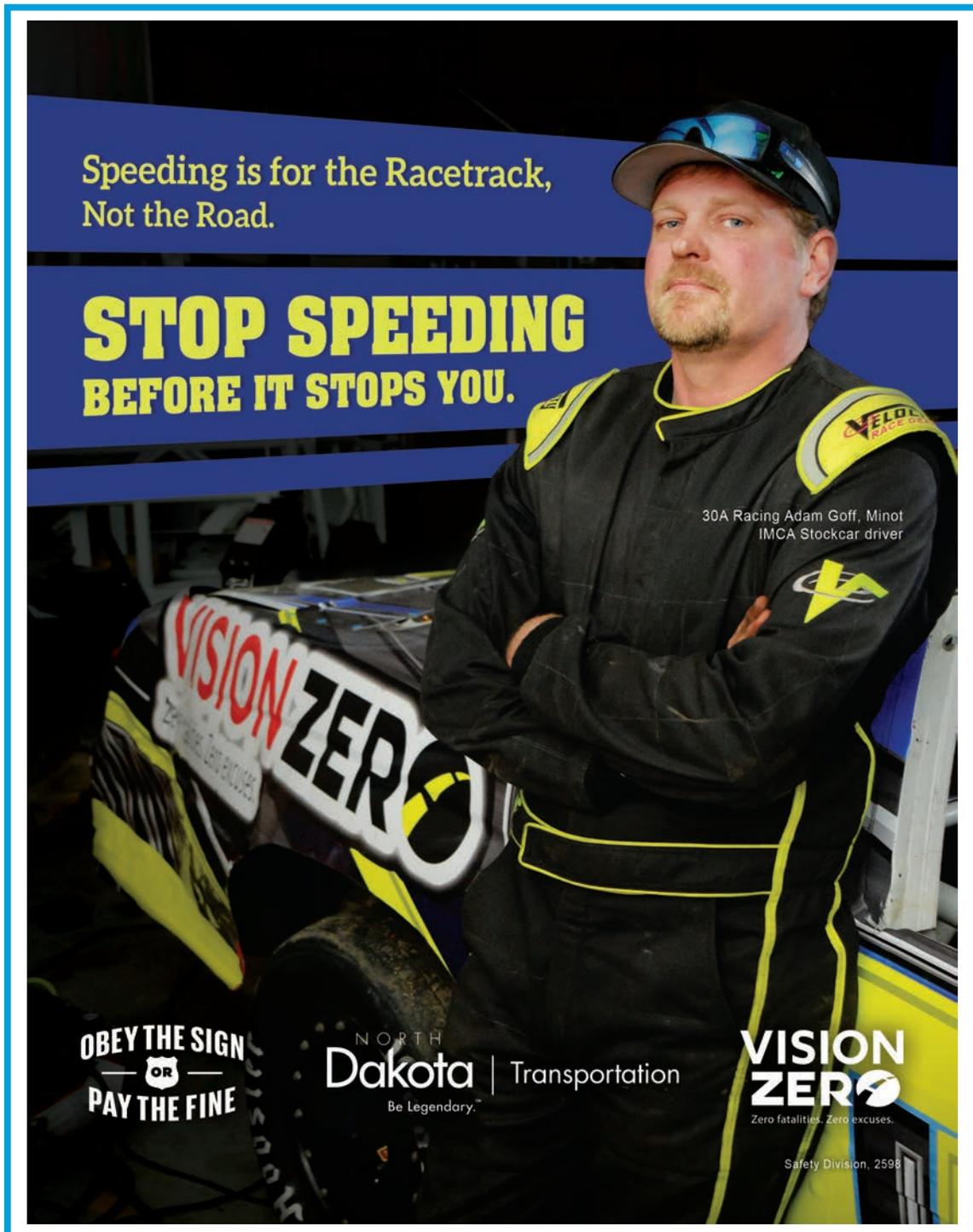
**Budget Obligated: \$100,000**

**Budget Expended: \$79,500**

**Project Description and Activity**

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

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



### **Enforcement Media – Paid/Earned/PI&E – SC2007-03**

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

**Budget Expended: \$29,265**

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

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

One speed campaign was planned for June 2020. The flight ran in conjunction with the state HVE period. Media for the flight included statewide earned, digital and social media ads. The ads were developed to target males ages 18-34 and were geo-targeted to run statewide.

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

### **Overtime Enforcement – SC2007-04**

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

**Budget Expended: \$60,133**

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

Grants were provided to law enforcement agencies throughout North Dakota to conduct the first speed enforcement overtime campaign of North Dakota's speed laws to reduce the number of motor vehicle crash fatalities statewide attributed to speeding. Participating agencies included the North Dakota Highway Patrol, 12 police departments and 16 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 one speed enforcement campaign in June 2020. More than 703 hours of overtime was performed and a total of 1,043 citations were issued that included 932 speed citations. Three agencies notified the Safety Division that they didn't have enough manpower to conduct the overtime due to COVID-19.

Costs included overtime enforcement hours and mileage.

## **Traffic Records**

Contributions to HSP Performance Measures: This program area supported activity measure (A4) Number of 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 – TR2004-01**

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

**Budget Expended: \$127,619**

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

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

## **Crash Data Systems Enhancement and Database Interfaces – TR2004-02**

**Budget Obligated: \$65,649**

**Budget Expended: \$2,388**

### **Project Description and Activity**

This project provided for the system enhancements necessary to allow remote data entry of crash reporting via Traffic and Criminal Software (TraCS) and integration of TraCS with the existing Crash Reporting System (CRS) and software (ArcMap, Cognos, etc.) to enhance timely reporting, crash data reliability and access by state and local agencies.

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 Crash Reporting System.

Costs were for maintenance and support of the systems by the NDDOT and State of North Dakota information technology services.

## **TraCS – TR2004-03**

**Budget Obligated: \$548,257**

**Budget Expended: \$242,860**

### **Project Description and Activity**

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

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

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

## **Annual TraCS License Fee – TR2004-04**

**Budget Obligated: \$75,000**

**Budget Expended: \$75,000**

### **Project Description and Activity**

Payment was issued to the State of Iowa for TraCS licensing fees for 2020.

## **Young Drivers**

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

## **Program Management – TSP2008-01**

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

**Budget Expended: \$16,724**

### **Project Description and Activity**

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

### **Ford Driving Skills for Life (DSFL) – TSP2008-02**

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

**Budget Expended: \$0**

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

This project was not completed due to COVID-19. The annual Ford Driving Skills for Life (DSFL) program was planned to occur in Grand Forks, ND in August 2020. The event consists of a ride and drive session conducted via law enforcement where teens drive through the course under normal conditions and then again while being distracted while receiving and sending text messages and taking selfies. Other activities include a series of traffic safety information and interactive booths including distracted driving simulators, an impaired driving pedal cart, a rollover simulator, a seat belt convincer and other activities. DSFL participants also have the opportunity to participate in the North Dakota Safety Council's Alive at 25 program free of charge. The DSFL event will be held in FFY 2021.

There were no project costs incurred in FFY 2020.

### **Alive at 25 Defensive Driving Program – TSP2008-03**

**Budget Obligated: \$42,500**

**Budget Expended: \$3,600**

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

The North Dakota Safety Council (NDSC) received a grant to provide the Alive at 25 program to schools throughout North Dakota. Due to COVID-19, the NDSC was able to provide the program to just three schools. Alive at 25 teaches teens and young adults that (1) people in their age group are more likely to be hurt or killed in a vehicle crash; (2) inexperience, distractions and peer pressure cause unique driving hazards; (3) speeding, alcohol and party drugs greatly increase their risk of injury or death; and (4) as a driver or passenger, they can reduce their risk by taking control.

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

### **Early Warning Letter Teen Intervention – TSP2008-04**

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

**Budget Expended: \$0**

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

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

No costs were charged to this project in FFY 2020. Costs are paid through other NDDOT cost centers.

### **School Mini Grants – AAA The Auto Club Group – TSP2008-05**

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

**Budget Expended: \$3,000**

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

Schools throughout North Dakota were offered the opportunity to apply for a mini-grant

through AAA The Auto Club Group to develop and implement projects to increase student seat belt use and deter distracted driving and speed/aggressive driving. Projects consisted of various types of student education and outreach including peer-to-peer activities to establish positive social norms around these topics. Three schools received a grant to complete their proposed traffic safety project. Due to COVID-19, only two schools were able to complete their projects. The third school will complete their project during the 2020-2021 school year.

Costs included the grant funds provided to participating schools through AAA The Auto Club Group.

### **Driver's Education Curriculum and Support – DE2008-02**

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

**Budget Expended: \$3,946**

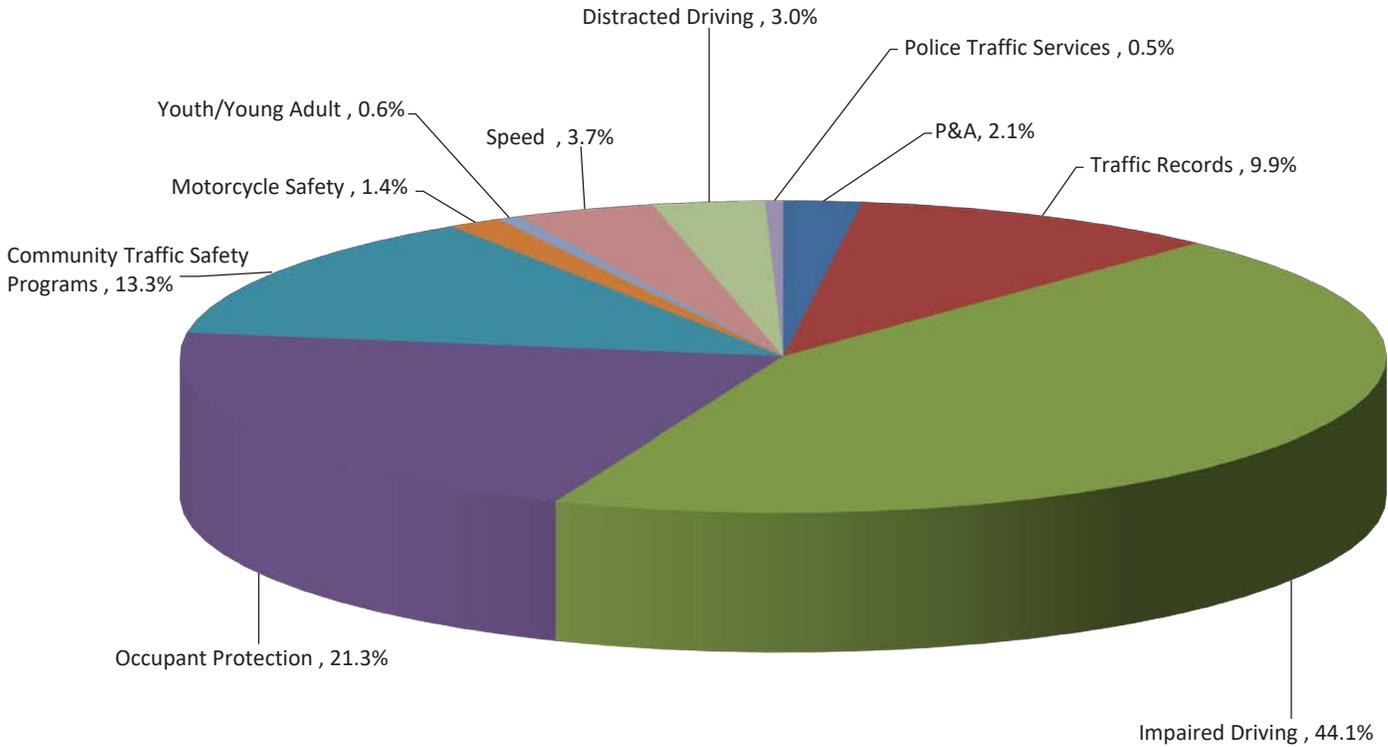
#### **Project Description and Activity**

The NDDOT Safety Division provided funds to their events coordinator to assist the North Dakota Driver and Traffic Safety Education Association (NDDTSEA) to complete the following activities in FFY 2020.

- Updated, reproduced, promoted, and distributed the driver education curriculum – the Playbook – a multimodal interface for teachers and students. The Playbook blends 3D animations, real-world videos, interactive presentations and engaging student activities.
- Provided training, technical assistance, and resources to driver education instructors to encourage use of The Playbook.
- Planned and conducted the annual NDDTSEA Conference for driver education instructors throughout the state.
- Maintained the NDDTSEA website.

Due to COVID-19, the NDDTSEA annual conference was canceled. Odney canceled all hotel rooms, conference facilities, speaker's contracts and travel arrangements.

# Financial Summary



Financial Summary FFY 2020					
	402	405	164	Total	% of Total
P&A	\$94,932			\$94,932	2.6%
Traffic Records	\$202,619	\$245,248		\$447,867	12.6%
Alcohol	\$138,243	\$1,355,416	\$494,477	\$1,988,136	39.9%
Occupant Protection	\$636,537	\$323,140		\$959,677	21.3%
Community Traffic Safety Programs	\$599,230			\$599,230	13.9%
Motorcycles	\$45,022	\$20,000		\$65,022	2.4%
Youth/Young Adult	\$27,270			\$27,270	1.9%
Speed	\$168,898		\$494,477	\$168,898	2.3%
Distracted Driving	\$135,428			\$135,428	2.9%
Police Traffic Services	\$21,623			\$21,623	0.2%
<b>TOTAL</b>	<b>\$2,069,802</b>	<b>\$1,943,804</b>	<b>\$494,477</b>	<b>\$4,508,083</b>	<b>100%</b>

