NORTH DAKOTA

2024-2026

HIGHWAY SAFETY PLAN

VISION ZERO

Zero fatalities. Zero excuses.

NORTH Dakota | Transportation

Be Legendary.

North Dakota Department of Transportation
Highway Safety Division

Triennial Highway Safety Plan
Federal Fiscal Years 2024-2026

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TABLE OF CONTENTS

CONTENT	PAGE
Highway Safety Planning Process	**3**
Problem Identification	**14**
Public Participation and Engagement	**31**
Performance Plan	**47**
Countermeasure Strategy for Programming Funds	**63**
Community Traffic Safety Programs	63
Distracted Driving	66
Impaired Driving	68
Motorcycle Safety	71
Occupant Protection	73
Police Traffic Services	76
Speed Management	77
Traffic Records	79
Young Drivers	80
Emergency Medical Services	82
Roadside Deaths	83
Attachment 1	**84**

HIGHWAY SAFETY PLANNING PROCESS

The following sections describe the NDDOT Highway Safety Division's data sources, processes, and information applied to problem identification, public participation and engagement, performance measures and countermeasure strategies.

PROBLEM IDENTIFICATION

Data Sources, Processes and Other Information

In January 2018, the North Dakota Governor's Office, the North Dakota Department of Transportation (NDDOT) and other Governor's Cabinet agencies launched the Vision Zero initiative to reduce motor vehicle crash fatalities and serious injuries in North Dakota to zero. The North Dakota Vision Zero initiative provides the framework to guide all statewide traffic safety activity, including, but not limited to: (1) widespread public education/outreach, (2) law changes to ensure state laws represent best practices in traffic safety; (3) workplace policies that support driver and passenger safety, (4) infrastructure improvements, (5) technology advancements that make vehicles, roads, and drivers safer; and (6) high visibility enforcement of existing traffic laws.

North Dakota's Strategic Highway Safety Plan (SHSP) requirements are met through the administration of North Dakota's Vision Zero initiative. The NDDOT Highway Safety Division (i.e., State Highway Safety Office) is responsible to coordinate Vision Zero and to assure compliance with federal SHSP and Highway Safety Plan (HSP) requirements.

The Highway Safety Division uses the North Dakota SHSP – also known as the North Dakota Vision Zero Plan – and associated processes to identify the priority emphasis areas and other areas of emphasis to be addressed through safety plans and programs.

The data sources considered and/or used by the Highway Safety Division to accomplish these tasks through SHSP processes are traffic records and ancillary data sources, including:

- Federal Highway Administration (FHWA): statistical publications representing state and national trends
- National Highway Traffic Safety Administration (NHTSA): statistical publications representing state and national trends
- NDDOT: crash, Fatality Analysis Reporting System (FARS), driver record, motor vehicle, and roadway (including segments, vehicles miles traveled, etc.), AASHTOWare Safety by Numetric
- North Dakota Department of Health and Human Services (NDHHS): crash injury, death certificates, hospital discharge data, Medicaid claims, alcohol and drug use data, Behavior Risk Factor Surveillance Survey (BRFSS)
- North Dakota Department of Public Instruction (NDDPI): Youth Risk Behavior Survey (YRBS)
- North Dakota Highway Patrol (NDHP): citation, crash reconstruction
- North Dakota Office of Attorney General State Toxicology Laboratory: toxicology results for alcohol and drugs

- North Dakota State University (NDSU) Upper Great Plains Transportation Institute (UGPTI): observational seat belt use survey, the annual KABB (knowledge, attitudes, behaviors, and beliefs) survey, traffic safety issue briefs and program evaluation reports developed through the analysis of state and local crash, driver, vehicle, and traffic safety program data

Through a grant year, data is reviewed as it becomes available by the data source and used as appropriate to accomplish each task. Data is analyzed using various resources and experts as follows.

- The Highway Safety Division produces an annual Crash Summary document to guide problem identification and provide public information about motor vehicle crash, fatality, and injury problems in North Dakota. The most recent calendar year of crash data is used in each Crash Summary publication to develop five to ten-year trends. The most recent 2021 Crash Summary can be located here: NDDOT2021CrashSummary_Single.pdf
- A transportation consulting firm completed data analysis for North Dakota's SHSP update process.
- NDSU UGPTI, who is under contract with the Highway Safety Division, conducts problem identification, safety target setting, program evaluation and other ancillary data analysis for highway safety purposes.
- AASHTSOWare Safety is a software designed to meet the specific needs of state and local transportation agencies for highway safety purposes. AASHTOWare Safety was developed by the American Association of State Highway Transportation Officials (AASHTO) and a vendor and assists with network screening and diagnosis, countermeasure selection, cost benefit analysis, and project prioritization. It includes three modules to analyze safety trends, segments, and intersections. The NDDOT has purchased AASHTOWare Safety and is in the process of working with the vendor to stand up the product to be used with subsequent year problem identification and planning processes.

Analysis for this triennial HSP included an emphasis on socio-economic and geospatial analysis completed by NDSU UGPTI that included geospatial analysis of crash data combined with median household income from 2023 County Health Rank provided by Population Health Institute of University of Wisconsin-Madison (Attachment 1, Figure 1). This analysis shows that, for the most part, counties that include reservations lands are on the lower economic spectrum except for Fort Berthold which is among oil-producing counties where income levels are higher.

Identification of highway safety problems. The Highway Safety Division uses the data types referenced above for the identification of highway safety problems and program development and implementation. However, the identification of highway safety problems in North Dakota occurs primarily through the SHSP and associated processes.

Data analysis for the SHSP is completed every five years consistent with federal requirements. The Highway Safety Division is amid an SHSP/Vision Zero Plan update that began in FFY 2022.

This most recent North Dakota SHSP/Vision Zero Plan update started with a comprehensive, data-driven analysis of crash data from state and local road systems with a focus on the most serious crashes – those resulting in fatalities and serious injuries – over a five-year period from 2017-2021. Crash data were assembled, analyzed, and disaggregated into four basic categories (drivers and passengers, vulnerable users, vehicles, and infrastructure) and 15 of FHWA's safety emphasis areas (Figure 1) and urban vs rural roadways.

Based on this analysis, North Dakota's priority emphasis areas are:

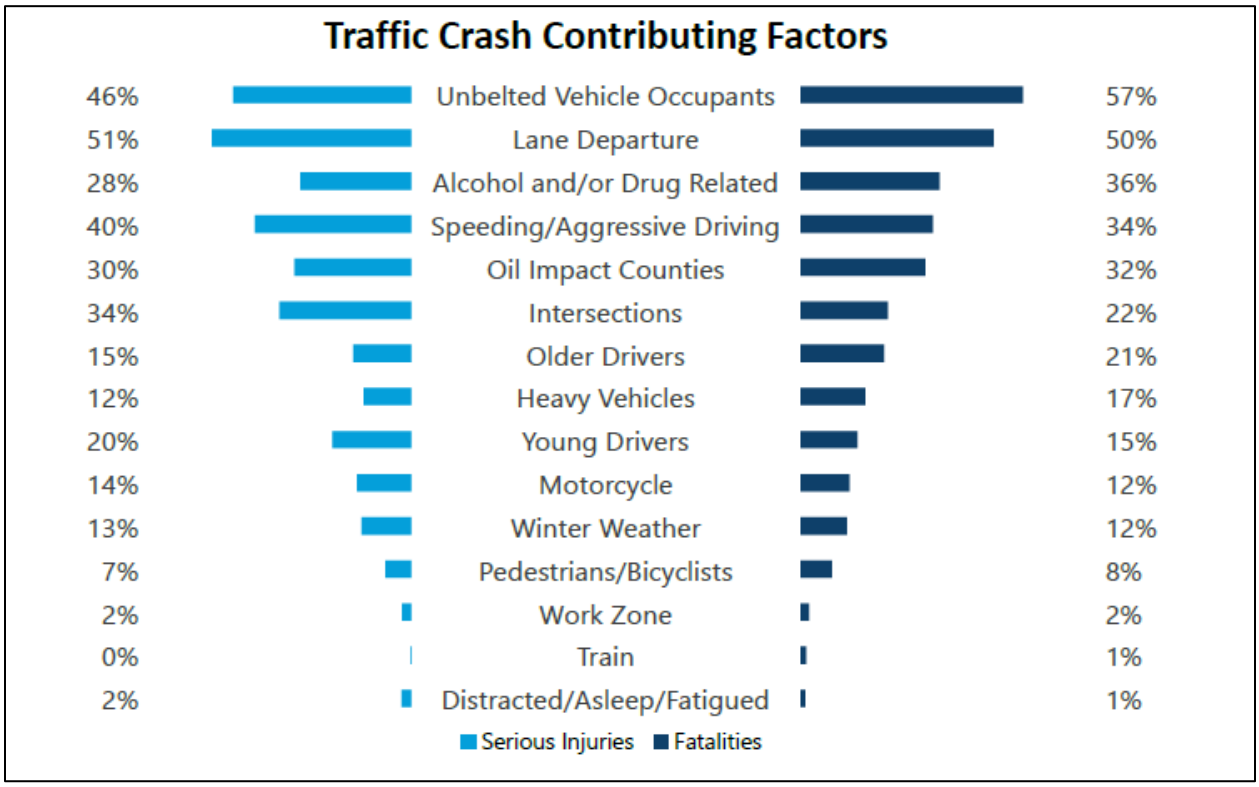
- Unbelted vehicle occupants
- Lane Departure
- Alcohol and/or Drug-Related
- Speeding/Aggressive Driving
- Intersections
- Older Drivers
- Heavy Vehicles
- Young Drivers

Other areas of emphasis, where data showed a safety problem but to a lesser extent than the priority areas, are:

- Motorcyclists
- Pedestrians/Bicyclists

And, while data gaps don't allow distracted/drowsy driving to rise as a problem, distracted/drowsy driving is identified as an emphasis area within the SHSP/Vision Zero because it is a known problem based on other data sources.

FIGURE 1



Emphasis on Safe Systems Approach. New to North Dakota SHSP/Vision Zero Plan update is consistency with the Safe System approach. As outlined in the U.S DOT's National Roadway Safety Strategy, the Department adopted the Safe System approach to address contributing traffic crash factors and build foundational layers of prevention, protection, and mitigation within the national roadway landscape.

The Safe System approach aims to protect all roadway users and has been proven to substantially reduce serious injuries and fatalities. North Dakota has chosen to integrate the Safe System approach and its guiding principles into the 2023 SHSP/Vision Zero Plan update to save lives and make progress toward achieving zero deaths.

The Safe System Approach is guided by six principles:

1. Deaths and Serious Injuries Are Unacceptable – The Safe System approach recognizes that no person should be severely injured or die while traveling North Dakota's roadway system. This requires a transportation culture that places safety at the forefront of decision-making to reduce the number of severe crashes and achieve zero fatalities and serious injuries.

2. Humans Make Mistakes – The Safe System approach understands that nobody is infallible – all people make mistakes or decisions that contribute to roadway crashes. As a result, the roadway system should be planned, designed, and operated to accommodate expected human errors.

3. Humans Are Vulnerable – People can only tolerate limited crash impacts before getting seriously injured or worse. The Safe System approach aims to manage the kinetic energy during a crash, resulting in fewer crash injury outcomes.

4. Responsibility Is Shared – Roadway safety is a shared responsibility among all users. These users include those operating a motor vehicle or utilizing the roadway, vehicle manufacturers, legislators, roadway designers, law enforcement, and first-responders.

5. Safety Is Proactive – The Safe System approach identifies and implements strategies to proactively and systemically prevent crashes, as opposed to traditional safety approaches which focus on reacting after crashes occur.

6. Redundancy Is Crucial – Redundancy across the roadway system promotes synergy and helps ensure that if there is a weakness in one part of the system, other parts protect road users from serious injuries or death.

In addition to the six guiding principles, the Safe System approach incorporate five core elements to develop a holistic safety foundation.

1. Safe Road Users – All road users, including those walking, biking, riding, and driving should always operate in a safe and responsible manner when on the roadway.

2. Safe Speeds – Safer speed setting, education, and enforcement is promoted across all road environments to reduce kinetic forces associated with a crash to a tolerable level on the human body.

3. Safe Vehicles – Vehicles are designed incorporating the latest technology and used in appropriate ways (such as always wearing a seatbelt) to minimize crash severity and frequency.

4. Safe Roads – Roads are designed to accommodate human mistakes, encourage safe behavior, and reduce crash severity and frequency. Safe roads integrate roadway features that separate users in space and time to prevent crashes from occurring and protect road users when a crash does occur.

5. Post-Crash Care – Receiving quick emergency medical care following a crash is essential to assist those who have been injured and to reduce fatalities. Post-crash care is a multi-level approach that includes strategies focused on traffic incident management, response, and record keeping.

PUBLIC PARTICIPATION AND ENGAGEMENT

Data Sources, Processes and Other Information

During planning and development of the SHSP/Vision Zero Plan, a diverse group of safety stakeholders were engaged across the state to provide critical input. Stakeholders included those representing the 4 Es of safety (education, enforcement, engineering, and emergency medical services) as well as non-traditional partners, such as commercial vehicle representatives, tribal governments, non-profit organizations, judicial staff, and non-motorist groups. Additionally, special outreach to local and state elected officials helped to encourage their participation in the SHSP/Vision Zero Plan update process.

The following agencies and organizations were invited to participate in the SHSP/Vision Zero Plan update process.

- State agencies – Those who serve on the Vision Zero Executive Leadership Team including NDDOT (Highway Safety Division, Drivers License Division, Motor Vehicle Division, Planning/Asset Management Division, Local Government Division, Programming Division, District Engineers), the ND Attorney General's Office, NDDPI, NDHHS, NDHP, ND Indian Affairs Commission, ND Workforce Safety and Insurance (WSI), and others.
- Community Outreach – North Dakota Vision Zero Coordinators, NDHHS Tribal Health Liaisons
- Education institutions – state, local
- Elected officials – state, county, city
- Enforcement – state, county, city, tribal
- Engineering – state, county, city, consultants
- Emergency Medical Services – public, private
- Federal partners – FHWA ND Division, FMCSA ND Division, and NHTSA Region 8
- Insurance agencies
- Judicial Outreach Liaison, District Judges, state, and private attorneys/county prosecutors
- Local community representatives/private citizens
- Local government including risk managers, city and county commissioners, city and county auditors, city, and county transportation engineers and/or consultants, local public health units, city and county law enforcement, and metropolitan planning organizations (MPOs).
- Motor carrier representatives – federal, state
- New Americans, Foreign-born, and Immigrants (NFI) Health Liaison, Health Equity Office, ND HHS
- Non-motorist representation – pedestrian, bicycle, and transit
- Non-profit organizations serving socioeconomically disadvantaged populations
- Professional associations and their members including the ND EMS Association, ND Association of Counties, ND Motor Carriers Association, ND League of Cities, agricultural associations (sunflower, grain, corn growers, etc.), the American Society of Highway Engineers (ASHE) Central Dacotah Chapter, the ND Petroleum Council, the ND Sheriff's Association
- Public health and human services staff – state, county, city
- Private sector organizations registered with the ND Vision Zero Network (about 120 companies and organizations including schools, businesses, health care facilities, and others)
- Rail representation – Operation Lifesaver
- Road maintenance – state, county, city
- Tribal representatives – tribal transportation engineers and consultants, tribal health liaisons employed by the NDHHS
- Traffic safety advocacy groups
- Transportation planning – state, regional, county, city, consultants

Through a consultative approach and facilitated engagement, participants shared valuable feedback on local application of current safety strategies and their local/regional experiences regarding priority North Dakota safety needs, proven strategies, and best practices to carry forward in the SHSP/Vision Zero Plan update.

More information about PP&E data, processes and other information can be found in the Public Participation and Engagement section of this document.

PERFORMANCE MEASURES

Data Sources, Processes and Other Information

Establishing highway safety performance measures and targets. The Highway Safety Division coordinates the development of the safety measures/targets required through FHWA per the Safety Performance Measure Final Rule (effective date April 14, 2016). The process is initiated when the most recent calendar year of crash data is available. The Highway Safety Division adds the most recent year of crash data to an Excel spreadsheet to establish the baseline, five-year moving averages, and proposed targets for each of the five safety measures. Proposed targets are set by those involved in HSP and Highway Safety Improvement Program (HSIP) planning processes and then shared with the Metropolitan Planning Organization (MPO) for their input. Once MPO input is received, the proposed measures are reviewed with NDDOT Executive Management, selected and used to meet HSP and HSIP reporting requirements.

To better achieve progress toward identified targets, the NDDOT and Vision Zero partners are working to update the North Dakota SHSP/Vision Zero Plan to identify priority emphasis areas, strategies, and evaluation activity to be implemented over the next five years (2024-2028).

Priorities for North Dakota's SHSP/Vision Zero Plan update are to:

- Improve transportation safety data through data systems that allow for improved data quality, analytics, transparency, and data access by partners to better inform the SHSP/Vision Zero Plan.
- 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 new/innovative strategies to move North Dakota toward zero deaths – the long-term goal within North Dakota's SHSP/Vision Zero Plan.
- Expand stakeholder involvement to continue to elevate Vision Zero as a statewide priority.
- Establish a safety culture in North Dakota where deaths and injuries from vehicle crashes are recognized as preventable and no longer tolerated as acceptable.

The NDDOT and Vision Zero stakeholders are also applying the Safe System approach to the plan update. Safe System is a holistic approach to road safety that considers and addresses: (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.

COUNTERMEASURE STRATEGIES

Data Sources, Processes and Other Information

Developing and selecting evidence-based countermeasure strategies and projects to address problems and achieve performance targets. Data analysis for this process involves four steps. First, crash types are disaggregated into the categories defined by FHWA and ranked according to the number of fatalities and serious injuries per category. This allows for safety investments to be directed to priority crash

problems. Second, high-priority safety strategies that are linked to specific crash types are identified. Third, crash and road data are integrated and analyzed to identify the types of roadway facilities where the priority crash types occur in the greatest numbers. Lastly, a historic trend of fatalities and serious injuries is developed to monitor the progress North Dakota has made to address the priority crash types.

The following research reports were used to identify, evaluate, and prioritize safety strategies.

1. National Cooperative Highway Research Program's (NCHRP's) Report 500 Series
2. FHWA's Crash Modification Factor
3. Highway Safety Manual (MnDOT, 2014)
4. NHTSA's Countermeasures that Work (NHTSA, 2020)

Project selection was completed consistent with federal SHSP requirements that include:

(a) ***Data-Driven Prioritization.*** Safety planning reflected a multi-level prioritization exercise using crash data analysis to support: (1) screening of crash types to identify areas of emphasis, (2) screening of safety countermeasures or strategies based on documented, proven effectiveness to generate an evidence-based shortlist of high-priority strategies, and (3) identification of roadway types where the implementation of the high-priority safety strategies would be expected to result in the greatest reduction in serious crashes.

(b) ***Consideration of Additional Safety Factors.*** Additional factors considered to define safety emphasis areas and safety strategies included locations of fatalities and serious injuries, rural road safety, bicycle and pedestrian serious crashes, and the results of systemic risk assessments.

(c) ***Performance-Based Approach.*** Performance-based goals including a short-term target and long-term vision were adopted. In addition, as part of the performance-based program, annual safety targets were set that align with the SHSP's long-term goals. The targets are established and outlined in North Dakota's annual infrastructure-based HSIP and the behavioral-based HSP, which are aligned with North Dakota's short-term target and long-term vision as identified in the SHSP/Vision Zero Plan.

(d) ***Effective Strategies.*** Priority was given to safety strategies proven to be effective at reducing crash-related fatalities and serious injuries for the priority safety emphasis areas. Consideration was given to low-cost strategies/countermeasures that can be widely deployed at high-risk locations.

(e) ***Multidisciplinary.*** A cross-section of multidisciplinary stakeholders participated in several outreach events to provide perspective and expertise related to the 4 Es of safety.

Stakeholder outreach and collaboration opportunities for project selection included four SHSP/ Vision Zero Plan stakeholder workshops in the winter of 2023. Four in-person workshops were conducted in Bismarck (south central), Fargo (southeast), Grand Forks (northeast) and Williston (northwest) and a capstone virtual workshop was conducted in late February to assure broad participation by all stakeholders that desired to provide feedback related to the plan update. The workshop agendas provided an overview of the SHSP/Vision Zero plan and implementation processes, a crash data overview including priority emphasis areas, and next steps related to the update process.

Through this process, stakeholders selected the following highest-priority, evidence-based safety strategies for each of the Priority Safety Emphasis Areas. Action items for each strategy are also listed in the plan for active implementation by Priority Emphasis Area (PEA) teams.

SAFE ROAD USERS

Unbelted Vehicle Occupants

1. Promote and educate the public and law enforcement on the primary seat belt and child restraint laws.
2. Implement policies and support research efforts to enhance occupant protection.
3. Promote statewide education and training of child restraint best practices.

Alcohol and/or Drug Use

1. Implement policies and support research efforts to address impaired driving.
2. Support equitable enforcement, training, and adjudication of impaired driving laws.
3. Require access management to eliminate conflict points near intersections.

Older Drivers

1. Establish a broad-based coalition to address older adults' transportation needs.
2. Implement policies and support research efforts to enhance access to older driver resources.
3. Promote and implement statewide education and training of older driver programming.

Young Drivers

1. Implement best practices and incorporate into state and local policies actions to enhance young driver safety.

And the following strategies were identified for the Other Areas of Emphasis under Safe Road Users.

Pedestrians/Bicyclists

- Curb Extensions (at urban intersections).
- Median Refuge Islands (at urban intersection and mid-block crossings).
- Road Diets (convert urban 4-lane arterials and collectors to 3 lane facilities).
- Rapid Rectangular Flashing Beacons.
- High Intensity Activated crosswalk (HAWK) Pedestrian Activated Signals.
- Count Down Timers and Leading Pedestrian Intervals (at traffic signals).
- Adoption and Implementation of Bike Friendly Edge Rumble Strips.

Motorcyclists

1. Encourage helmet and high visibility clothing usage, safe riding behavior, and motorcycle safety training.
2. Educate motorists on sharing the road with motorcycles.
3. Increase rider training through the North Dakota Motorcycle Safety Program.
4. Deploy motorcycle friendly roadway design.

SAFE ROADS

Lane Departure

1. Implement proven safety countermeasures and conduct research on emerging/innovative
2. Utilize proven safety countermeasures to improve driver awareness and ability to avoid roadway departures.

Local System Roadways

1. Provide assistance to Districts and local agencies implementing safety countermeasures on the local roadway system.
2. Implement proven safety countermeasures to eliminate fatalities and serious injuries on local rural roadways.
3. Support Local Road Safety Plan development and implementation of strategies and priorities.

Intersections

1. Implement proven safety countermeasures and conduct research on emerging/innovative
2. Utilize proven safety countermeasures to improve driver awareness and vulnerable road user visibility at intersections.

SAFE SPEEDS/SAFE VEHICLES

Speeding/Aggressive Driving

1. Use engineering design, speed management, and technology to reduce speeds.
2. Increase high visibility enforcement to reduce crashes associated with speeding.
3. Implement education and public awareness programs on the dangers of speeding, the increase in severity of crashes, and the severity of injuries for non-motorized users.

Commercial/Heavy Vehicles

1. Enforce commercial vehicle laws to ensure carriers operate safely.
2. Educate commercial vehicle drivers and motorists about how to safely share the road.
3. Improve roadway infrastructure and operations for CMV/heavy vehicle operation.

POST-CRASH CARE

Emergency Response

1. Reduce traffic related deaths, injuries, and hospitalizations through improved Emergency Medical Services (EMS) response and access to trauma care.
2. Protect first responders at crash scenes through training, tools, and technology.
3. Improve data collection, sharing, integration, and tracking post-crash outcomes.

SHSP, HSIP, and HSP Coordination. Activity completed within the North Dakota HSP is directly correlated and guided by the data analysis, emphasis areas, and strategies within the North Dakota SHSP/Vision Zero Plan. Coordination between the North Dakota SHSP and HSP has been described through this section of the application. Highlights include:

1. North Dakota's SHSP requirements are met through the administration of North Dakota's Vision Zero initiative. The NDDOT Highway Safety Division (i.e., State Highway Safety Office) is responsible to coordinate Vision Zero and to assure compliance with federal SHSP and HSP requirements. This allows for easy alignment, coordination, and implementation of the SHSP and HSP in North Dakota.

2. The North Dakota Vision Zero leadership and stakeholder involvement structure, data analysis processes, strategy selection and implementation processes guide and advance the same HSP processes.

3. The highway safety performance measures and target setting requirements are coordinated through the NDDOT Highway Safety Division. The performance targets common to the HSP and HSIP are coordinated through appropriate personnel and used to meet HSP and HSIP reporting requirements.

4. Progress with each priority emphasis area is monitored and can be located here: https://visionzero.nd.gov/statistics/PEAdata/.

   Data provided on this webpage represents the ten-year trend in severe crashes for each SHSP/Vision Zero Priority Emphasis Area. Data is updated annually after a new year of data becomes available. The comparison of this data to other data analysis may vary due to the point in time when the data was analyzed, data definitions and other factors.

   This data will subsequently be tracked through the AASHTOWare Safety software when that is implemented.

From an HSP perspective, the Highway Safety Division worked closely with behavioral safety stakeholders to determine project selection for the HSP.

The Highway Safety Division solicited participation from law enforcement agencies for the overtime enforcement grant programs. Enforcement projects were selected based on a review of crash data to identify the primary factors in motor vehicle crash fatalities and serious injuries and locations with a higher incidence of these factors to assure enforcement projects are targeted effectively.

The Highway Safety Division solicits Requests for Proposals (RFPs) every several years to identify service providers to support project implementation and evaluation on a multi-year basis. RFPs were solicited in April/May 2023 resulting in under five proposals received and one proposal that was deemed susceptible to funding. It is typical with RFP solicitations for few proposals to be received due to lack of stakeholder response and capacity. As a result, the Highway Safety Division prefers to identify – through networking and literature review – evidence-based or innovative projects for implementation and then identifies partners with the capacity to develop, implement and evaluate the projects.

PROBLEM IDENTIFICATION

STATE DEMOGRAPHICS

According to US Census data, in 2020, North Dakota had a population of 779,094 people, an increase of 15.8% from 2010. The resident population of North Dakota is as follows:

- ***Race and ethnicity:*** White (Non-Hispanic) (83.2%), American Indian/Alaska Native (Non-Hispanic) (5.7%), Black or African American (Non-Hispanic) (3.5%), Two or More Races (Non-Hispanic) (2.4%), Asian (1.7%), Native Hawaiian and other Pacific Islander (Non-Hispanic) (0.1%), and Hispanic or Latino (4.4%).
- ***Gender:*** Male (51.4), Female (48.6%)
- ***Age:*** Under 18 years (24.0%), 18-64 (59.9%) and 65 years and over (16.1%)
- ***US Residents:*** 97.5%
- ***Military.*** North Dakota has a large population of military personnel who served in Vietnam 1.4 times greater than any other conflict.

The vast majority of North Dakotans are English speaking. About 6.3% of North Dakotans report speaking a non-English language at home as their primary shared language. This does not consider the potential multi-lingual nature of households, but only the primary self-reported language spoken by all members of the household. The most common non-English languages spoken as the primary language in households in North Dakota are Spanish, German, Amharic, Somali, or other Afro-Asiatic languages.

The median household income (2017-2021 data) was $68,131. The largest industries in North Dakota are construction, elementary and secondary schools, general medical and surgical hospitals, and specialty hospitals. The highest paying industries are offices of physicians ($111,976/year), securities, commodities, funds, trusts and other financial investments ($107,434/year), and petroleum and petroleum products merchant wholesalers ($96,644/year). About 11% of North Dakotan's live in poverty.

From a transportation perspective, 35% of North Dakota's residents live in disadvantaged census tracks. (Source: USDOT Equitable Transportation Community Explorer) Overall disadvantaged component scores demonstrate median percentile rankings as follows:

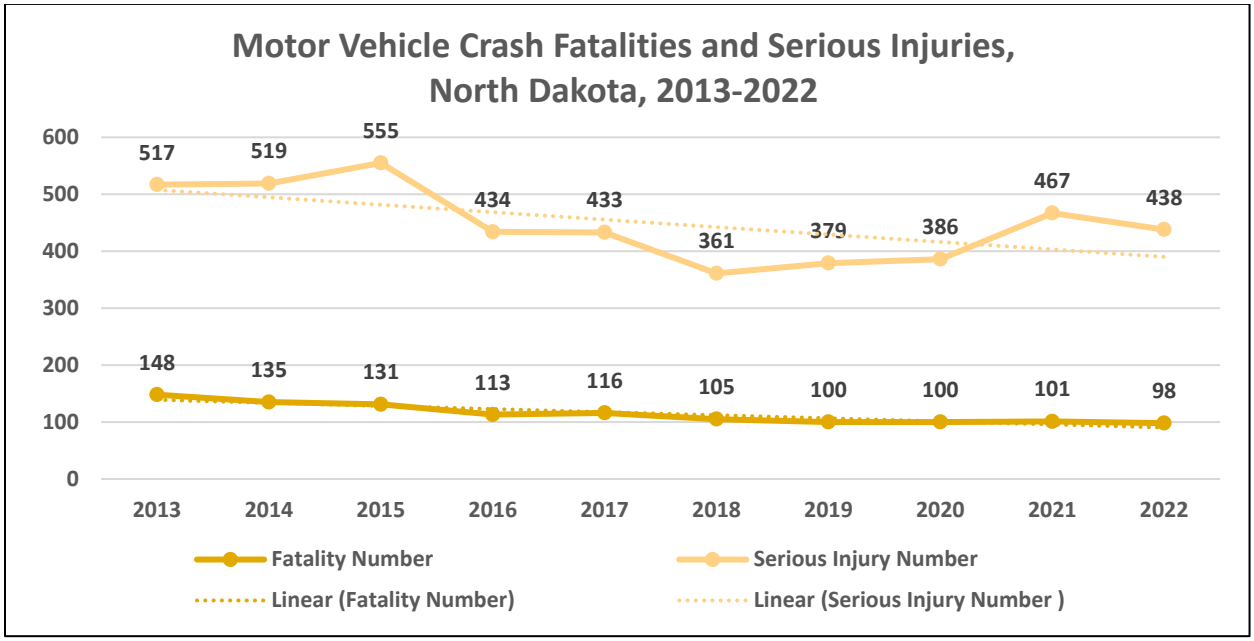
Climate and Disaster Risk Burden – 50%	***Transportation Insecurity – 50%***
Anticipated changes in severe weather – 50%	Transportation Access – 50%
Environmental Burden – 50%	Transportation Cost Burden – 50%
Railway proximity – 48%	Traffic Safety – 45%
Health Vulnerability – 50%	
Poor mental health – 50%	
Social Vulnerability – 50%	
200% Poverty – 50%	
Limited English Proficiency – 42%	
65 or older – 50%	
17 or younger – 50%	

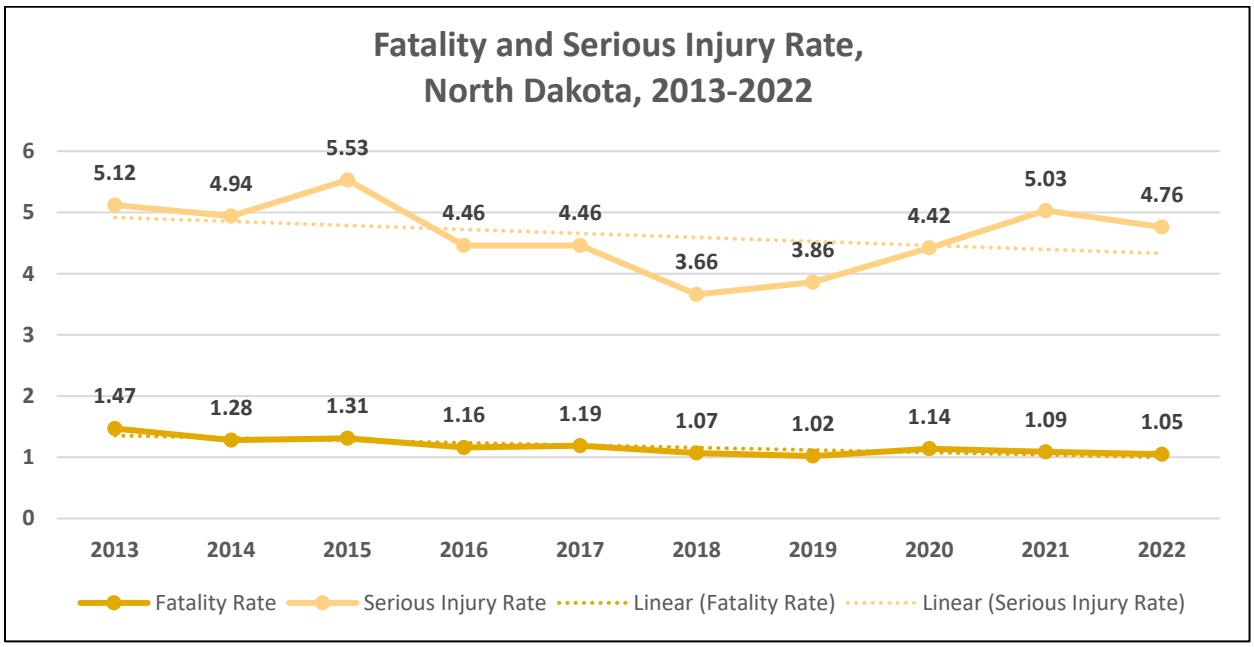
Most North Dakotans drive alone to work, and the average commute time is 17.6 minutes. The average car ownership in North Dakota was 2 cars per household.

DATA ANALYSIS

Note: The source for all data is NDDOT Crash Data unless otherwise identified. Socioeconomic data for the maps in Attachment 1 is from the 2023 County Health Rank provided by Population Health Institute of University of Wisconsin-Madison.

Transportation safety is a priority in North Dakota. As a result, North Dakota has experienced a downward trend in motor vehicle fatalities, fatality rate, serious injuries, and serious injury rate.





In 2022, there were 98 crash fatalities. This is the lowest fatality number in North Dakota in 20 years.

The reduction in fatalities can be attributed to North Dakota's continued commitment to traffic safety through Vision Zero – a statewide initiative to reduce motor vehicle crash fatalities and serious injuries to zero. Vision Zero is implemented through the SHSP/Vision Zero Plan and continues to gain momentum with increased stakeholder involvement, increased media and public interest, an emphasis on implementing evidence-based strategies including policy strategies, and increased resource commitment to the initiative.

The most recent North Dakota SHSP/Vision Zero Plan update (2024-2028) started with a comprehensive, data-driven analysis of crash data from state and local road systems with a focus on the most serious crashes – those resulting in fatalities and serious injuries – over a five-year period from 2017-2021. Crash data were assembled, analyzed, and disaggregated into four basic categories (drivers and passengers, vulnerable users, vehicles, and infrastructure) and 15 of FHWA's safety emphasis areas and urban vs rural roadways.

Based on this analysis, North Dakota's priority emphasis areas are:

- Unbelted Vehicle Occupants
- Lane Departure
- Alcohol and/or Drug-Related
- Speeding/Aggressive Driving
- Intersections
- Older Drivers
- Heavy Vehicles
- Young Drivers

Other areas of emphasis, where data showed a safety problem but to a lesser extent than the priority areas, are:

- Vulnerable Road Users – Pedestrians/Bicyclists/Motorcyclists/ATVs

And, while data gaps don't allow distracted/drowsy driving to rise as a problem, distracted driving is identified as an emphasis area within the SHSP/Vision Zero because it is a known problem based on other data sources.

The following table shows North Dakota's success in substantially reducing fatal crashes in nearly each emphasis area over the past 10 years.

Crash Type	2013-2017	2018-2022	Change	% Change	Total
Lane Departure	339	255	-84	-25%	594
Unbelted	364	266	-98	-27%	630
Speeding/Aggressive	211	162	-49	-23%	373
Impaired	275	161	-114	-41%	436
Intersection	129	103	-26	-20%	232
Young Drivers	89	69	-20	-22%	158
Aging Drivers	75	114	39	52%	189
Distracted*	32	5	-27	-84%	37
Local Road	206	171	-35	-17%	377
Oil Region	247	134	-113	-46%	381
Large Truck	147	78	-69	-47%	225
Pedestrian/Bicycle	44	42	-2	-5%	86
Motorcycle	49	71	22	45%	120
Total	573	463	-110	-19%	1036

**Distracted not effectively represented in the law enforcement reports.*

The table below shows that emphasis areas often overlap in terms of shared factors. For example, there are strong correlations with the following severe crash problems:

(1) Rollovers and unbelted occupants
(2) Impaired driving and unbelted occupants
(3) Impaired driving and lane departure
(4) Impaired driving and speed
(5) Lane departures on curves
(6) Lane departure and rollovers on gravel roads
(7) Lane departure and rollovers and speed/aggressive driving

Fatality & Serious Injury Crash Event Shared Crash Factors, 2018-2022

Percentage with Shared Crash Type.

	Unbelted	Impaired	Speed/Aggressive	Rollover	Gravel	Lane Departure	Intersection	Curve
Unbelted		58%	42%	56%	51%	47%	26%	55%
Impaired	41%		38%	37%	38%	37%	15%	38%
Speed/Agrressive	42%	53%		42%	41%	41%	30%	43%
Rollover	49%	46%	37%		58%	58%	10%	57%
Gravel	18%	20%	15%	24%		19%	7%	11%
Lane Departure	69%	75%	59%	96%	76%		26%	84%
Intersection	23%	18%	26%	10%	16%	15%		14%
Curve	25%	25%	20%	29%	14%	26%	7%	
N	784	557	788	690	284	1142	681	356
Factor %	37.03%	26.31%	37.22%	32.59%	13.42%	53.94%	32.17%	16.82%

Read down the column, header count is the denominator in the shared crash % contingency percentage. N=2,117.

Paragraphs below summarize North Dakota's highway safety problems in terms of magnitude, trend, and crash characteristics by Safe System area (safe road users, safe roads, safe speeds/safe vehicles, and post-crash care).

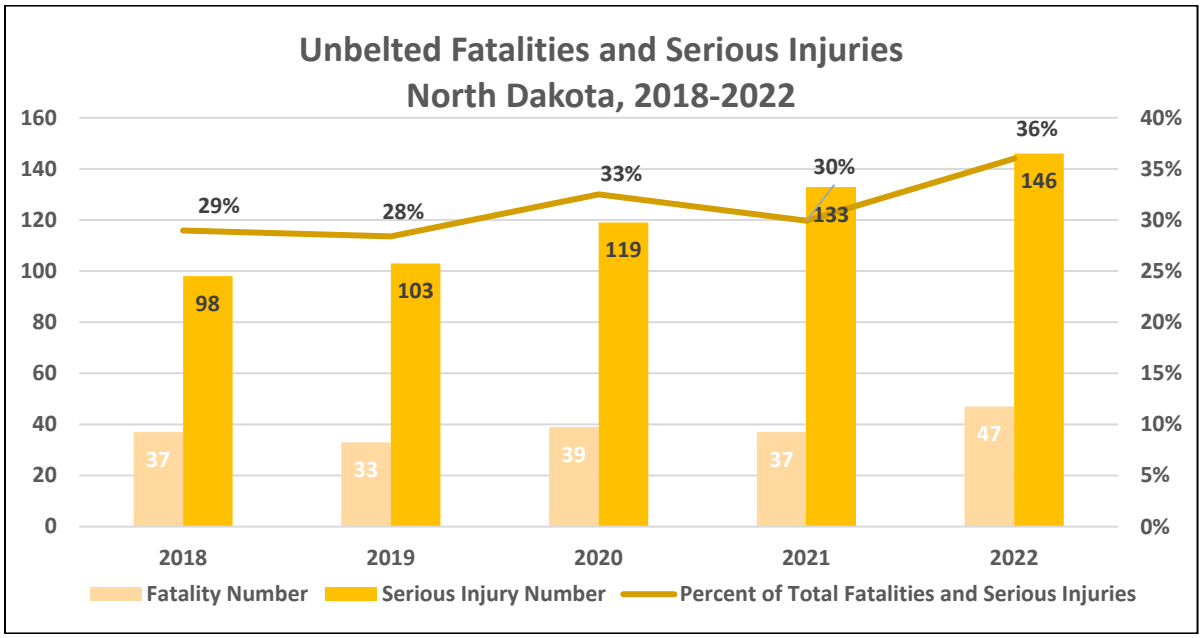
SAFE ROAD USERS

Unbelted Vehicle Occupants

Proper and consistent use of seat belts and child safety seats is known to be the single most effective protection against injury and death from a motor vehicle crash. Yet, the failure to wear a seat belt continues to result in more motor vehicle fatalities in North Dakota than any other traffic safety-related behavior.

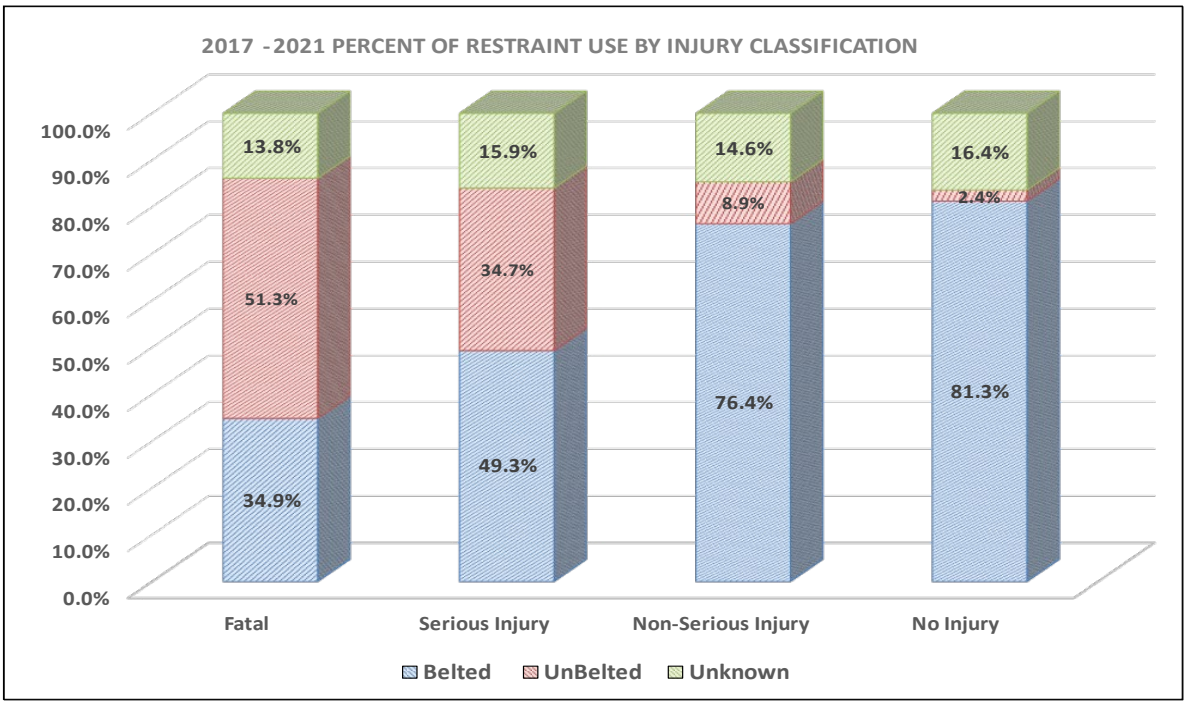
More people die in motor vehicle crashes in North Dakota from being unbelted than other common contributing crash factors such as drunk driving, distracted driving, or speeding.

The percent of unbelted fatalities and serious injuries over the past five years has increased from 29% to 36%.



In 2022 there was a substantial increase in unbelted fatalities from 37 to 47. Of all motor vehicle fatalities (where seat belts apply) in North Dakota each year, about 50-60 percent continue to include at least one unbelted vehicle occupant.

The data below shows a direct correlation between seat belt use and injury severity. Unbelted vehicle occupants in crashes (shown in red) in North Dakota account for the largest percent of fatalities and serious injuries while belted occupants (shown in blue) most commonly receive non-serious or no injuries.



North Dakota's seat belt use rate was 81.9 percent in 2021 and dropped to 80.6 percent in 2022 (NDDOT/NDSU UGPTI, 2021 and 2022). This means that about 18-19 percent – roughly 140,000-150,000 North Dakotans – remain extremely vulnerable to the consequences of a crash. And this 18-19 percent contribute to more than half of North Dakota crash deaths annually.

Males and drivers aged 21-64 are most involved in unbelted fatal crashes. Unbelted fatal crashes occur more commonly on weekends (Friday and Saturday), between the hours of 6 PM and midnight, in late summer/fall (August-November) and on rural roadways (91% of unbelted crashes over the past 10 years were on rural roadways) and rural counties with higher employment rates where resources allow for more travel (Attachment 1, Figure 2).

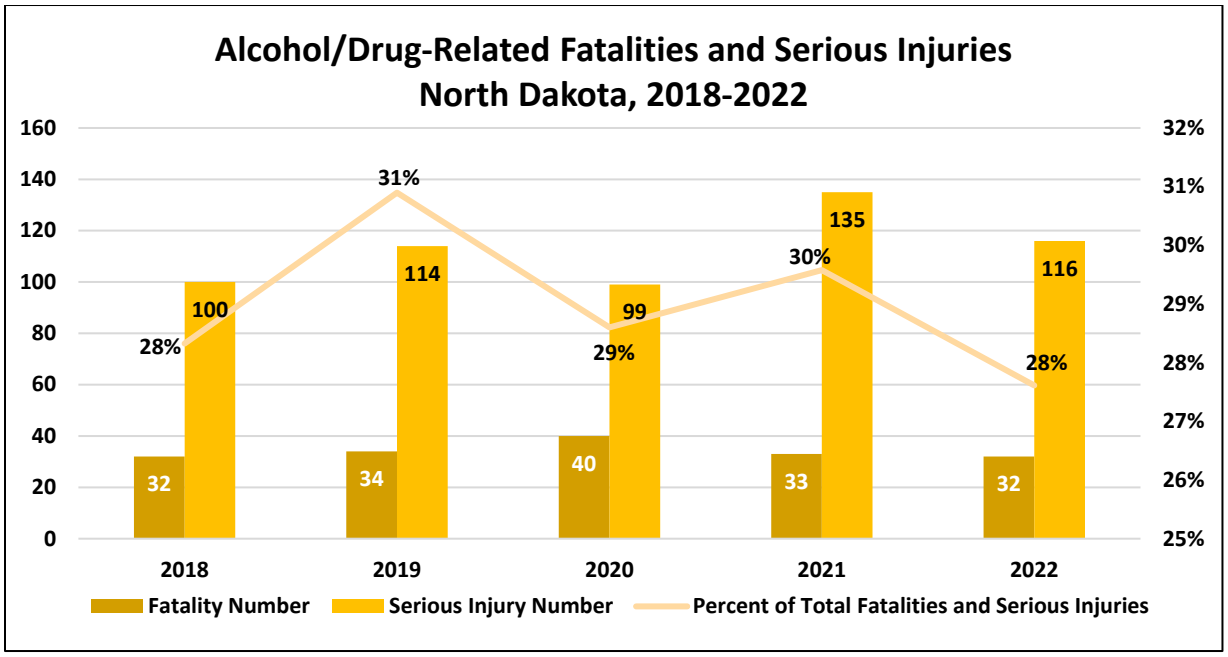
And, while fatal crashes involving unbelted occupants occur more in rural areas, seat belt enforcement occurs more in urban areas where law enforcement resources are greater. Increasing enforcement consistent with locations of rural fatal crash clusters will be a focus with enforcement programs.

Unrestrained Citation Year by Geography			
Year	Geography		
	Rural	Urban	Total
2018	2,587	6,576	9,163
2019	2,304	5,668	7,972
2020	2,404	5,669	8,073
2021	2,425	5,750	8,175
2022	1,942	4,623	6,565
Total	11,662	28,286	39,948
Missing = 54 out of state drivers			

Alcohol and/or Drug Use

Although it is a criminal offense to operate a motor vehicle with a blood alcohol content (BAC) of .08 or higher, impaired driving in North Dakota is one of the most consistent behaviors contributing to motor vehicle crash fatalities.

The percent of unbelted fatalities and serious injuries over the past five years has remained steady and ranged from 28% to 31%.



Alcohol and drugs continue to contribute to a large proportion of crash fatalities with about 30-40 percent of North Dakota's fatalities annually being alcohol/drug-related (based on officer suspicion on the crash report). In 2022, there were 32 impaired driving crash fatalities which accounted for approximately 32% of total fatalities (32 of 98 fatalities).

Alcohol and drug-related fatal crashes occur more frequently during warm weather months (May through September), on weekends (particularly Saturday night), and between the hours of 7:00 PM and 1:00 AM. The typically involve other behaviors such as speed/aggressive driving, no seat belt use, and lane departure and subsequent rollover. Male drivers are involved vastly more than females (4:1 ratio). And they occur largely on rural North Dakota roads – 85% over a ten-year period (2013-2022).

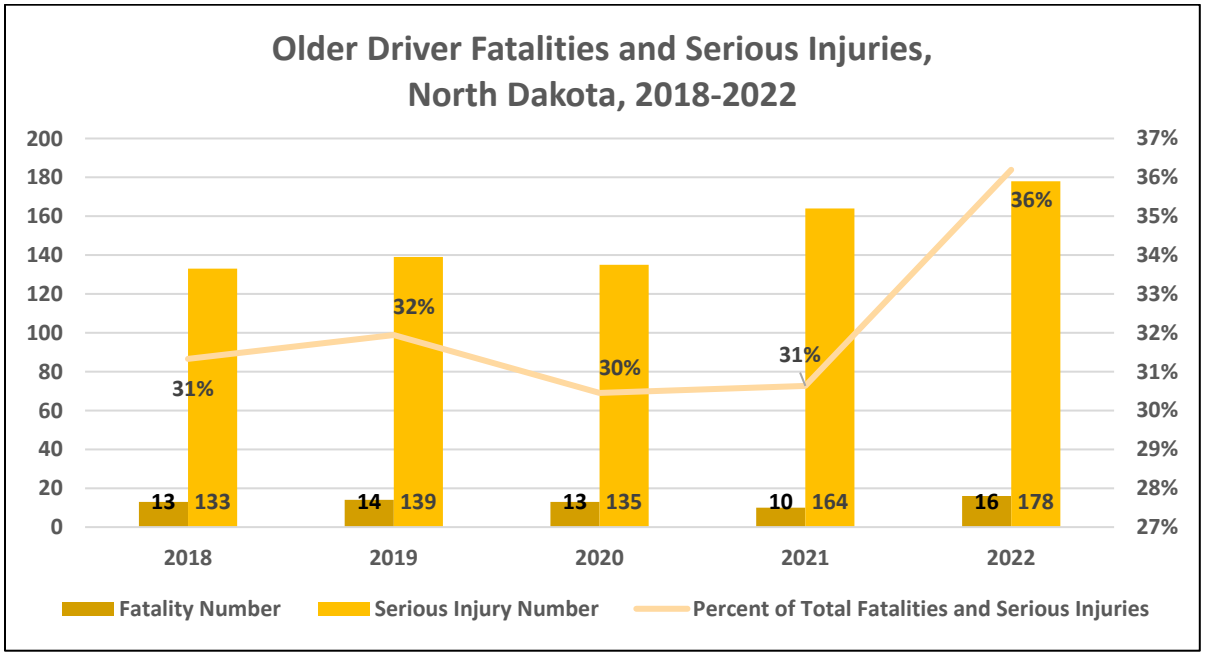
Fatal crashes involving alcohol and drugs occur more commonly in and around urban locations, on the reservations, and at all income levels (Attachment 1, Figure 3).

Enforcement of impaired driving occurs significantly more in urban areas consistent with the impaired driving problem.

Impaired Driving Citation Year by Geography			
	Geography		
Year	Rural	Urban	Total
2018	533	2,020	2,553
2019	436	1,524	1,960
2020	407	1,448	1,855
2021	506	1,612	2,118
2022	397	1,402	1,799
Total	2,279	8,006	10,285
Missing = 58 out of state drivers			

Older Drivers

The number of older driver (those age 65 and older) severe crashes in North Dakota is increasing. The percent of older driver fatalities and serious injuries ranged from 31%-36%. In 2022, there were 16 older driver fatalities, a substantial increase from the prior year when there were 10.

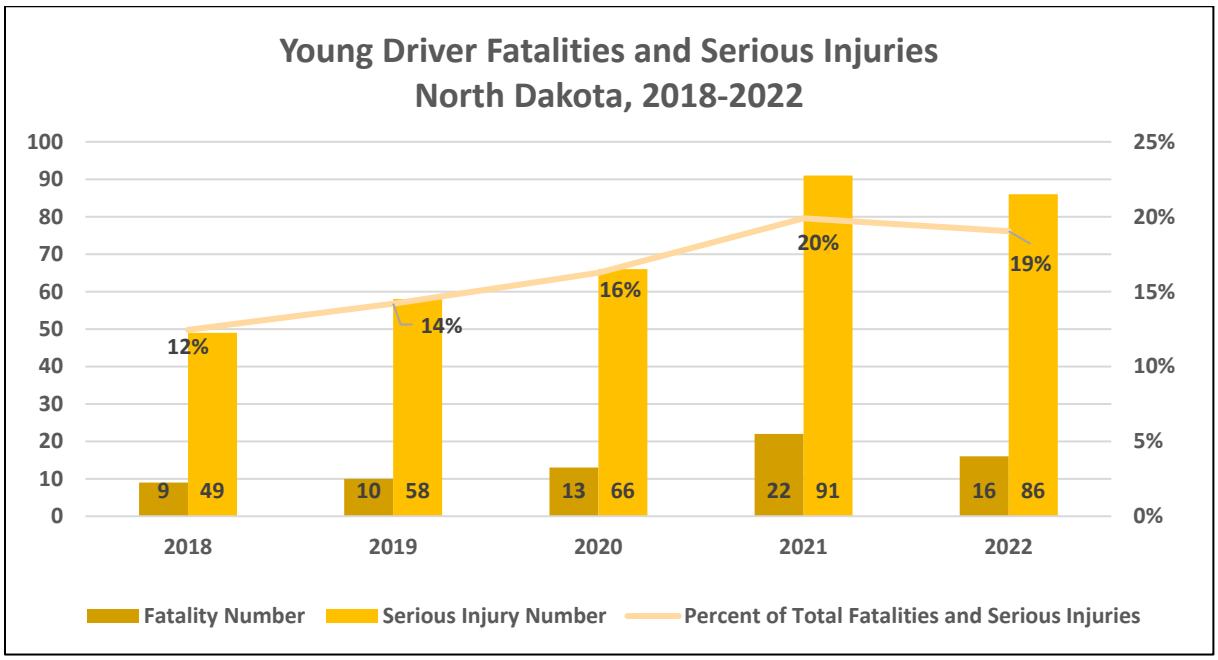


Older driver fatal crashes occur more frequently during warm weather months (May through October), on weekends (Friday and Saturday), and earlier in the day between the hours of noon and 7:00 PM. Male drivers are involved in crashes vastly more than females (4:1 ratio). These crashes occur largely on rural North Dakota roads – 75% over a ten-year period (2013-2022). (Attachment 1, Figure 4)

While most older driver fatal crashes occur in passenger cars and pickups/vans/utility vehicles, there were a variety of other vehicle types involved including ATV, motorcycles, farm equipment, and truck tractors.

Young Drivers

The percent of fatalities and serious injuries related to young driver (involving at least one young driver aged 14-20 years) crashes is increasing.



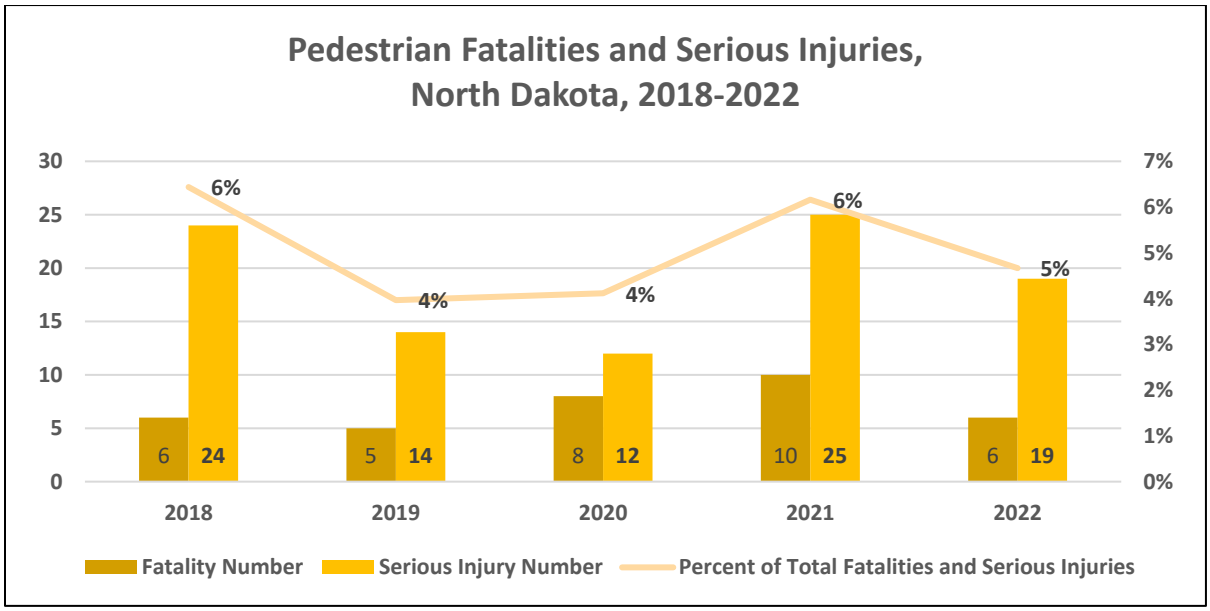
Young driver fatal crashes occur more frequently during warm weather months (May through September), on weekends (Saturday and Sunday), and later in the day between the hours of 6:00 PM and midnight.

Young driver fatal crashes occur primarily in passenger cars and pickups/vans/utility vehicles, but due to young drivers using varied modes of transportation also occur with bicycles, motorcycles, all-terrain vehicles, and pedestrian fatalities.

Young male drivers are involved in crashes vastly more than females (7:3 ratio) and largely on rural North Dakota roads. Seventy-six percent of young driver involved fatal crashes occurred on rural roads in North Dakota over a ten-year period (2013-2022).

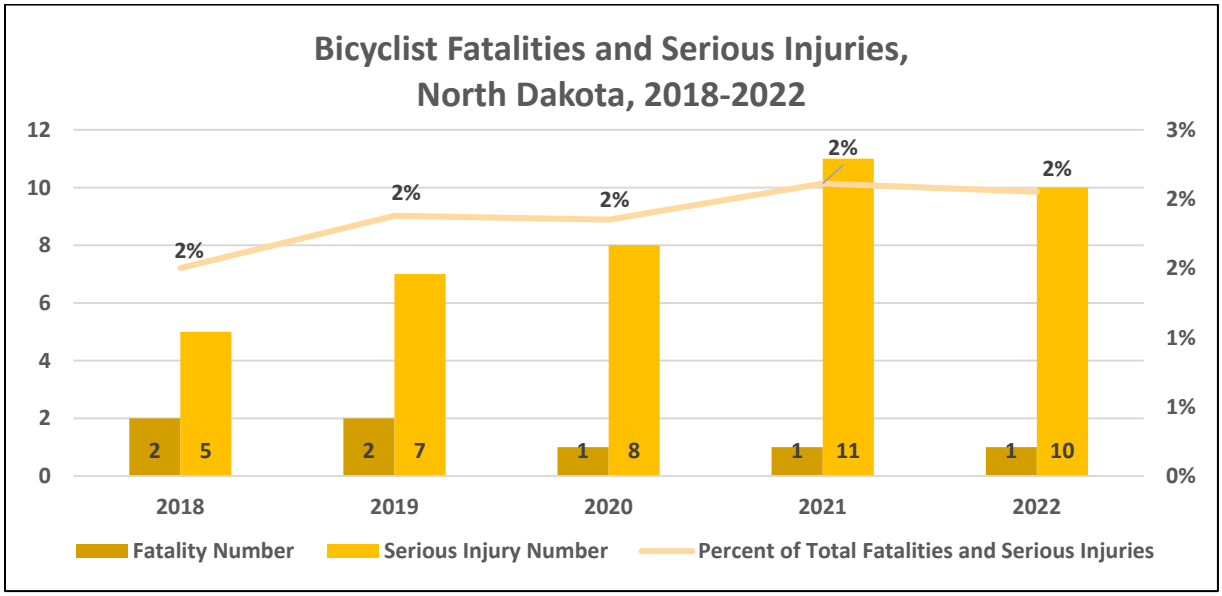
Vulnerable Road Users (Pedestrians, Bicyclists, Motorcyclists, ATVs)

Pedestrian fatalities and serious injuries in North Dakota vary year from year due to low crash counts. In 2022, there were 6 pedestrian fatalities, a decrease from the prior year when there were 10. This accounted for about 5% of total fatalities and serious injuries in 2022.

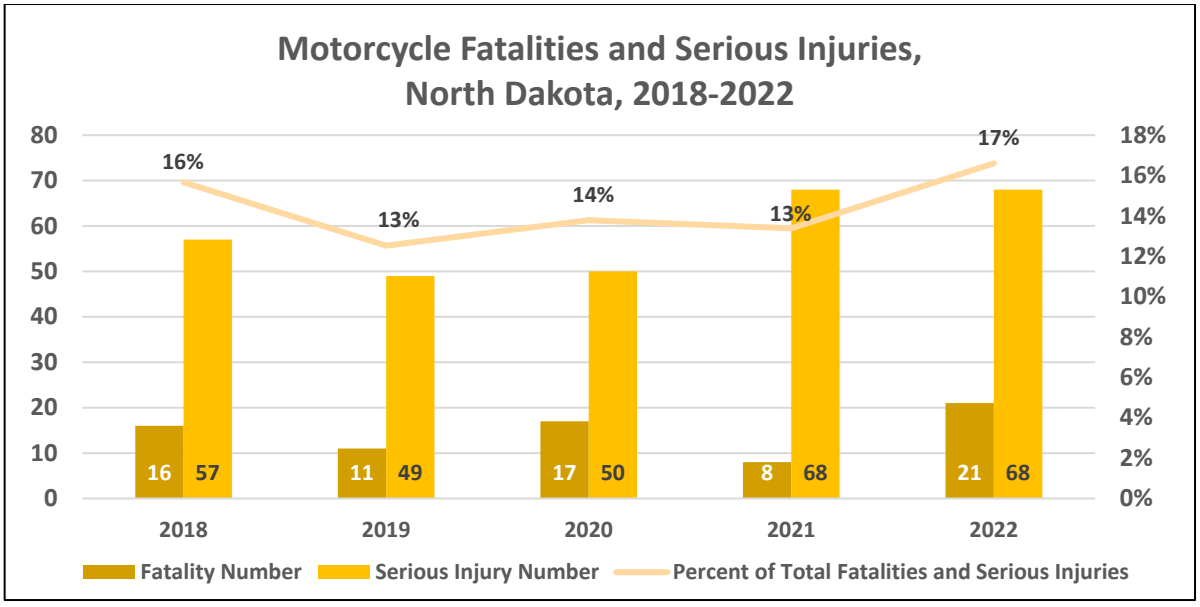


Sixty-three percent of pedestrian fatalities occurred on rural roads in North Dakota over a ten-year period (2013-2022).

North Dakota has had just 1-3 bicycle fatalities per year over the past 10 years. Bicyclist fatalities and serious injuries account for just 2% of total fatalities and serious injuries each year. About half of pedestrian fatalities occurred on rural (53%) and urban roadways (46%) in North Dakota over a ten-year period (2013-2022).



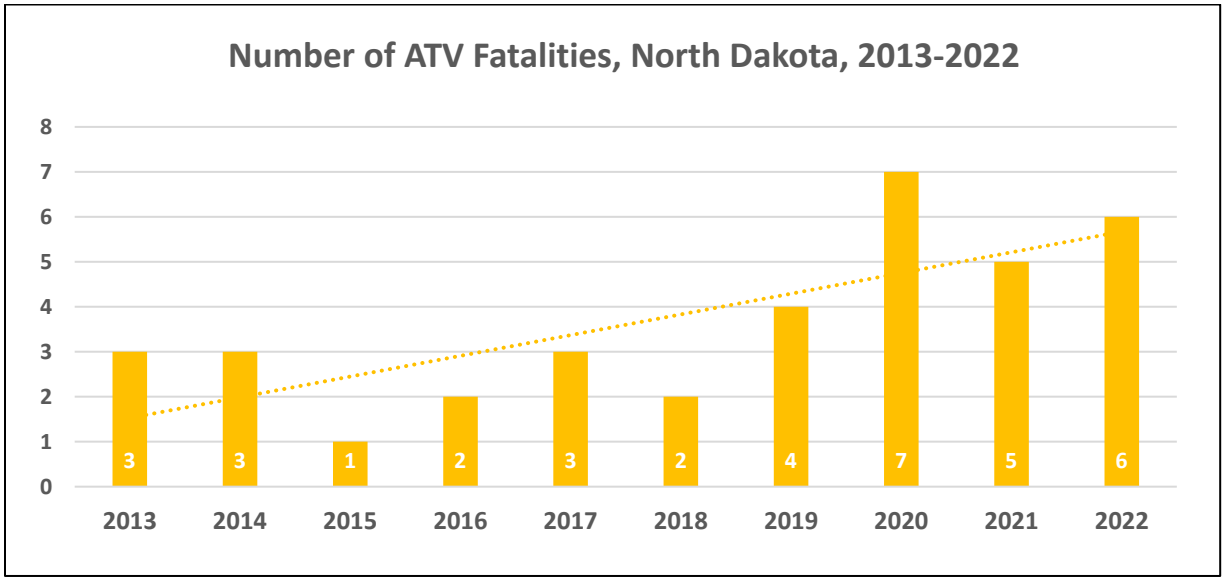
Motorcycle fatalities and serious injuries accounted for between 13-17% of total fatalities and serious injuries each year over the past five years. The number of motorcyclist fatalities continues to be an issue in North Dakota and has been increasing since 2016. In 2022, 21 people were killed in motorcycle-related crashes which is the highest number of fatalities in a ten-year period (2013-2022).



Over the past five years (2018-2022), the number of registered motorcycles in the state has decreased by 7.75% percent and the number of licensed motorcycle drivers has decreased by 1.1%. (Source: NDDOT Drivers License and Motor Vehicle Divisions)

Sixty-seven percent of motorcyclist fatalities occurred on rural roads in North Dakota over a ten-year period (2013-2022).

The number of ATV fatalities in North Dakota is increasing.



Attachment 1, Figure 5 shows vulnerable road user fatal crash locations from 2018-2022. Crashes are occurring in rural areas of more populated counties with higher household incomes.

Distracted Driving

Distraction – taking eyes, hands, or mental attention away from driving – is a common contributing factor in most motor vehicle crashes and near crashes. According to the NHTSA, fatalities in distraction-affected crashes increased by 12% from 3,154 in 2020 to 3,522 in 2021, a total of 8.2% of all fatalities reported.

Distracted driving is vastly underreported as a factor in a crash due to drive hesitancy to report, lack of verification and other factors. As a result, North Dakota crash data related to distraction is limited. However, other data sources demonstrate distracted driving as a significant issue on North Dakota roads.

The NDDOT Highway Safety Division conducts an annual survey of North Dakota driver knowledge, attitudes, behaviors, and beliefs (KABB). The survey is conducted through NDSU UTPGI and is published as the North Dakota Statewide Traffic Safety Survey. The table below shows the distracted driving questions asked of respondents to the survey over the past five years (2018-2022). Results show that a substantial portion (about 50-80%) of drivers admit to texting and/or talking on a cell phone while driving.

KABB Survey Results	2018	2019	2020	2021	2022
How often do you text message on a cell phone while driving a vehicle? (Never)	55%	47%	49%	--	--
How often do you talk on your cell phone while driving a vehicle? (Never)	19%	16%	18%	--	--
How likely are you to make/answer a phone call while driving? (% very likely, likely, and somewhat likely)	--	--	--	74%	77%
What do you think the chance is of getting a ticket for distracted driving? (% very likely, likely, and somewhat likely)	--	70%	70%	69%	67%
Do you favor (strongly favor, somewhat favor) or oppose a ban on handheld cell phone use while driving?	--	56%	52%	52%	52%

The NDDPI participates in the national Youth Risk Behavior Survey (YRBS) and young driver data is reviewed by the NDDOT Highway Safety Division as the data becomes available every other year. North Dakota YRBS data also shows that a substantial portion (about 50-65%) of young drivers admit to texting and talking on a cell phone while driving.

YRBS Survey Results	2020	2021	2022
Percent of students who drove a car or other vehicle while texting or emailing while driving in the past 30 days. (9-12 grades)	53%	55%	--
Percent of students who drove a car or other vehicle who talked on a cell phone while driving in the past 30 days. (9-12 grades)	60%	64%	--
Percentage of students who used the Internet or apps on their cell phone while driving (not counting using their cell phone to get driving instructions or to determine their location, on at least 1 day during the 30 days before the survey, among students who drove a car or other vehicle) (9-12 grades)	--	49.6%	--

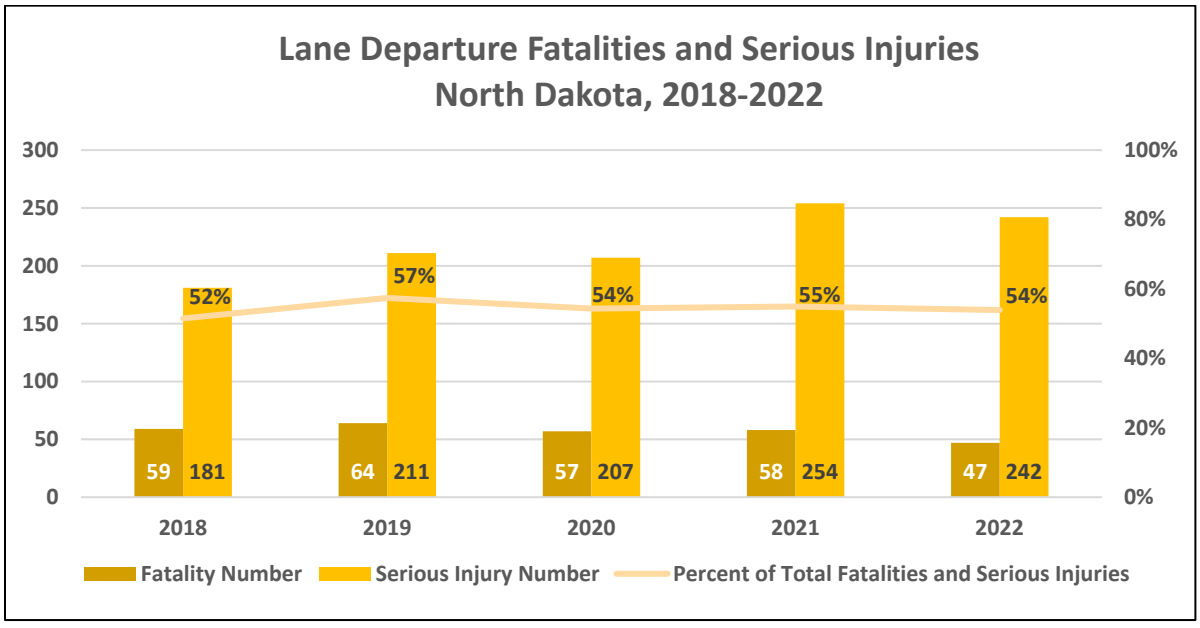
In August 2015, the North Dakota Legislature enacted a primary offense law that prohibited texting while driving. In August 2017, the North Dakota Legislature enacted NDCC 39-08-25, which expanded the definition of distracted driving to mean any distraction that impairs the ability to safely operate the vehicle. If a driver is distracted while driving and commits a traffic violation, the driver (any age) can be given a $100 fine for distracted driving. These laws have given law enforcement the ability to address distracted driving through enforcement, as distracted driving continues to be an under-reported factor in traffic crashes in North Dakota.

Distracted driving violations statewide, obtained from the NDDOT driving record data, shows a decrease from 1,027 violations in 2021 to 958 in 2022. Increasing public information and enforcement of distracted driving will continue to be a priority for North Dakota.

SAFE ROADS

Lane Departure

Lane departures crashes are the most common crash type in North Dakota resulting in fatalities and serious injuries and is a primary focus are on the North Dakota SHSP/Vision Zero Plan.



Lane departures consistently account for 55-65 percent of fatal crash involvement each year which is a very large proportion of the fatal crash problem in North Dakota. However, due to implementation of low-cost infrastructure safety improvements through the HSIP coupled with education/outreach, these fatal crash types are decreasing substantially.

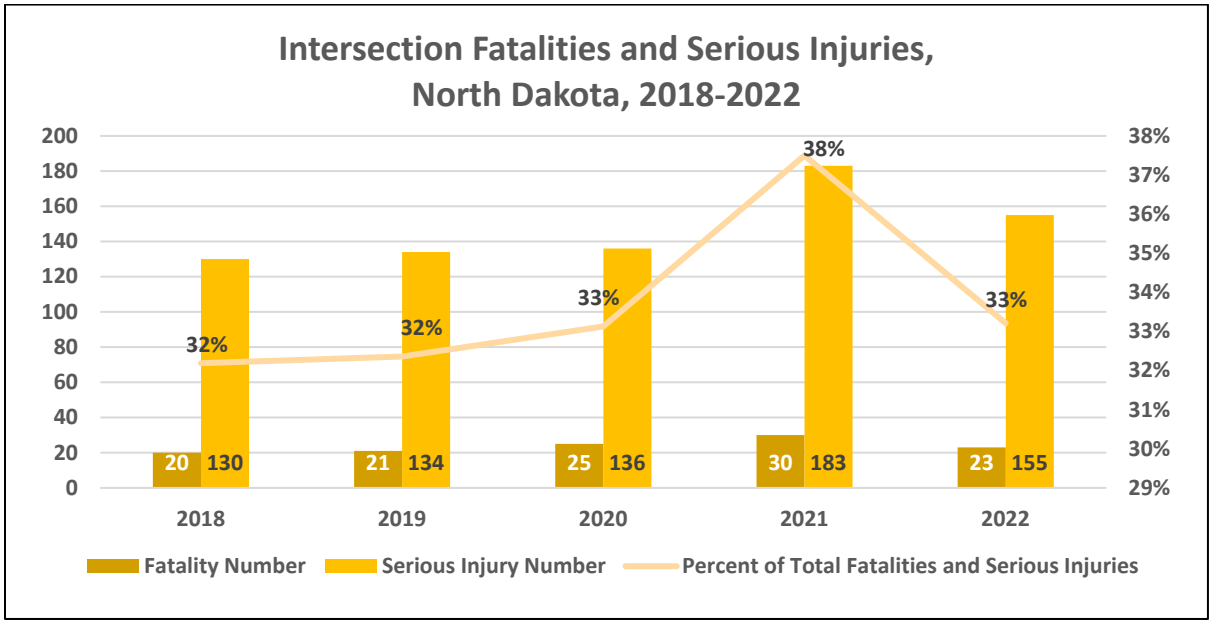
These fatal crashes occur over a more extended time of the year and more commonly during warm weather months (May through November), on weekends (particularly Saturdays), and between the hours of 3:00 PM and 1:00 AM.

Lane departure fatal crashes typically involve drivers aged 21-64 and other behaviors such as impairment, speed/aggressive driving, and no seat belt use. Lane departures frequently result in rollovers. Male drivers are involved in lane departure fatal crashes more than females (4:1 ratio). Ninety percent of lane departure fatal crashes occurred on rural roads in North Dakota over a ten-year period (2013-2022).

Fatal crashes involving lane departures occur statewide but more commonly in western North Dakota and in all socioeconomic areas (Attachment 1, Figure 6).

Intersections

Intersection fatalities and serious injuries accounted for between 32-38% of total fatalities and serious injuries each year over the past five years.



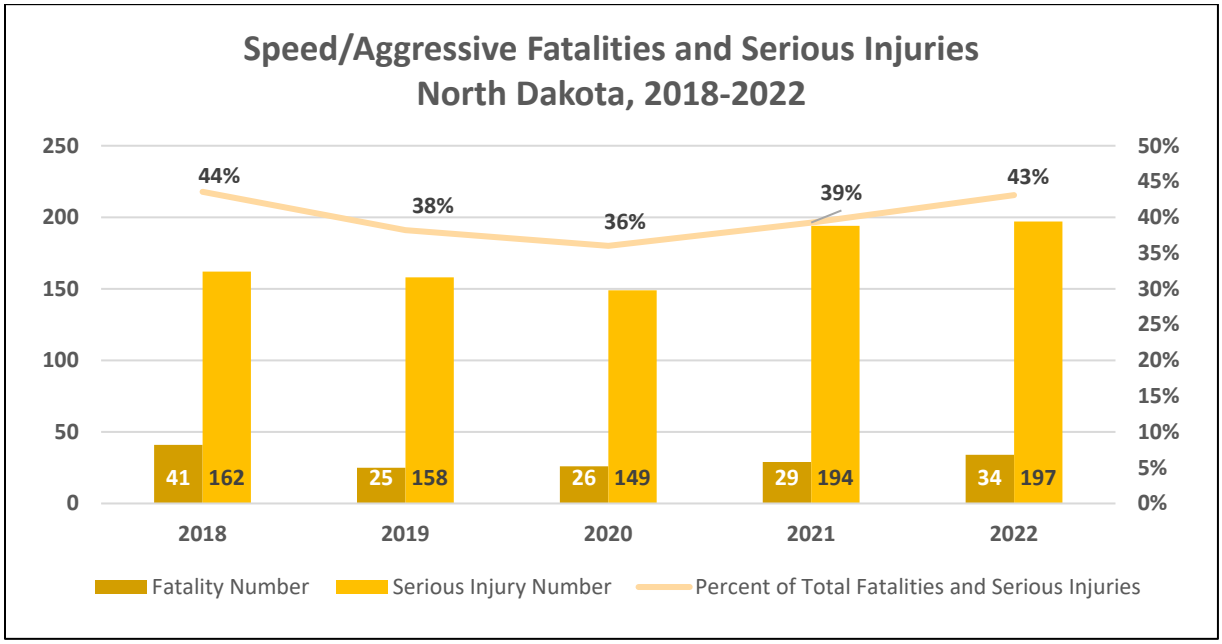
Intersection fatal crashes occur more frequently during warm weather months (May through October), on weekends (Friday and Saturday), and between the hours of noon to 9 PM.

Male drivers are more commonly involved (4:1 ratio) and drivers aged 35-64 accounted for 46% of driver involvement over a ten-year period (2013-2022). Seventy-four percent of intersection fatal crashes over ten years occurred at rural intersections.

SAFE SPEEDS/SAFE VEHICLES

Speeding/Aggressive Driving

Fatalities and serious injuries related to speed/aggressive driving accounted for between 36-43% of total fatalities and serious injuries each year over the past five years.



The number of speed/aggressive driving-related fatalities is on a downward trend. In 2022, 25 percent of all fatal crashes were speed/aggressive driving-related crashes and 34 people were killed in these speed/aggressive driving-related crashes.

Speed-related crashes typically involve other behaviors such as no seat belt use, impairment, and lane departure and subsequent rollover. Male drivers are involved in speed-related fatal crashes vastly more than females (4:1 ratio) and occur largely on rural North Dakota roads. Eighty-two percent of speed-related fatal crashes occurred on rural roads in North Dakota over a ten-year period (2013-2022).

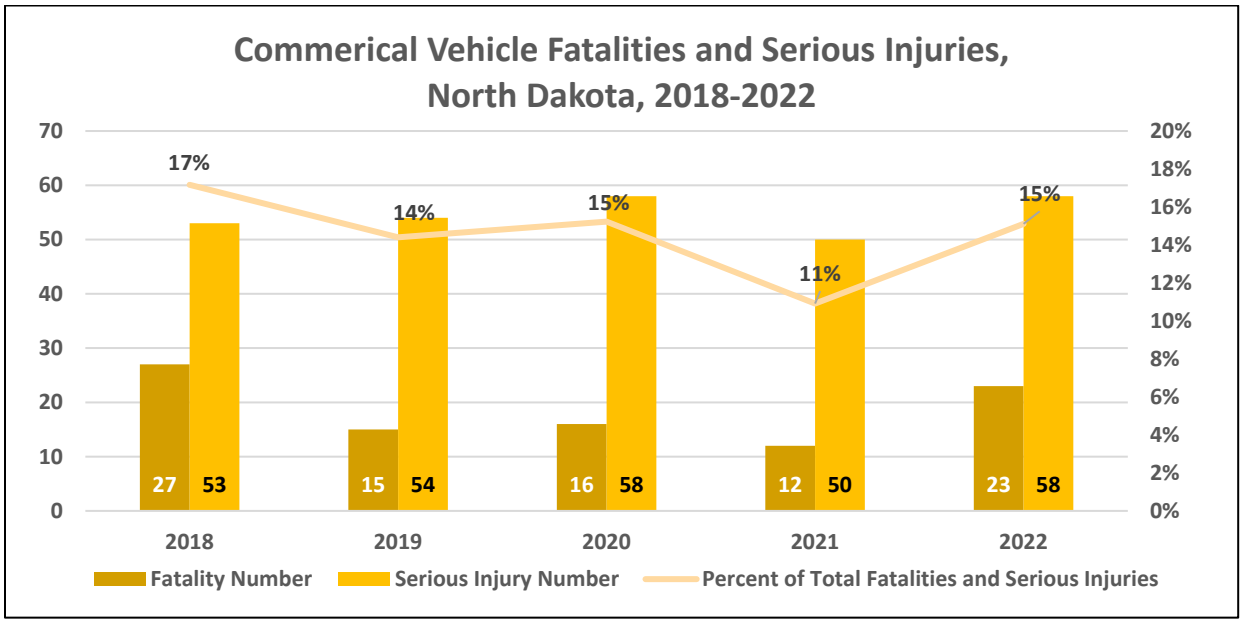
These fatal crashes occur more frequently during warm weather months (May through September), on weekends (particularly Saturday night), and between the hours of 4:00 PM and midnight. Fatal crashes occur more so in counties with higher populations (Attachment 1, Figure 7).

Speed enforcement occurs more in urban areas where law enforcement resources are greater. Increasing enforcement consistent with locations of fatal crash clusters will be a focus with enforcement programs.

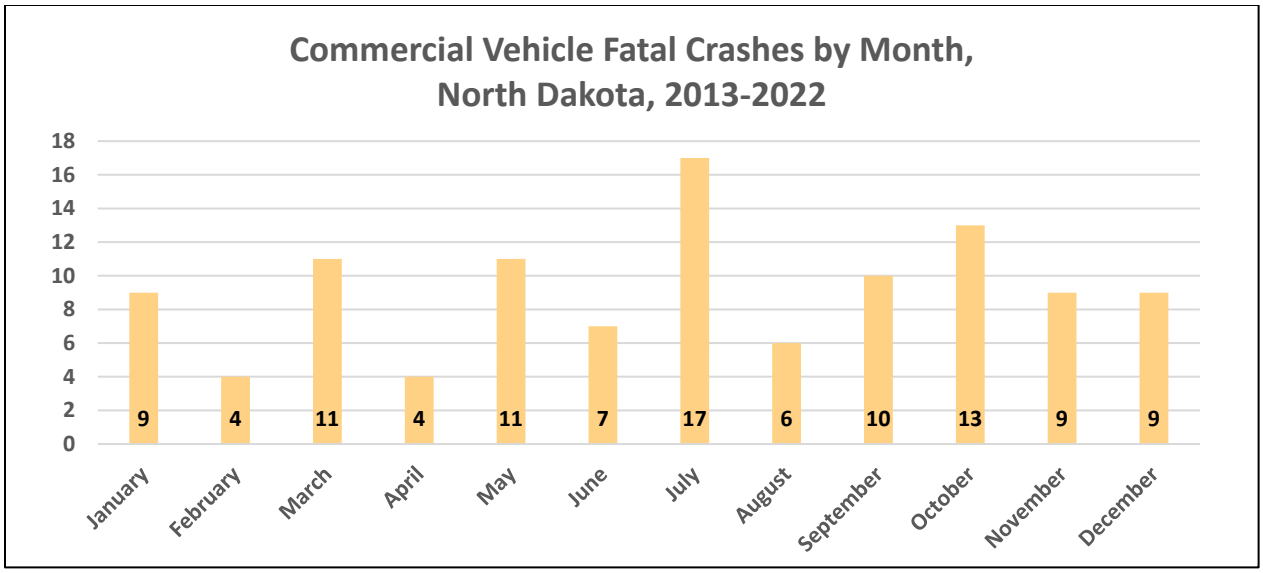
Speeding and Aggressive Driving Citation Year by Geography			
Year	Geography		
	Rural	Urban	Total
2018	13,740	39,402	53,142
2019	12,520	33,111	45,631
2020	13,494	36,894	50,388
2021	15,009	38,058	53,067
2022	12,398	32,041	44,439
Total	67,161	179,506	246,667
Missing = 531 out of state drivers			

Commercial/Heavy Vehicles

Fatalities and serious injuries involving commercial vehicles accounted for between 11-17% of total fatalities and serious injuries each year over the past five years.



These fatal crashes occur in all months of the year but more commonly during the work week (Monday-Friday) and during daytime hours, 7 AM to 3 PM.



Male drivers are primarily involved accounting for 99% of drivers involved in commercial vehicle fatal crashes over a ten-year period (2013-2022). Eighty-three percent of drivers were between the ages of 21-64. The most common vehicle type involved were truck tractors (61%) and 95% occurred on rural roads.

POST-CRASH CARE

The Post-Crash Care element of the Safe System Approach recognizes that receiving quick emergency medical care on the roadway system is a priority. Post-crash care is a multi-level approach that includes strategies focused on traffic incident management, emergency response, and record-keeping.

Prompt medical attention and traffic incident management are two effective methods to save lives after a crash has already happened. Emergency medical services (EMS) can provide life-sustaining aid to people injured by crashes and prevent injuries from becoming fatal. North Dakota is a rural state with limited EMS resources and greater travel distances for emergency response.

A research article, *Ambulance Deserts Geographic Disparities in the Provision of Ambulance Services*, by the Maine Rural Health Research Center (funded by the Federal Office of Rural Health Policy, Health Resources and Services Administration (HRSA), Rural Health Research Center) identifies places and people that are more than 25 minutes from an ambulance station, also called an ambulance desert. They analyzed data for 41 states in 2021-2022 and found that:

- 4.5 million people live in an ambulance desert, 2.3 million (52%) of them in rural counties.
- Four out of five counties (82%) had at least one ambulance desert.
- Rural counties were more likely to have ambulance deserts (84%) than urban counties (77%).
- Areas with the highest share and number of people living in ambulance deserts include the Appalachian region in the South; Western states with difficult mountainous terrain; coastal areas across the U.S.; and the rural mountainous areas of Maine, Vermont, Oregon, and Washington.
- Eight states had fewer than three ambulances covering every 1,000 square miles of land area (the Western states of Nevada, Wyoming, Montana, Utah, New Mexico, and Idaho; and the Midwestern states of ***North Dakota*** and South Dakota)

PUBLIC PARTICIPATION AND ENGAGEMENT

ENGAGEMENT PLANNING

This section provides a description of North Dakota's public participation and engagement (PP&E) planning efforts in the highway safety planning process and program.

Features of meaningful public involvement include (Source: US DOT, *Promising Practices for Meaningful Public Involvement in Transportation Decision-Making*):

1. Understanding the demographics of the affected community
2. Building durable relationships with diverse community members outside of the project lifecycle to understand their transportation wants and needs
3. Proactively involving a broad representation of the community in the planning and project lifecycle
4. Using engagement techniques preferred by, and responsive to the needs of, these communities, including techniques that reach the historically underserved
5. Documenting how community input impacted the final projects, programs, or plans, and communicating with the affected communities how their input was used

Underserved and Overrepresented Populations in North Dakota

Data shows that the following populations are overrepresented in fatal crashes in North Dakota. Native Americans and rural populations are also both medically and socioeconomically underserved.

- ***High-Risk Males.*** Males die in traffic crashes in North Dakota at a much higher rate than females. North Dakota crash data from 2017-2021, shows that 73% of motor vehicle fatalities were male compared to 27% female. (Source: NDDOT Crash Data)

  High-risk males aged 18-34 in North Dakota, demonstrate significantly different behaviors, exposure levels, and views when compared with other drivers. They are more likely to exhibit behaviors at odds with traffic safety goals, such as driving within two hours of consuming one or two alcoholic beverages and answering a phone call while driving. They are also less likely wear seat belts than other drivers. Only 67% of young male drivers always wear a seat belt while driving or riding in a vehicle, a number much smaller than the 85% of other drivers who always do so. Lower levels of seat belt use likely go together with young male drivers having a lower expectancy for law enforcement to ticket drivers for seat belt violations when compared with the balance of the population. (Source: 2022 North Dakota Statewide Traffic Survey, North Dakota State University Upper Great Plains Transportation Institute)

- ***Native Americans and Reservation Lands*.** Native Americans account for 6% of North Dakota's population but accounted for 73 of 534 (14%) motor vehicle crash fatalities from 2016-2020. And 49 of 473 (10%) of fatal crashes from 2017-2021 occurred on North Dakota reservation

lands. (Source: NHTSA National Center for Statistics and Analysis [NCSA] Data, most recent data available)

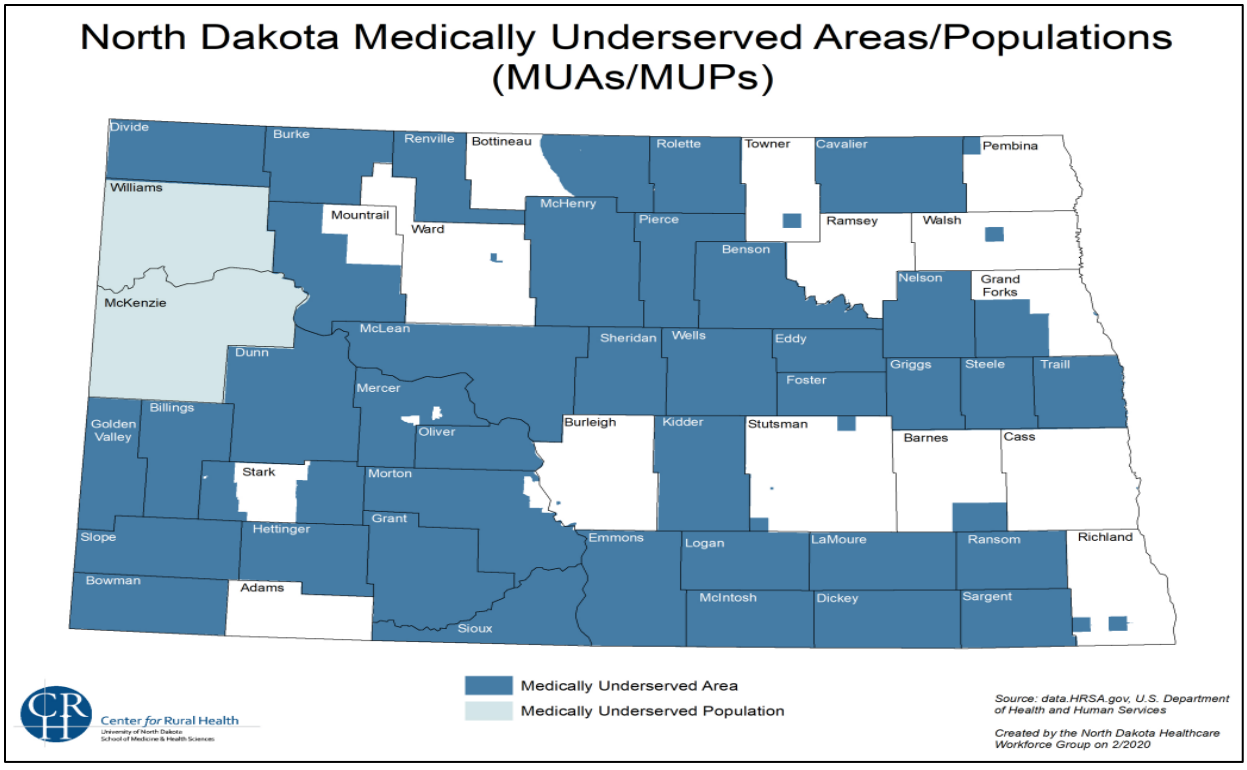
Attachment 1, Figure 1, shows fatal crashes in North Dakota including those that occurred on or around reservation lands. The map also corresponds by county to economic status and demonstrates that for the most part counties with reservations lands are on the lower economic spectrum except for Fort Berthold which is amid oil-producing counties where income levels are higher.

- ***Rural Counties and Roads.*** Local governments own and operate approximately 100,000 of nearly 107,000 (93%) miles of roads in North Dakota.

  The vast proportion of fatal crashes for each priority emphasis area within the SHSP/Vision Zero Plan are occurring on rural roadways. Over 90% of North Dakota counties are considered rural or partially rural (UND Center for Rural Health). Rural roads are defined as all roadways outside of the 8 largest urban cities in North Dakota. Data represents a 10-year period (2013-2022).

Unbelted fatal crashes – 91% Alcohol- and drug-related fatal crashes – 85% Older driver fatal crashes – 75% Young driver fatal crashes – 75% Pedestrian fatal crashes – 64% Bicycle fatal crashes – 53%	Motorcycle fatal crashes – 67% Lane departure fatal crashes – 90% Intersection fatal crashes – 74% Speed/aggressive driving fatal crashes – 82% Commercial/heavy vehicle fatal crashes – 95%

Rural counties in North Dakota are also identified as medically underserved and lack access to timely and appropriate levels of care which impacts crash survivability in rural areas in North Dakota. (Source: University of North Dakota School of Medicine, Center for Rural Health)



- ***Young Drivers.*** Motor vehicle crashes are the leading cause of injury-related death for North Dakota teens. Young driver inexperience, coupled with immaturity, often results in risk-taking behaviors such as speeding, alcohol use and not wearing a seat belt — all of which contribute to an increased death rate.

  In North Dakota, teen drivers aged 14-19 account for 6% of all licensed drivers but are behind the wheel in nearly 21% of all crashes. Teen drivers were involved in about 19% of fatal crashes in North Dakota in 2021. And, over the past 5 years in North Dakota, 37 teens have died in vehicle crashes. (Source: NDDOT Crash Data)

Goals

The initial goal of the Highway Safety Division related to PP&E was to plan and conduct at least one opportunity for undeserved/overrepresented populations to contribute to highway safety planning processes. This was accomplished with the following activities/events that resulted in meaningful PP&E. The data/information collected through these PP&E activities/events was considered with strategy selection and implementation plan development as well as the strategies identified within this triennial HSP.

- North Dakota's Strategic Highway Safety Plan Update
- Several Vision Zero Community Outreach Coordinator Activities
- Vision Zero Driving Skills for Success

See the "Engagement Outcomes" paragraphs for PP&E results specific to these activities/events.

Opportunities for Public Participation and Engagement for Highway Safety Planning

The Highway Safety Division and partners provide stakeholders and the public with many opportunities and events to participate and engage in highway safety decision-making processes. ***Note: The events identified here are not structured to allow for meaningful PP&E but represent opportunities for the Highway Safety Division to use them for this purpose subsequently.***

SHSP/Vision Zero Plan Partner Structure

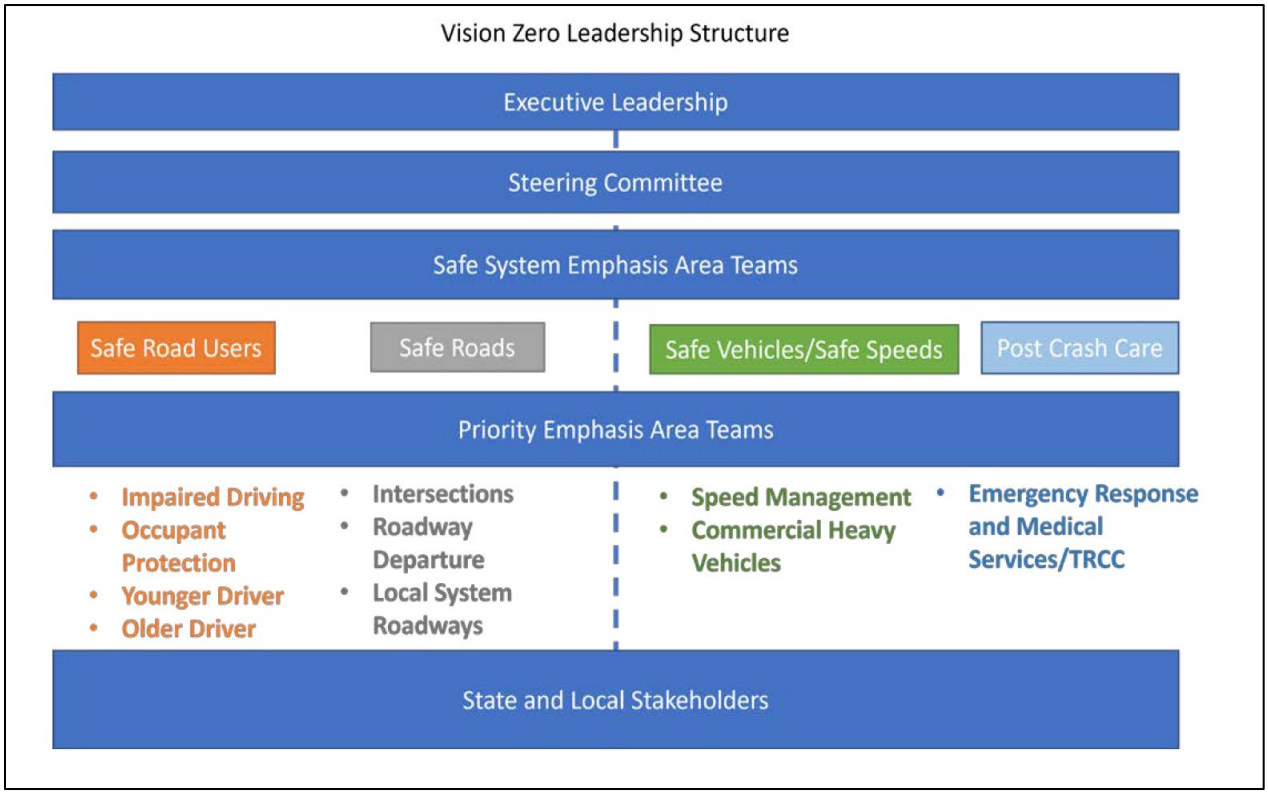
There are many opportunities for partners to provide input into the SHSP/Vision Zero Plan development and implementation through the stakeholder structure identified in Figure 2.

The structure includes an Executive Leadership Team comprised of the Governor's Office, NDDOT, NDHP and other Governor's Cabinet agencies and state agencies. The Executive Leadership Team exists to leverage the resources of their agencies to advance the Vision Zero initiative. The Steering Committee provides strategic management and direction to develop, revise, and implement the SHSP/Vision Zero Plan consistent with state goals and processes and federal rules and regulations.

And Priority Emphasis Area (PEA) teams are comprised of partners with expertise in identified PEAs who work to actively implement identified strategies within the plan. PEA teams work to develop action plans for each strategy and assign responsibility for each action to a team member or another identified

partner. Assignments assure consistency with the team member/partner agency's mission, resources, and capacity; avoid duplication of effort; and leverage combined resources and expertise.

FIGURE 2



Collaboration with Other State Programs

The Highway Safety Division also looks to other State programs to leverage PP&E opportunities including data collection and analysis, surveys, stakeholder meetings, public input meetings, public comment periods and other activities.

Transportation Planning Processes

A recent example is the planning process for North Dakota's Transportation Connection (i.e., active transportation plan) which included a public survey, public input meetings and specific opportunities for those with Limited English Proficiency (LEP) including a Spanish language forum and a listening session with the NFI (new American, foreign-born and immigrant) Board related to bicycle and pedestrian transportation topics. This elicited information related to the difficulties these populations experience with walking safely in their communities and offered insight into options for more walkable communities. There were also many other comments collected from these processes related to pedestrian and bicycle safety.

Comments from other plans are used by the Highway Safety Division to inform behavioral safety programs.

North Dakota Health Equity Committee

The Highway Safety Division was invited to work with the North Dakota Health Equity Committee to leverage data and resources to identify, engage and reach underserved/overrepresented populations.

The North Dakota Health Equity Committee is a statewide leadership committee that exists to address health inequities that include social, economic, and environmental disparities. Members are dedicated to increasing access to quality health care concerning affordability, availability, accessibility, accommodation, and acceptability**.** The committee promotes cultural strengthening and safety while implementing strategies founded on collaboration, data, advocacy, policy, and resource alignment for all North Dakotans. Members serve to educate, inform, and advise the NDHHS, ensuring that social determinants of health and matters related to health equity are adequately addressed.

The committee will be working to compile data and develop resources to assist programs to identify social determinants of health that impact program outcomes such as economic stability, education and health access and quality, social and community context, and neighborhood and built environment.

Invitation to Apply for Participation in the FFY 2024 Highway Safety Plan

To allow for participation in HSP development, the Highway Safety Division solicits Requests for Proposals (RFPs) every several years to identify subrecipients to support project development, implementation, and evaluation on a multi-year basis.

Vision Zero Partner Network

The Vision Zero Partner Network (VZPN) is an informal coalition of people and organizations who share resources and ideas to help reduce risky driver and occupant behavior to save lives on North Dakota roads.

By joining the VZPN, members receive the following resources to use for local outreach.

- Help with implementing driver and occupant safety programs
- Opportunities to collaborate with other network organizations and agencies
- Technical support for local opportunities such as media interviews
- Education tools and materials bundled for each campaign. Each bundle may include some of the following items:
    - Ready to publish newsletter articles
    - Fact sheets
    - PA system announcements
    - TV and radio ads, videos, web banners, print materials for use as posters, flyers, inserts, etc.
    - Suggested posts for social media (Facebook, Twitter)
    - Suggested messages for company or community electronic message boards
    - Suggested activities to conduct with employees or in the community during a campaign
    - Display banners

Members can do things as simple as using prepared updates on their Facebook page or sharing driver and occupant safety information with employees, friends, and family. Agencies and individuals who

register to become VZPN members also can identify in-kind contributions they can provide in support of Vision Zero such as:

- Media advocacy (writing guest editorials to the newspaper, participating in media events, etc.)
- Policy advocacy (education and outreach to stakeholder groups, participation in teams working to advance stronger traffic safety laws)
- Purchase of promotional items for distribution at outreach events (magnets, pens, air fresheners, water bottles, lip balm or other imprinted items)
- Purchase of paid media (TV, radio, internet ads) to expand the reach of planned campaigns and co-branding with logo on media materials
- Donations to victim service organizations providing support to those who have lost loved ones in motor vehicle crashes or other non-profit traffic safety organizations

Solicitation of membership is accomplished through ongoing outreach to partners referenced in this section.

Vision Zero Community Outreach Coordinator Activities

The Highway Safety Division has a contract with four Vision Zero Community Outreach Coordinators and an Outreach Manager to conduct traffic safety education and outreach in multi-county regions statewide. The Coordinators serve as subject matter experts and liaisons with public and private sector partners to advance Vision Zero strategies locally within their service regions.

Coordinators form and work through a broad, diverse network of 4E (education, enforcement, engineering, and EMS) and other non-traditional partners to perform a wide range of activities. Each Coordinator is responsible to provide public information and education, plan and conduct outreach events, implement strategies within the Vision Zero Plan, engage in media advocacy, provide partner training and other activities within their assigned region. The Vision Zero Community Outreach Manager assures Coordinators have adequate training and tools to conduct their work, oversees the daily workflow of the Coordinators and acts as a liaison between the Coordinators and the Highway Safety Division.

Coordinators work to assure programs reach underserved/overrepresented populations at their events. Below are some examples of activities by the Coordinators that include low-income families, immigrants, Native Americans, new Americans, retirees, rural/agricultural populations, and other underserved/overrepresented populations.

Community Events

- These events include National Night Out, community health fairs, annual community and county events, presentations to service clubs (Optimists Club, Rotary Club, Lions Club, etc.), farm shows, car shows, speedway events, etc. In addition to reaching underserved/overrepresented populations, these events reach businesses, community leaders, and other community members.

School, Student and Adult Learning Events

- Head Start Open House events provide education about the appropriate transport of passengers in a vehicle (only transporting the amount of people the car was designed for), increasing knowledge of North Dakota traffic laws, and assuring children are in proper child restraints

installed correctly through car seat checks and booths. These events have taken place at Grafton and Spirit Lake Reservation Head Start.

- Rural and tribal communities are being designated as Vision Zero Schools. Dunseith, a community just outside of Turtle Mountain reservation, has a substantial Native American population and is a focal point of work for the Coordinator serving in the northeast region.

- A car seat check and child passenger safety education event were conducted at Fargo's Adult Learning Center (ALC). One of the primary emphasis areas for the ALC is their English as a Second Language (ESL) program. Most of their ESL students are new Americans.

- The Vision Zero Outreach Program has a sponsorship with the ND High School Athletics Association (NDHSAA) to promote traffic safety messages at all NDHSAA sport (cross country, baseball, basketball, cheerleading, football, golf, gymnastics, hockey, soccer, softball, swimming and diving, tennis, track and field, volleyball, and wrestling) and fine arts (debate, music, play, speech, and student congress) activities. NDHSAA events attract many people from diverse racial and socioeconomic populations.

- The Vision Zero Coordinators conduct between 50-70 Impact Teen Drivers workshops in partnership with rural and tribal schools and driver's education classes each year.
    - Students who are part of the Grand Forks Public School District's English Language Learners program 10th grade health class each semester receive Impact Teen Drivers tailored to their level of English-speaking skills.
    - A Vision Zero Coordinator conducted an Impact Teen Drivers event and the following education events at Standing Rock Reservation Community Schools.
        1. Walk for Wellness
        2. Meeting with Principal of Standing Rock Community School to discuss their designation as a Vision Zero School
        3. Seat belt safety education event at St. Bernard's Mission School

Human/Social Services

- Two Vision Zero Coordinators and the Safe Kids program trained Cass County social service employees about the basics of car seat to assist them to safely and properly transport children who they may need to transport (children being removed from their home, to visitations, etc.).

- Engaged the foster parent community through the delivery of the "Under Your Influence" program which assists them to support teen drivers who may come into their care through the foster system.

State Judicial Outreach Liaison

- The State Judicial Outreach Liaison (SJOL) publishes a quarterly newsletter that is sent to North Dakota judges, including tribal judges, and others with a role in the prosecution and adjudication of impaired driving offenses. The newsletter provides information and background on impaired driving and highway safety issues. A repository of the editions can be viewed here: RTSSC - State Judicial Outreach Liaison Newsletter (ugpti.org)

- The SJOL has worked with the Director of the Indigent Defense Commission, a defense counsel representative, on the Impaired Driving Task Force.

- The SJOL has worked to establish relationships with the ND Department of Corrections and Rehabilitation to improve the evaluation and treatment of impaired driving offenders.

- The SJOL contributed an article to the Winter 2023 edition of the Tribal Traffic Safety Bulletin, a publication of the American Bar Association with support through NHTSA.

Motorcycle Safety Advisory Committee

The Highway Safety Division developed a Motorcycle Safety Advisory Committee comprised of motorcyclists with varied backgrounds in law enforcement, engineering, business, mechanics, and other professions to advance the North Dakota Motorcycle Safety Program (NDMSP). This includes planning to increase rider training, assure compliance with state law and Motorcycle Safety Foundation curriculum, and assure broad reach and efficacy of the NDMSP and education and outreach to motorcyclists statewide. The NDMSP meets quarterly.

Driver Training for New Americans

The Highway Safety Division partners with the NDHP, the Fargo and West Fargo PDs, the Cass County Highway Department, and the Adult Learning Center of Fargo to provide driver training to New Americans. Three classes (morning, afternoon, or evening) were offered in Fargo to students of the Adult Learning Center on January 10, 2023, with approximately 150-160 students participating. Translation services were available in Arabic, Spanish, French, Napoli, Somali, Tigrinya, Swahili, Farsi, Pashto, and Ukrainian through an interpreter service. Additional trainings are being planned.

ENGAGEMENT OUTCOMES

The following programs/projects were developed with consideration to obtaining meaningful PP&E from underserved/overrepresented populations and resulted in PP&E data for use with SHSP and triennial HSP development.

North Dakota Strategic Highway Safety Plan Update

As mandated by 23 U.S.C. § 148 (c)(1), the Strategic Highway Safety Plan (SHSP) is a federally required statewide, comprehensive safety plan that provides a coordinated framework around which safety stakeholders unite to reduce highway fatalities and serious injuries on all public roads. The North Dakota SHSP, known as the North Dakota Vision Zero Plan, is a data-driven comprehensive plan which outlines goals, objectives, and strategies to advance North Dakota's zero fatality goal.

The SHSP/Vision Zero Plan is to be updated every five years and is an ideal strategy to acquire broad PP&E from underserved/overrepresented populations.

North Dakota's is nearing completion of an SHSP/Vision Zero Plan update. To assure broad participation including from underserved/overrepresented in the process, the NDDOT conducted four stakeholder workshops beginning in December 2022 through February 2023. The workshops were conducted

regionally to allow for easier access and limited travel by participants. The workshops were held in Bismarck (south central), Fargo (southeast), Grand Forks (northeast) and Williston (northwest) and a capstone virtual workshop was conducted in late February to assure broad participation by all stakeholders who desired to provide feedback related to the plan update. The workshop agendas provided an overview of the SHSP/Vision Zero Plan and implementation processes, a crash data overview including priority emphasis areas, strategy discussion, and next steps related to the update process.

Those invited to participate included a broad range of stakeholders and other entities that include and/or are representative of North Dakota's underserved/overrepresented populations including high-risk males, Native Americans, young drivers, and rural roads and counties.

- State agencies – Those who serve on the Vision Zero Executive Leadership Team including NDDOT (Highway Safety Division, Drivers License Division, Motor Vehicle Division, Planning/Asset Management Division, Local Government Division, Programming Division, District Engineers), the ND Attorney General's Office, NDDPI, NDHHS, NDHP, ND Indian Affairs Commission, ND Workforce Safety and Insurance (WSI), and others
- Community Outreach – North Dakota Vision Zero Coordinators, NDHHS Tribal Health Liaisons
- Driver education schools – both private and public
- Education institutions – state, local
- Elected officials – state, county, city
- Enforcement – state, county, city, tribal
- Engineering – state, county, city, consultants
- Emergency Medical Services – public, private
- Federal partners – FHWA ND Division, FMCSA ND Division, and NHTSA Region 8
- Insurance agencies
- Judicial Outreach Liaison, District Judges, state and private attorneys/county prosecutors
- Local community representatives/private citizens
- Local government including risk managers, city and county commissioners, city and county auditors, city and county transportation engineers and/or consultants, local public health units, city and county law enforcement, and metropolitan planning organizations (MPOs)
- Motor carrier representatives – federal, state
- New Americans, Foreign-born, and Immigrants (NFI) Health Liaison, Health Equity Office, ND HHS
- Non-motorist representation – pedestrian, bicycle, and transit
- Non-profit organizations serving socioeconomically disadvantaged populations
- Professional associations and their members including the ND EMS Association, ND Association of Counties, ND Motor Carriers Association, ND League of Cities, agricultural associations (sunflower, grain, corn growers, etc.), the American Society of Highway Engineers (ASHE) Central Dakota Chapter, the ND Petroleum Council, the ND Sheriff's Association
- Public health and human services staff – state, county, city
- Private sector organizations registered with the ND Vision Zero Network (about 120 companies and organizations including schools, businesses, health care facilities, and others)
- Rail representation – Operation Lifesaver
- Road maintenance – state, county, city
- Tribal representatives – tribal transportation engineers and consultants, tribal health liaisons employed by the NDHHS

- Traffic safety advocacy groups
- Transportation planning – state, regional, county, city, consultants

There was representation at the workshops from each entity identified in this section. Each participant had the opportunity to provide input related to the strategies to be included in the plan through group discussion, on-line polls, and follow up emails. Comments that can be attributed to North Dakota's underserved/overrepresented populations (high-risk males, Native Americans, young drivers, and rural roads and counties) include the following.

Impaired Driving Strategy Discussion

- An ignition interlock program would be hard to implement statewide, as many residents have access to multiple vehicles and compliance checks are rarely successful with penalties for offenses not strict enough and would also be difficult to implement in ***rural communities.***
- ***Rural counties*** provide little conviction for impaired driving regardless of BAC levels, which typically results in reduced sentences.
- There is a need to push for prosecuting DUIs in ***rural areas***.
- Geographically, access to DRE's remains limited in ***rural areas***, as they are mostly located in more populated areas of the state. The Highway Safety Division continues to investigate DRE call times to assess on-call availability.
- In some areas of the state, ride sharing has probably helped reduce impaired driving crashes. However, there is a need to recruit ride-share drivers as people often don't recognize the opportunities to make money by providing ride-share services especially during peak events such as New Years Eve (NYE) and the 4th of July. Grand Forks and other cities have expanded access to Uber and Lyft whereas ***rural areas*** have no access to taxis or ride sharing services. In some cases, police officers are providing rides home to limit the number of drivers driving while impaired.

Occupant Protection Strategy Discussion

- Conduct outreach to ***tribal governments to enforce tribal primary seatbelt law and outreach to rural law enforcement*** to enforce North Dakota's seatbelt law.
- Child restraints are rarely used in ***tribal communities – local law enforcement have relationships with tribal schools but it's hard to provide education in these communities as an outsider.***
- It remains difficult to target the ***rural farming*** population and truck drivers. Most farmers do not wear their seat belt when traveling between fields.

Young Driver Strategy Discussion

- Parents enable young drinking and therefore ***young drivers*** are likely to drive while impaired.
- ***Younger drivers*** can get a license without taking a driving test.
- Partnerships are needed with insurance companies to evaluate ***young drivers*** on their driving abilities and skills.
- There is a need to educate ***young drivers*** on shared roadway responsibility, the physics of driving in winter conditions, and stopping for emergency service vehicles.
- ***Teen drivers*** are only allowed 6 points rather than 12.
- There is a desire to encourage ***young drivers*** to bike or walk to school. The state should consider more Safe Routes to School programs to promote multimodal travel.

Older Driver Strategy Discussion

- Older drivers lack education related to available ride-share services. There is an opportunity to promote alternative modes of transportation such as free rides provided by the VA, ride-share services, and existing public transportation programs. It remains difficult to take away older driver license if there is no alternative transportation provided for them to use, especially in ***rural areas***. If a license is taken away, older drivers should be given free transit trips.

Pedestrian and Bicyclist Strategy Discussion

- A majority of walking and biking fatalities occur on 2 lane highways and are usually in ***rural areas,*** at nighttime and involve impairment.
- There is a need to increase awareness of traveling bicyclists and pedestrians on ***rural*** and urban roadways.

Motorcycle Strategy Discussion

- This section should include ATV and UTVs. Education around ATV and UTV use is missing, especially in ***rural communities*** where ***young drivers*** are driving ATVs to school before they are old enough to drive a vehicle.

Commercial Vehicle Strategy Discussion

- Interstates 43 and 44 (located near ***reservation land***) experiences a higher number of commercial motor vehicle crashes. There is a need for enhanced warning signs in these locations.
- There is no formal or specific training for CDL. ***Rural farmers*** do not have a CDL requirements for their drivers and continue to face challenges finding drivers. An education course should be promoted to educate heavy vehicle drivers.

Lane Departure Strategy Discussion

- The state has removed 6-inch delineators by the request of ***rural*** farmers.

Post-Crash Care Strategy Discussion

- In most places, EMS retention is a challenge. There is an opportunity to team up with Vision Zero Schools to reach the ***younger*** population and recruit individuals in this demographic as EMS volunteers.

All participant feedback was documented and summarized in a report that was used to guide strategy selection and implementation plan/action items in the SHSP/Vision Zero Plan for the next five-year period (2024-2028). The triennial HSP is developed based on the strategies in the SHSP/Vision Zero Plan.

Vision Zero Community Outreach Coordinator Activities

Impact Teen Drivers

Impact Teen Drivers (ITD) is an evidence-based program that uses a multifaceted approach to learning through in-person and distance learning presentations. It offers engaging educational webinars and interactive education modules to accommodate teens and parents. ITD engages, educates, and empowers participants with knowledge and strategies to implement safer behaviors as drivers and passengers.

The Vision Zero Coordinators solicit participation in ITD presentations from both urban and rural schools within their regions. ITD presentations are brought to participating schools and reached more than 600 students in FFY 2022. This included young drivers aged 14-19, high-risk male students, rural students and some Native American students as seen in the tables below.

What Do You Consider Lethal Participants

Race/Ethnicity of Participants	Percentage	Count
White	81%	319
Did not state	7%	26
Some other race or ethnicity	6%	22
Black or African American	4%	16
Hispanic/Latino	1%	5
Asian or Asian American	1%	4
Biracial/Multiracial	1%	2
Native American	1%	2
Total		396

Dream World Participants

Race/Ethnicity of Participants	Percentage	Count
White	81%	188
Some other race or ethnicity	6%	15
Did not state	6%	14
Black or African American	3%	7
Native American	3%	6
Asian or Asian American	0%	1
Total		231

Each participant completes a pre- and post-test and can provide feedback related to the training. Recent comments related to ITD presentations delivered in the winter/spring 2023 that can be attributed to North Dakota's underserved/overrepresented populations (high-risk males, Native Americans, young drivers, and rural students) include the following.

- "It was a great presentation, and it completely changed my mindset of driving." – Comment from young Native American driver
- "The presenter was amazing! She totally captured my attention and kept it. The video we watched was very informative and honestly changed my perspective on unsafe driving." – Comment from young rural driver

- "I thought the speaker was extremely informative and communicated her message to the audience well. I enjoyed her communication style, and the way she chose to teach us the concepts stuck with me. I am keeping her advice in mind each time I get behind the wheel. Thank you so much for your presentation!" – Comment from 18-year-old (high-risk male) rural driver
- "Thank you so much. I think you just saved my life." – Comment from 18-year-old (high-risk male) driver
- "This was a good presentation. I want other people to attend it." – Comment from young Native American driver

Evaluation data is used to determine whether the ITD presentations are considered valuable by young drivers, school administrators and staff. As a result of positive feedback, the Highway Safety Division will include this program in the Annual Grant Applications for FFY 2024-2026.

Vision Zero Schools

Vision Zero Schools are identified, selected, and designated by the regional Vision Zero Coordinators in partnership with school administration, staff, and participating student leaders.

Vision Zero Schools exist to create a culture of personal responsibility in the school where motor vehicle fatalities and serious injuries are recognized as preventable and not tolerated. Vision Zero Schools give select student leaders the opportunity to be traffic safety advocates by appearing in banners, public service announcements, videos and more to share motor vehicle safety messages in their school and community. They receive promotional materials featuring student leaders to promote traffic safety and are featured on Vision Zero's website, Facebook, Instagram, and Twitter. A press event is held with the designation of each new Vision Zero School.

Coordinators specifically solicit participation from schools in rural and tribal communities. So, Vision Zero Schools reach several of North Dakota's underserved/overrepresented populations including young drivers, Native Americans, and rural locations.

The following existing Vision Zero Schools all represent rural communities.

Kidder County (Steele, Dawson, Tappen, Tuttle, Driscoll, and Pettibone)
Flasher
Oakes
Des Lacs-Burlington
Killdeer
Wing
Cando
LaMoure

Three additional schools are anticipated to be delegated early next school year including Dunseith, a community just outside of the Turtle Mountain reservation which a predominantly Native American population.

Vision Zero School administrators, staff and students can provide input related to the behavioral safety topic they'd like to address whether it's increasing seat belt use or deterring speed, distraction or impairment in their communities and the school and community outreach events they'd like to conduct.

After a kick-off event, the Superintendent of a Vision Zero School said her favorite part of the day was that "It included our 9-12th grade students, Vision Zero, the North Dakota Highway Patrol, local law enforcement, and our school staff, all working as partners to make sure we understand the message about the dangers of distracted driving together."

Student leaders have said:

- "I believe in what Vision Zero is doing and that the only acceptable number of deaths from motor vehicle crashes is zero."
- "Being a Vision Zero School leader is important to me, so I can spread information throughout to school to help others become better and safer drivers."

Feedback from discussions with Vision Zero School administrators, staff and students is used to guide program development and implementation. As a result of positive feedback, the Highway Safety Division will continue to include funds to support Vision Zero Schools in the Annual Grant Applications for FFY 2024-2026.

Vision Zero Driving Skills for Success

The Highway Safety Division offers the Driving Skills for Success (DSFS) program for young drivers 1-2 times each year. The DSFS program uses interactive activities/stations to educate young drivers about safe driver and occupant behaviors and helps them to acquire skills to take personal responsibility behind the wheel.

The event it marketed specifically to young drivers with a permit or license aged 14-18 and their parents/guardians. Marketing consists of news releases and segments, social media posts and ads, and engagement through partnerships including schools. The event is rotated to a different location(s) throughout the state each year to accommodate participation from all areas. Each event reaches between 50-75 young drivers and their parents.

The event consists of a ride and drive session conducted via law enforcement officers where the young drivers drive through a closed-course driving-range (1) under normal conditions, (2) while being distracted by receiving and sending text messages, and (3) taking a selfie photo while driving. Participants will also be escorted through a series of interactive traffic safety information stations. Young drivers are also able to participate in the North Dakota Safety Council's Alive at 25 program an interactive classroom course that is designed to reduce the likelihood of them ending up in a crash.

Evaluation data is collected electronically after each event. Comments attributed to young drivers and their parents after the last DSFS event include the following:

- The real-life scenarios with the texting and driving, adjusting the radio, hands off the wheel were most impactful.
- I will share with my friends and family about being cognizant of the phone and not using it while driving.

- I will share with my friends and family on how easy it is to be distracted even when you think you can text and drive. It's just not safe.
- As a parent I felt this was one of the most practical workshops I have had my children attend. I think this should be a routine experience for all young drivers before getting a driver's license, whether in this format or through driver's education. My children and I had great discussions about what they liked and disliked and about how scary some of the simulators/experiences were. Excellent program and glad we took part.
- The Danger in Every Step, impairment by alcohol and marijuana both affected me the most. I wish it was offered more often or required for licensing.

Evaluation data is used to determine whether the event is considered valuable by young drivers and their parents and to improve upon subsequent events. As a result of positive feedback, the Highway Safety Division will include this program in the Annual Grant Applications for FFY 2024-2026.

ONGOING ENGAGEMENT OUTCOMES

The Highway Safety Division will advance PP&E through the following strategies. (Source: US DOT, *Promising Practices for Meaningful Public Involvement in Transportation Decision-Making*)

- Provide the public with information on ways to get and stay involved
- Actively engage the public in the transportation decision-making process
- Keep the public informed of transportation-related activities on an ongoing basis
- Identify and seek to engage underserved communities
- Encourage participation of community members in the transportation decision-making process
- Continuously strive to measure effectiveness and improve public participation

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. Please see the Engagement Planning section for data related to selection of these populations and the Engagement Outcomes section for information related to accessibility measures for PP&E to these populations.

North Dakota's goals for ongoing engagement include conducting additional data analysis to assure we've appropriately identified underserved/overrepresented and then planning for PP&E opportunities that are accessible to them and can be used to inform transportation plans and programs.

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

Goal 1: By April 30, 2024, **c**onduct 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.

- Identified underserved/overrepresented populations to engage through PP&E.

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.

Information collected through these processes will be documented, reviewed, and considered to inform the strategies that will be selected and included in the Annual Grant Application and subsequent triennial Highway Safety Plan. Information will also be used with program/project/event development and implementation to assure they effectively reach and positively impact these populations.

PERFORMANCE PLAN

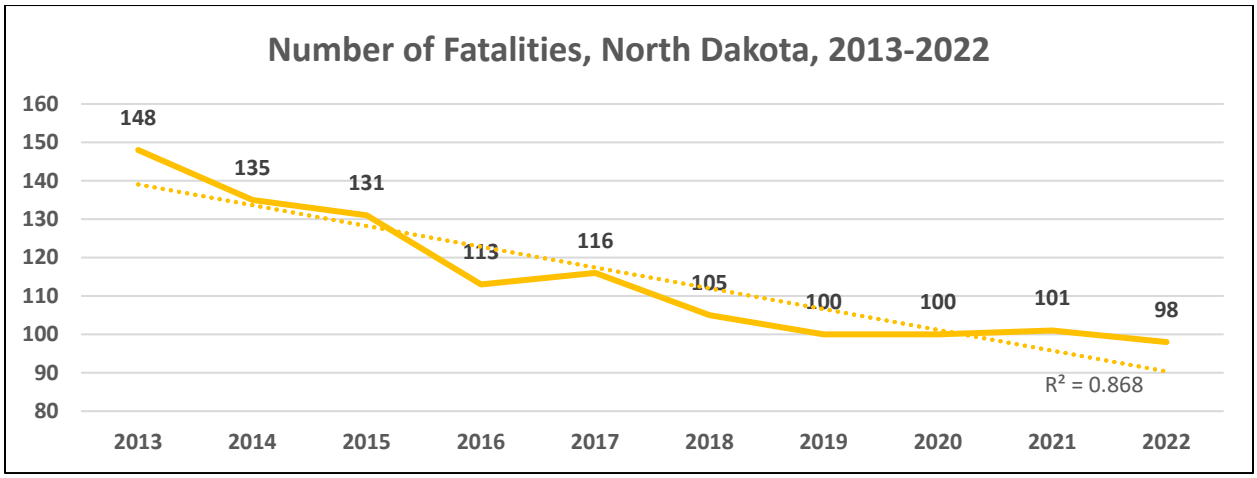
This performance plan documents progress with current year performance measures and identifies data-driven, quantifiable, and measurable highway safety performance targets for 2024-2026. Three performance targets (fatality, fatality rate, and serious injuries) are identical to the State DOT targets for common performance measures reported in the HSIP annual report, as coordinated through the State SHSP.

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

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-1) Number of traffic fatalities (FARS)	99.2	95.8	95.8	95.8

FY 2023 Status: In Progress

North Dakota's target for traffic fatalities in the 2023 HSP was based on five-year averages, with the goal of reducing the number of traffic fatalities from a 5-year (2016-2020) average of 106.8 to a 5-year (2019-2023) average of 99.2 by December 31, 2023. North Dakota's current 5-year traffic fatality average (2018-2022) is 100.8. At this point, North Dakota would have to experience fewer than 97 traffic fatalities in 2023 to meet the 5-year average (2019-2023) target. As of the time of this progress note, there have been 38 traffic fatalities to date in 2023 which is higher than the fatality counts at this same point in time in 2022 but lower than this same point in time in 2021.



Target Justification

North Dakota's target for traffic fatalities is based on five-year averages and was developed in collaboration with partners from NDDOT's Highway Safety, Programming, Planning and Local Government divisions to provide consistency between the HSP and the HSIP. The selected target for

2020-2024 uses a 2.5% annual reduction of the 5-year fatality average. This target also supports the Vision Zero interim goal of fewer than 75 motor vehicle crash fatalities by 2025.

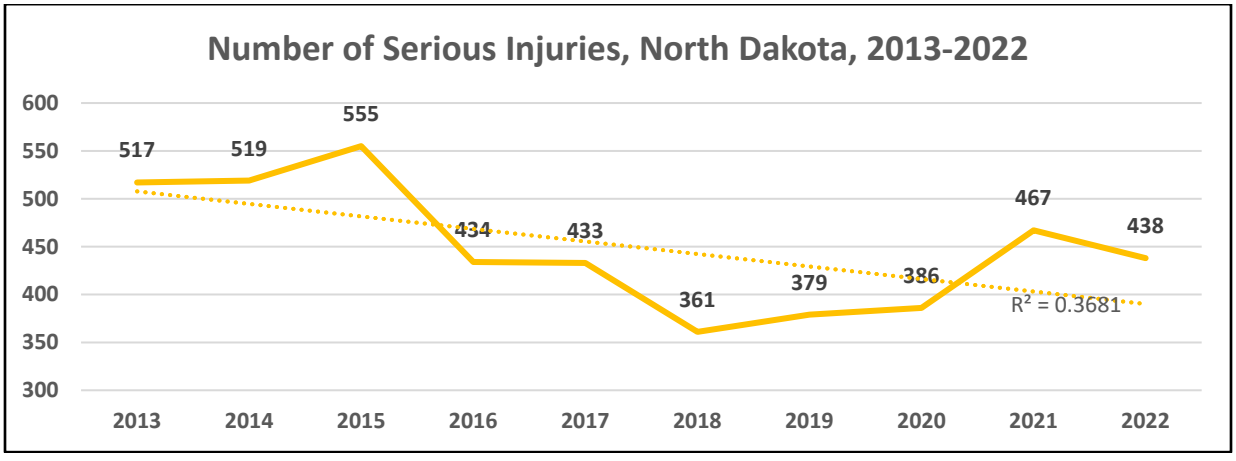
A review of recent crash data shows there were 98 motor vehicle crash fatalities in 2022, three fatalities fewer than the previous year. While the nation continues to see a rise in traffic fatalities, North Dakota has experienced a decreasing trend across the 5-year traffic fatality averages since 2015. The current 5-year traffic fatality average (2018-2022) is 100.8. We are projecting another 2.5% decrease in fatalities for 2019-2023 to 98.3, and the 2020-2024 target is based on the 2.5% reduction as well. Beyond that, we set targets at a maintenance level and will re-assess as 2023 data becomes available.

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

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-2) Number of serious injuries in traffic crashes (State crash data files)	397.1	398.1	398.1	398.1

FY 2023 Status: In Progress

North Dakota's target for serious traffic injuries in the 2023 HSP was based on five-year averages, with the goal of reducing the number of serious traffic injuries from a 5-year (2016-2020) average of 398.6 to a 5-year (2019-2023) average of 397.1 by December 31, 2023. North Dakota's current 5-year serious traffic injury average (2018-2022) is 406.2, indicating North Dakota will likely not meet the target. At this point, North Dakota would have to experience fewer than 315 serious traffic injuries in 2023 to meet the 5-year average (2019-2023) target.



Performance Target Justification

North Dakota's target for serious traffic injuries is based on five-year averages and was developed in collaboration with partners from NDDOT's Highway Safety, Programming, Planning and Local Government divisions to provide consistency between the HSP and the HSIP. The selected target for 2020-2024 uses a 1% annual reduction of the 5-year serious injury average. This target supports

progress toward the long-term Vision Zero goal to eliminate fatalities and serious injuries caused by motor vehicle crashes.

A review of recent crash data shows there were 438 serious injuries resulting from motor vehicle crashes in 2022, a 6.2% decrease from the previous year when there were 467 serious injuries. North Dakota had been experiencing a decreasing trend in serious injuries however serious injury counts have been increasing since 2019. As fatalities in North Dakota decrease toward the Vision Zero goal, there is a possibility that serious injuries will continue to increase as more lives are saved.

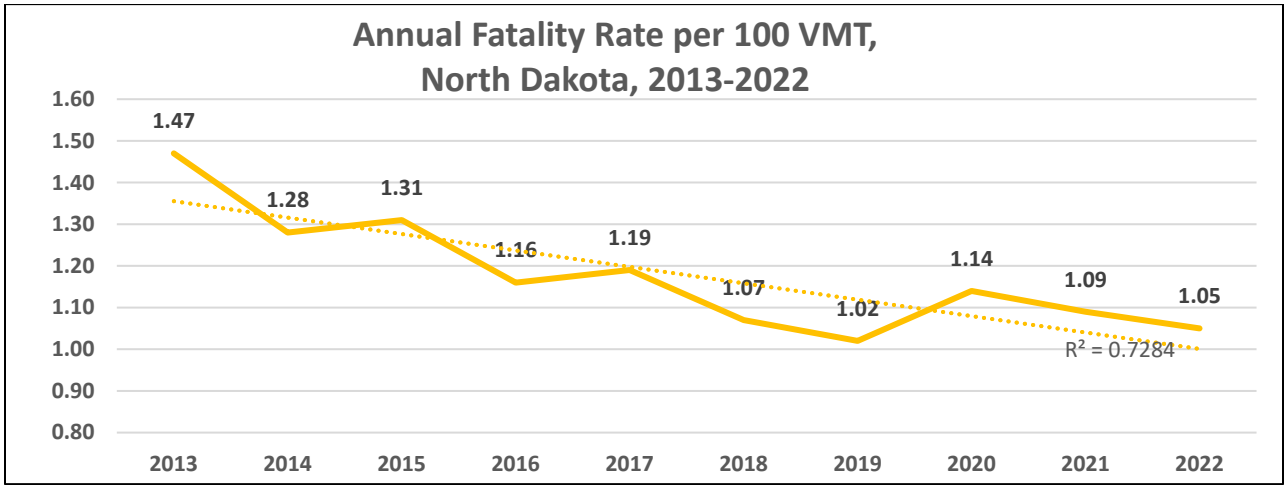
The current 5-year traffic serious injury average (2018-2022) is 406.2. We are projecting another 1% decrease in serious injuries for 2019-2023 to 402.1, and the 2020-2024 target is based on the 1% reduction as well. Beyond that, we set targets at a maintenance level and will re-assess as 2023 data becomes available.

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

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-3) Fatalities/VMT (FARS, FHWA)	1.080	1.053	1.053	1.053

FY 2023 Status: In Progress

North Dakota's target for the traffic fatality rate in the 2023 HSP was based on five-year averages, with the goal of reducing the rate of traffic fatalities from a 5-year (2016-2020) average of 1.116 to a 5-year (2019-2023) average of 1.080 by December 31, 2023. North Dakota's current 5-year fatality rate average (2018-2022) is 1.074, indicating North Dakota may meet the 2023 target.



Performance Target Justification

North Dakota's traffic fatality rate target is based on five-year averages and was developed in collaboration with partners from NDDOT's Highway Safety, Programming, Planning and Local Government divisions to provide consistency between the HSP and the HSIP. The selected target for

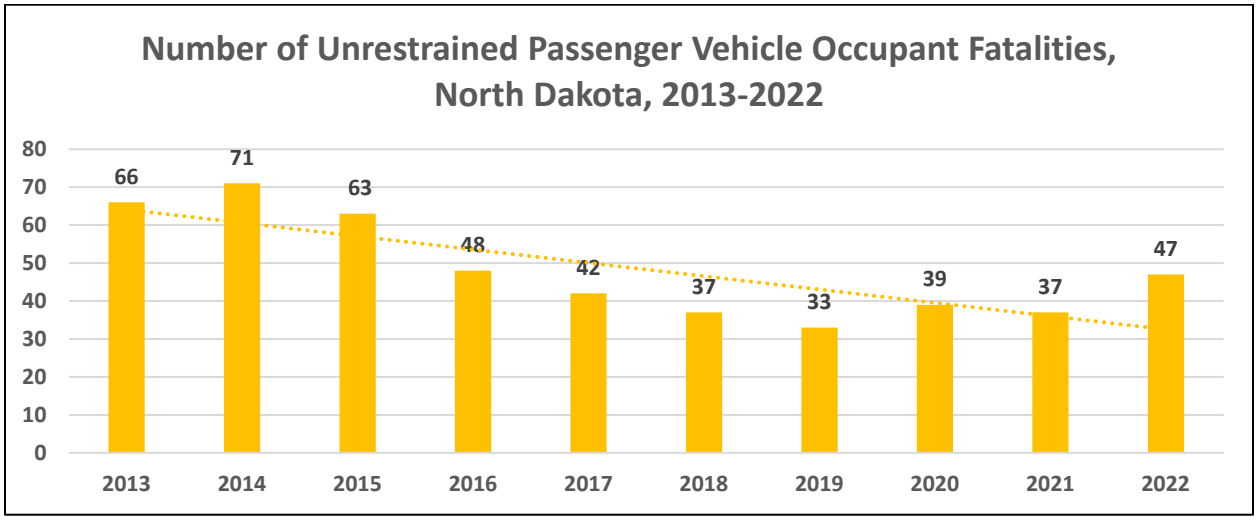
2020-2024 uses a 1% annual reduction of the 5-year fatality rate average. This target also supports the Vision Zero interim goal of fewer than 75 motor vehicle crash fatalities by 2025.
Traffic fatality rates in North Dakota are showing a decreasing trend. North Dakota's current 5-year fatality rate average (2018-2022) is 1.074. We are projecting another 1% decrease in fatality rate for 2019-2023 to 1.063, and the 2020-2024 target is based on the 1% reduction as well. Beyond that, we set targets at a maintenance level and will re-assess as 2023 data becomes available.

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

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	36.1	38.2	38.0	37.8

FY 2023 Status: In Progress

North Dakota's target for unrestrained passenger vehicle fatalities, all seat positions, in the 2023 HSP was based on five-year averages, with the goal of reducing the number of unrestrained fatalities from a 5-year (2016-2020) average of 39.8 to a 5-year (2019-2023) average of 36.1 by December 31, 2023. North Dakota's current 5-year unrestrained fatality average (2018-2022) is 38.6. This performance measure is unlikely to be met. More than 35 unrestrained fatalities in 2023 will raise the 5-year average (2020-2024) above the target.



Performance Target Justification

North Dakota's target for the number of unrestrained passenger vehicle occupant fatalities (all seating positions) is based on five-year averages. The selected targets for 2020-2024 through 2022-2026 use a 0.5% annual reduction of the 5-year unrestrained fatality average.

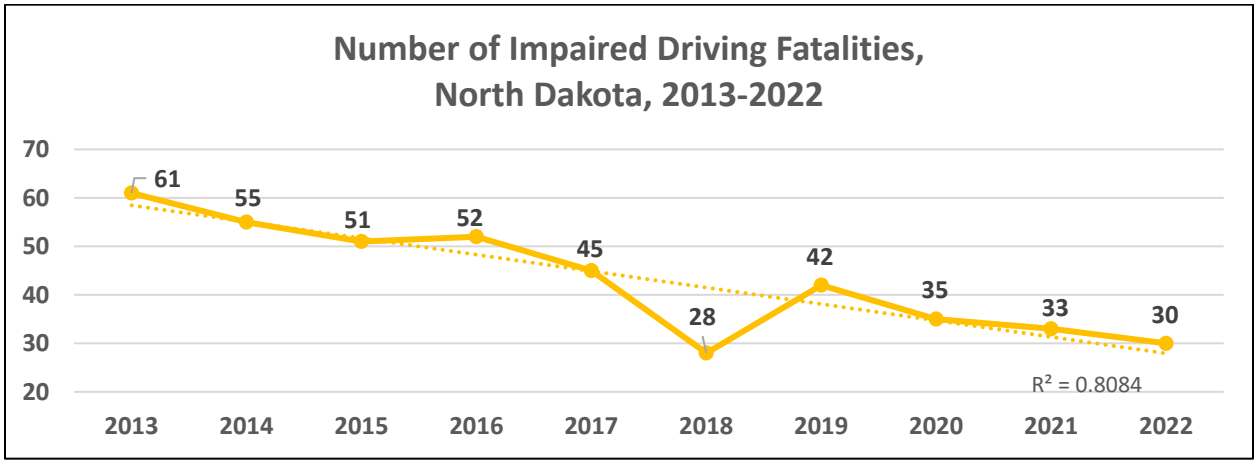
A review of recent crash data shows there were 47 unrestrained motor vehicle crash fatalities in 2022, a significant increase from the previous year when there were 37 unrestrained fatalities. But North Dakota has experienced a decreasing trend related to the number of unrestrained occupants. The current 5-year unrestrained traffic fatality average (2018-2022) is 38.6. Based on the trend data, setting the targets at a 0.5% reduction seems realistic and achievable especially with the primary seat belt law going into effect August 1, 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	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	31.8	32.8	32.4	32.0

FY 2023 Status: In Progress

North Dakota's target for the number of traffic fatalities involving a driver or motorcycle operator with a .08 BAC or above in the 2023 HSP was based on five-year averages, with the goal of reducing the number of traffic fatalities involving a driver or motorcycle operator with a .08 BAC or above from a 5-year (2016-2020) average of 40.4 to a 5-year (2019-2023) average of 31.8 by December 31, 2023. North Dakota's current 5-year traffic fatality average involving a driver or motorcycle operator with a .08 BAC or above (2018-2022) is 33.6. The performance measure may not be met. If there are 26 or more traffic fatalities involving a driver or motorcycle operator with a .08 BAC or above in 2023 this will raise the 5-year average (2019-2023) above the target.



Performance Target Justification

North Dakota's target for the number of traffic fatalities involving a driver or motorcycle operator with a .08 BAC or above is based on five-year averages. The selected target for 2020-2024 uses a 1.2% annual

reduction of the 5-year traffic fatality average involving a driver or motorcycle operator with a .08 BAC or above.

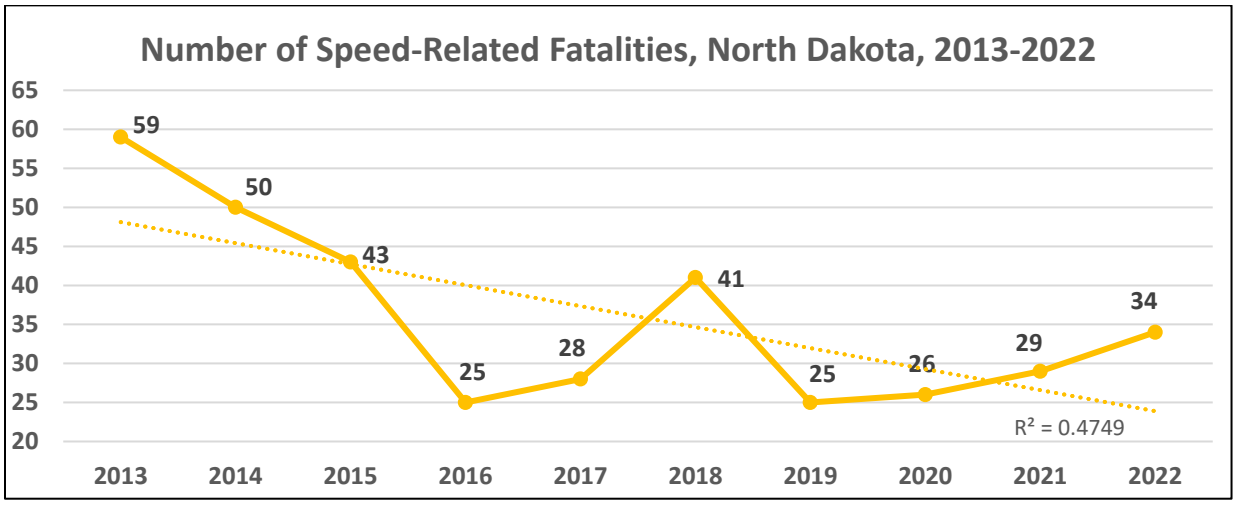
A review of recent crash data shows there were 30 fatalities in 2022 involving a driver or motorcycle operator with a .08 BAC or above, a 9% decrease from the previous year when there were 33. North Dakota has experienced a decreasing trend across the 5-year fatality averages involving a driver or motorcycle operator with a .08 BAC or above. The current 5-year traffic fatality average involving a driver or motorcycle operator with a .08 BAC or above (2018-2022) is 33.6. Based on this trend data, North Dakota believes the targets are realistic and achievable.

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

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-6) Number of speeding-related fatalities (FARS)	28.0	30.5	30.3	30.1

FY 2023 Status: In Progress

North Dakota's target for speeding-related fatalities in the 2023 HSP was based on five-year averages, with the goal of reducing the number of speeding-related fatalities from a 5-year (2016-2020) average of 29.0 to a 5-year (2019-2023) average of 28.0 by December 31, 2023. North Dakota's current 5-year speeding-related fatality average (2018-2022) is 31.0. North Dakota would have to experience 40 or more speeding-related fatalities in 2023 to raise the 5-year average (2019-2023) above the target. As of the time of this progress note, there have been 6 speeding-related fatalities to date in 2023, which is less than the number of speeding-related fatalities at this same point in time in two prior years. There is opportunity for this performance measure to be met.



Performance Target Justification

North Dakota's target for the number of speeding-related traffic fatalities is based on five-year averages. The selected target for 2020-2024 uses a less than 1% annual reduction of the 5-year speeding-related average.

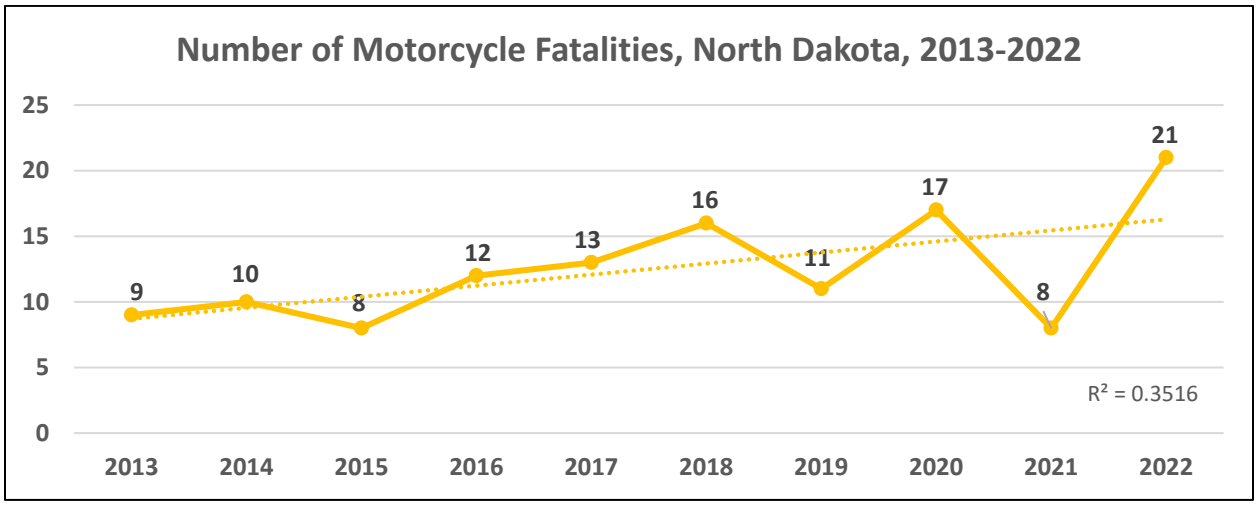
A review of recent crash data shows there were 34 speeding-related fatalities in 2022, an increase of 17.2% from the previous year when there were 29 speeding-related fatalities. North Dakota has experienced a downward trend across the 5-year speeding-related traffic fatality averages. The current 5-year speeding-related traffic fatality average (2018-2022) is 31.0. Based on this trend data, North Dakota believes the 2019-2023 target is a realistic and achievable goal.

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

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-7) Number of motorcyclist fatalities (FARS)	12.7	14.5	14.5	14.5

FY 2023 Status: In Progress

North Dakota's target for motorcyclist fatalities in the 2023 HSP was based on five-year averages, with the goal of reducing the number of motorcyclist fatalities from a 5-year (2016-2020) average of 13.8 to a 5-year (2019-2023) average of 12.7 by December 31, 2023. North Dakota's current 5-year motorcyclist fatality average (2018-2022) is 14.6, indicating North Dakota will likely not meet the 2023 target.



Performance Target Justification

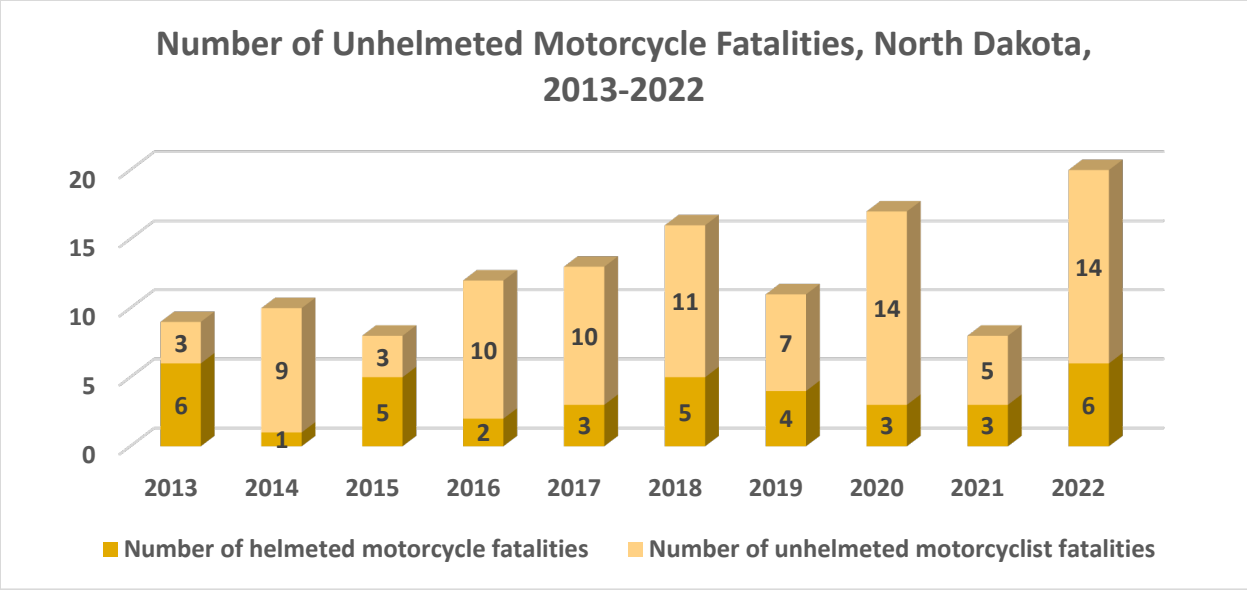
North Dakota's target for the number of motorcycle traffic fatalities is based on five-year averages. In general, North Dakota has experienced an increasing trend in the number of motorcyclist fatalities since 2015. A review of recent crash data shows there were 21 motorcycle fatalities in 2022, a substantial increase from the previous year when there were 8 motorcycle fatalities. North Dakota's 5-year motorcycle fatality averages have varied over time. The current 5-year motorcycle fatality average (2018-2022) is 14.6. Small numbers overall make progress in this measure difficult so a conservative target showing a reduction of less than 1% was set and will be maintained through three years.

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

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-8) Number of un-helmeted motorcyclist fatalities (FARS)	9.2	10.1	10.1	10.1

FY 2023 Status: In Progress

North Dakota's target for un-helmeted motorcyclist fatalities in the 2023 HSP was based on five-year averages, with the goal of reducing the number of un-helmeted motorcyclist fatalities from a 5-year (2016-2020) average of 10.4 to a 5-year (2019-2023) average of 9.2 by December 31, 2023. North Dakota's current 5-year un-helmeted motorcyclist fatality average (2018-2022) is 10.2. Based on the upward trend and the current 2022 number, it is not likely this performance measure will be met.



Performance Target Justification

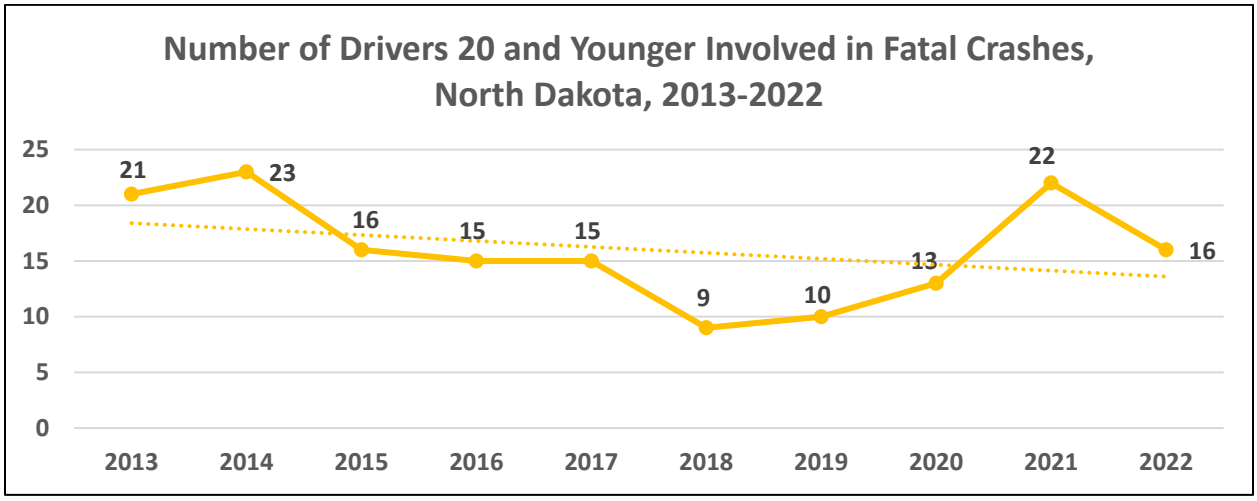
North Dakota's target for the number of un-helmeted motorcycle traffic fatalities is based on five-year averages. A review of recent crash data shows there were 14 un-helmeted motorcycle fatalities in 2022, a substantial increase from the previous year when there were 5 un-helmeted motorcycle fatalities. North Dakota's 5-year un-helmeted motorcycle fatality averages have also varied over time. The current 5-year un-helmeted motorcycle traffic fatality average (2018-2022) is 10.2. Small numbers overall make progress in this measure difficult so a conservative target of maintaining current numbers was set.

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

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-9) Number of drivers aged 20 or younger involved in fatal crashes (FARS)	13.0	13.8	13.7	13.6

FY 2023 Status: In Progress

North Dakota's target for the number of drivers aged 20 or younger involved in fatal crashes in the 2023 HSP was based on five-year averages, with the goal to achieve a 5-year (2019-2023) average of 13.0 by December 31, 2023. North Dakota's current 5-year average (2018-2022) for the number of drivers aged 20 or younger involved in fatal crashes is 14.0, indicating it is possible for North Dakota to meet the 2023 target. North Dakota would have to experience 14 or more fatalities of drivers aged 20 or younger in 2023 to raise the 5-year average (2019-2023) above the target. As of the time of this progress note, there have been 5 drivers aged 20 or younger involved in fatal crashes so far in 2023.



Performance Target Justification

North Dakota's target for the number of drivers aged 20 or younger involved in fatal traffic crashes is based on five-year averages. The selected target for 2020-2024 uses a less than 1% annual reduction of the 5-year average.

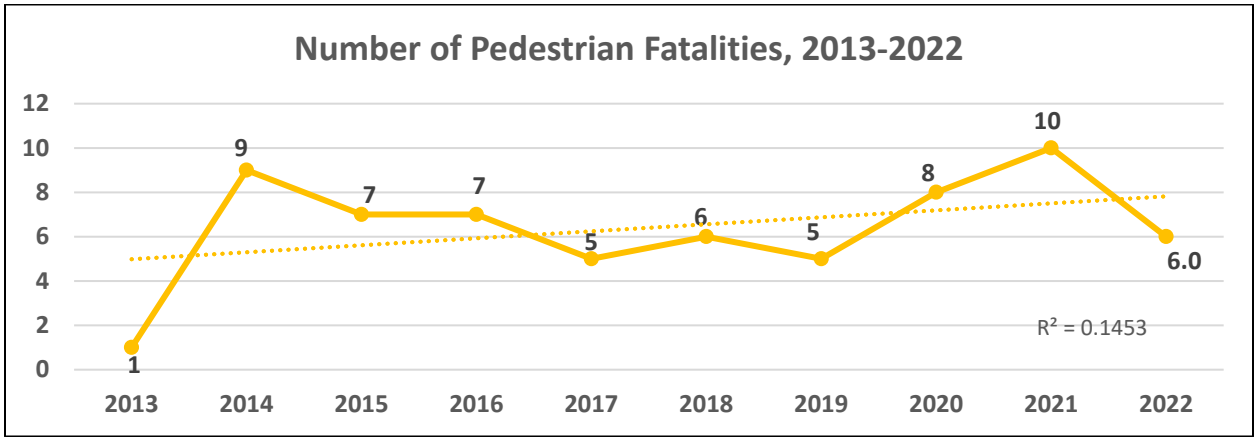
A review of recent crash data shows there were 16 drivers aged 20 or younger involved in fatal crashes in 2022, a 27.3% reduction from the previous year when there were 22. North Dakota is experiencing a decreasing trend in young driver fatalities and is hopeful that the 2021 increase was an anomaly. Previous reductions translate to annual decreases in the 5-year averages ranging from 3.1 % to 14.1 %. The current 5-year average for the number of drivers aged 20 or younger involved in fatal crashes (2018-2022) is 14.0. Based on this trend data, North Dakota believes the 2020-2024 target is a realistic and achievable goal.

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

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-10) Number of pedestrian fatalities (FARS)	6.7	6.9	6.9	6.9

FY 2023 Status: In Progress

North Dakota's target for the number of pedestrian fatalities in the 2023 HSP was based on five-year averages with the goal to achieve a 5-year (2019-2023) average of 6.7 by December 31, 2023. North Dakota's current 5-year pedestrian fatality average (2018-2022) is 7.0. North Dakota would have to experience 5 or fewer pedestrian fatalities in 2023 to meet the 5-year average (2019-2023) target. As of the time of this progress note, there has been 4 pedestrian fatalities to date in 2023, which is higher than this same point in time in 2022 and the same as this point in time in 2021. It is unlikely the 2019-2023 target will be met.



Performance Target Justification

North Dakota's target for the number of pedestrian fatalities is based on five-year averages. The selected target for 2020-2024 uses a less than 1% annual reduction of the 5-year pedestrian fatality average.

A review of recent crash data shows some annual fluctuation in the number of pedestrian fatalities over the last ten years. But the trend in pedestrian fatalities is increasing. In 2022, there were 6 pedestrian fatalities, a significant decrease from the previous year.

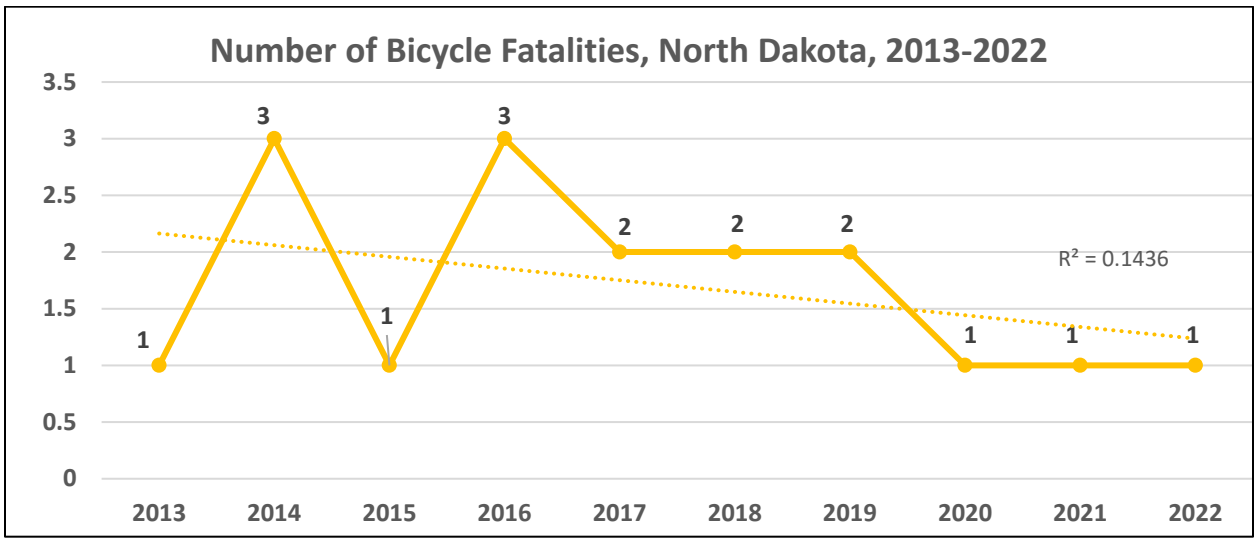
Small numbers have a large impact on overall trends. As a result, North Dakota's 5-year pedestrian fatality averages have also varied over time. The current 5-year pedestrian fatality average (2018-2022) is 7.0. The 2020-2024 target represents a 1.4% reduction from prior year. Beyond that, we set targets at a maintenance level and will re-assess as 2023 data becomes available. When dealing with small numbers even slight variance in annual counts can impact the 5-year average substantially.

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

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-11) Number of bicyclists fatalities (FARS)	1.6	1.4	1.4	1.4

FY 2023 Status: In Progress

North Dakota's target for the number of bicyclist fatalities in the 2023 HSP was based on five-year averages, with the goal of achieving a 5-year (2019-2023) average of 1.6 by December 31, 2023. North Dakota's current 5-year bicyclist fatality average (2018-2022) is 1.4 indicating it is possible for this target to be met. North Dakota would have to experience 8 or more bicyclist fatalities in 2023 to raise the 5-year average (2019-2023) above the target. As of the time of this progress note, there has not been any bicyclist fatalities to date in 2023, which is consistent with 2022. In 2021, there was one bicyclist fatality.



Performance Target Justification

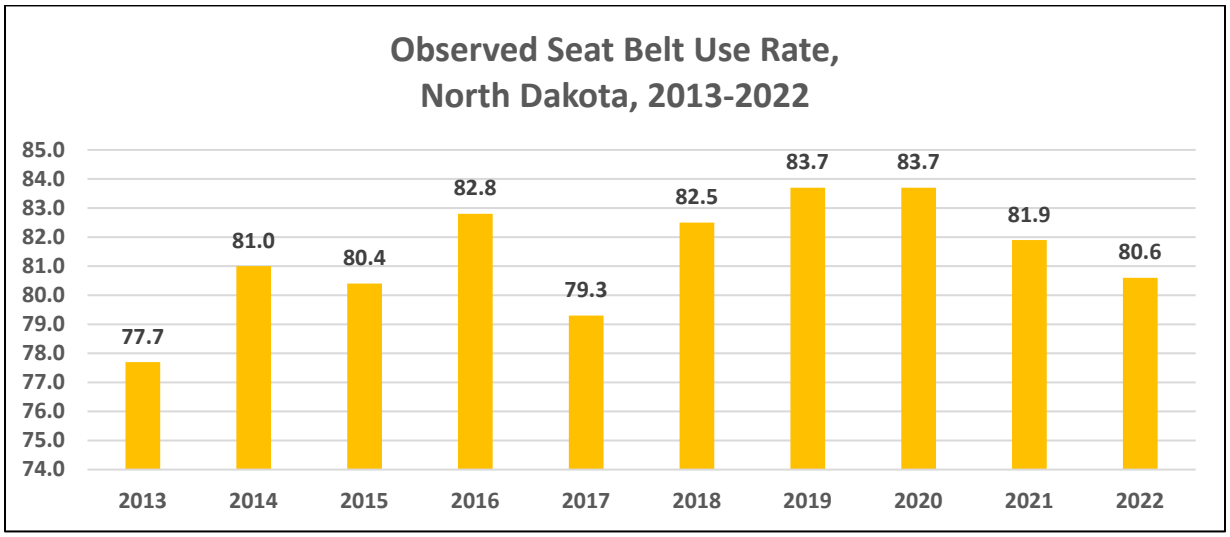
North Dakota's target for the number of bicyclist fatalities is based on five-year averages. The current 5-year bicyclist fatality average (2018-2022) is 1.4. North Dakota has experienced just 1-3 bicyclist fatalities over the last ten years and is experiencing a decreasing trend but, even small changes in low numbers can have a large impact on overall trends. The Highway Safety Division has set a goal of maintaining pedestrian fatalities at 1.4 over the next three years.

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

Performance Target	Current Target 2023	Target Value 2024	Target Value 2025	Target Value 2026
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	82.7	82.2	83.0	83.9

FY 2023 Status: Not Met

North Dakota's target for observed seatbelt use in the 2023 HSP was based on annual observed seatbelt use percentages, with the goal of increasing the percent of observed occupants using seatbelts by 1% from 81.9% (2021) to 82.7% (2022) by December 31, 2023. North Dakota's observed seatbelt use percentage in 2022 was 80.6% indicating that the state did not meet their 2023 target.



Performance Target Justification

North Dakota's target for observed seatbelt use for passenger vehicles, front seat outboard occupants is based on trend data from previous annual surveys. In 2022, observational data shows that 80.6% of front-seat passengers were wearing their seatbelt, a decrease of 1.6% from the previous year. North Dakota has experienced a decrease in the observed seatbelt use rate since 2019.

However, the North Dakota Legislature passed a primary seat belt law that takes effect August 1, 2023, and North Dakota anticipates increasing observed seat belt rates as a result. The Highway Safety Division has set targets to achieve a 1% annual increase through the next three years.

Performance Measures: A1-A3) Grant Program Activity Reporting (NDDOT Overtime Enforcement Program Data)

A-1: Number of seat belt citations issued during grant-funded enforcement activities
Seat belt citations: 2,669
Fiscal Year A-1: 2022

A-2: Number of impaired driving arrests made during grant-funded enforcement activities
Impaired driving arrests: 483
Fiscal Year A-2: 2022

A-3: Number of speeding citations issued during grant-funded enforcement activities
Speeding citations: 6500
Fiscal Year A-3: 2022

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

Performance Target	Current Target 2023	Target Value 2024	Target Value 2025	Target Value 2026
A4: Percentage of traffic citations electronically submitted	96.1	96.6	97.1	97.6

FY 2023 Status: Met

North Dakota's target for the Traffic Records Program in the 2023 HSP was based on a 1% annual increase in the number of citations electronically submitted to the courts, with the goal of increasing the number of electronic citations to 96.1 % by December 31, 2022. North Dakota's electronic citation submissions during the reporting period (January 1, 2022 – December 31, 2022) were 96.6% (80,346 of 83,172) indicating that the state did meet the 2023 target.
Performance Target Justification

As the state gets closer to achieving 100 % electronic submission, it will be more difficult to show improvement. One challenge is that small agencies are not equipped to transmit electronic citations due to IT limitations related to the size of the agency and its resources. As a result, it may take some time to achieve 100 % electronic submission of traffic citations. Based on this, the Highway Safety Division believes setting the annual target for improvement based on a 0.05% increase is a realistic and achievable goal.

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

Performance Target	Current Target 2023	Target Value 2024	Target Value 2025	Target Value 2026
A-5 - Core Activity – Number of car seat check-ups offered	71	82	100	100

FY 2023 Status: Met

North Dakota's target for the number of car seat check-ups offered in the 2023 HSP was based on a 12.5 % annual increase, with the goal of increasing the number of car seat check-ups from 63 (2021) to 71 (2022) by December 31, 2022. There were 74 car seat check-ups held in 2022 demonstrating that North Dakota met the target.

Performance Target Justification

The Highway Safety Division believes that increasing car seat check-ups will have a positive impact on decreasing the number of car seats that are misused in the state because more of the population is being educated about proper car seat installation and use.

Car seat check-up data for FFY 2017-2021 shows the number of car seat check-ups ranged from 50 to 80 check-ups per year. In FFY 2022, the number of car seat check-ups increased by 17.5% from 63 to 74.

The NDHHS has set an internal goal of increasing annual car seat check-ups to 100 by 2025. As a result, the Highway Safety Division selected this same goal. This will require a 15.5% increase by 2024 from a baseline of 74 car seat check-ups in 2022. And a subsequent 22.0% increase to achieve 100 car seat check-ups by 2025.

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

Performance Target	Current Target 2023	Target Value 2024	Target Value 2025	Target Value 2026
A-6 - Distracted driving citations - statewide - all DD citations (DOT Data)	1,000	970	975	980

FY 2023 Status: Not Met

North Dakota's target in the 2023 HSP was to increase the number of distracted driving citations issued statewide to 1,000 by December 31, 2022. There were 968 distracted driving citations issued in 2022 indicating North Dakota did not meet the 2023 target.

Performance Target Justification

To address the percent of individuals who engage in any distracting activity while they are driving, the Highway Safety Division has elected to set a goal to increase distracted driving citations through overtime enforcement programs. Increasing citations has proved challenging because distracted driving enforcement presents challenges to law enforcement. The Highway Safety Division will work with law enforcement to increase citations from a baseline (2022) of 968 citations with an increase of 0.5% per year over the next three years.

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

Performance Target	Current Target 2023	Target Value 2024	Target Value 2025	Target Value 2026
A-7 – Drug-impaired driving – statewide – all State Toxicology data	380	330	335	340

FY 2023 Status: Not Met

North Dakota's target for DUI samples tested for drug metabolites was based on the 2022 total number of DUI samples tested for drug metabolites, which included urine and blood samples tested, North Dakota did not meet the target. There were 325 total drug samples tested in 2022.

Performance Target Justification

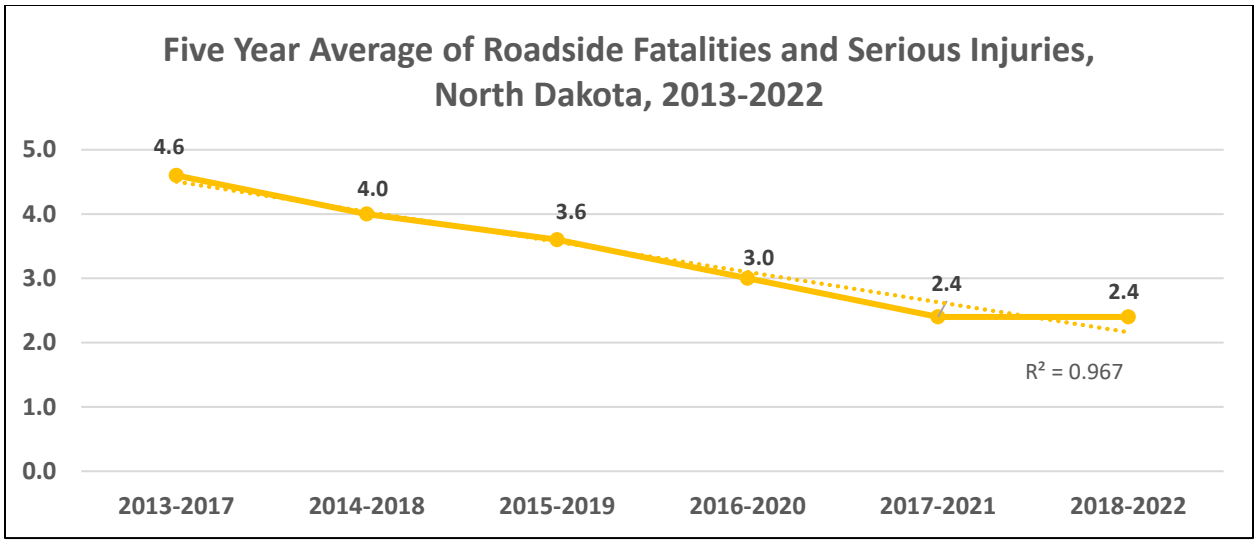
To decrease drug-impaired driving in North Dakota, more complete testing is necessary to identify the prevalence of drug-impaired driving. The Highway Safety Division will continue to work with law enforcement partners to increase the DUI drug-driving samples submitted to the North Dakota Office of Attorney General State Toxicology lab to test drug metabolites. The State Toxicology Laboratory has seen slight increases in the number of samples to test drug metabolites over the past couple of years and we believe the trend will continue as additional training and screening tools are provided to law enforcement. The Highway Safety Division will work to increase drug tests from a baseline (2022) of 325 tests with an increase of 1.5% per year over the next three years.

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

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
A-8 – Roadside Deaths – Number of roadside fatalities and serious injuries – State crash data files	2.4	2.4	2.4	2.4

FY 2023 Status: New Measure for FFY 2024-2026

The data for this measure was calculated using a five-year average. To account for low crash counts, both fatalities and serious injuries were used for this measure. The current 5-year average of roadside fatalities and serious injuries (2018-2022) is 2.4.



Performance Target Justification

North Dakota's target for the number of roadside fatalities and serious injuries is based on five-year averages. A review of recent crash data shows the number of roadside fatalities and serious injuries has been decreasing. The current 5-year average of roadside fatalities and serious injuries (2018-2022) is 2.4. Small numbers overall make progress in this measure difficult so a conservative target of maintaining current averages was set.

COUNTERMEASURE STRATEGY FOR PROGRAMMING FUNDS

Program Area: Community Traffic Safety Program

Description of Highway Safety Problems

Emphasis areas addressed through Community Traffic Safety Programs (CTSPs) include those that aren't addressed through a specific priority emphasis area such as occupant protection, impaired driving, or speed.

CTSP emphasis areas include lane departure crashes, vulnerable road users (pedestrians, bicyclists, ATVs), Native Americans, older drivers, and commercial/heavy vehicle crashes.

These emphasis areas have accounted for the following percent of total fatalities and serious injuries over the past five years (2018-2022).

Lane Departures – 52-57%/year
Older Drivers – 30-36%/year
Pedestrians – 4-6%/year
Bicyclists – 2%/year
Commercial/Heavy Vehicles – 11-17%/year

There are about 3-7 fatalities related to ATV roadway crashes each year. And Native Americans in North Dakota accounted for 73 of 534 (14%) motor vehicle crash fatalities from 2016-2020. And 49 of 473 (10%) of fatal crashes from 2017-2021 occurred on North Dakota reservation lands. (Source: NHTSA National Center for Statistics and Analysis [NCSA] Data, most recent data available)

Refer to the Problem Identification portion of this triennial HSP for a full description of the highway safety problems associated with these emphasis areas.

Performance Targets

Identified strategies work to positively impact the following performance measures.

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-1) Number of traffic fatalities (FARS)	99.2	95.8	95.8	95.8
C-2) Number of serious injuries in traffic crashes (State crash data files)	397.1	398.1	398.1	398.1
C-3) Fatalities/VMT (FARS, FHWA)	1.080	1.053	1.053	1.053
C-10) Number of pedestrian fatalities (FARS)	6.7	6.9	6.9	6.9
C-11) Number of bicyclists fatalities (FARS)	1.6	1.4	1.4	1.4

Countermeasure Strategies

Reduce crashes resulting in fatality and serious injury for other areas of emphasis in the SHSP/Vision Zero Plan through strategies including communications, outreach, training/technical assistance, and data/evaluation.

(1) Strategy: Communications

Countermeasures	Media Campaigns for topic including commercial motor vehicle safety, Native American populations, lane departure crashes, Vision Zero Highway Safety Corridors, positive community norms, and vulnerable road users
Justification	Countermeasure that Work, 2020 (5.2. Mass Media Campaigns 3 ★)
	Uniform Guidelines for State Highway Safety Programs
3-Year Funding Amount	$705,000 BIL NHTSA 402
Considerations	Traffic safety data, impacted locations, affected communities, market research and campaign results, survey data
Uniform Guidelines Reference	Multiple Uniform Guidelines call for a Communication Program that should include a variety of media, including mass media, to achieve broad reach and saturation of the campaign message and information.

(2) Strategy: Outreach

Countermeasures	Vision Zero Outreach Coordinators and Outreach Activities
Justification	Uniform Guidelines for State Highway Safety Programs
3-Year Funding Amount	$3,360,000 BIL NHTSA 402
Considerations	Traffic safety data, impacted locations, affected communities, survey data, public engagement, partnerships
Uniform Guidelines Reference	Multiple Uniform Guidelines call for an Outreach Program that includes community-based programs to reach diverse populations, develop

	partnerships to advance program capacity, and achieve broad distribution of information and education.

Countermeasures	Vision Zero Schools
3-Year Funding Amount	$300,000 STATE FUNDS

Countermeasures	Safe Kids Grand Forks – Child Passenger, Bicycle and Pedestrian Safety Education and Outreach
3-Year Funding Amount	$240,000 STATE FUNDS

(3) Strategy: Training/Technical Assistance

Countermeasures	Vision Zero Partner Conference and Events Coordination
3-Year Funding Amount	$450,000 STATE FUNDS

(4) Strategy: Data/Evaluation

Countermeasures	Program Development and Evaluation
Justification	Uniform Guidelines for State Highway Safety Programs
3-Year Funding Amount	$450,000 BIL NHTSA 402
Considerations	Traffic safety data, program data, survey data, public engagement
Uniform Guidelines Reference	Multiple Uniform Guidelines call for Data and Program Evaluation for problem identification, program planning, development, and evaluation. This strategy will inform and guide programs and progress.

Program Area: Distracted Driving

Description of Highway Safety Problems

The NDDOT Highway Safety Division annual KABB survey shows that a substantial portion (about 50-80%) of drivers admit to texting and/or talking on a cell phone while driving.

Refer to the Problem Identification portion of this triennial HSP for a full description of the highway safety problems associated with distracted driving.

Performance Targets

Identified strategies work to positively impact the following performance measures.

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-1) Number of traffic fatalities (FARS)	99.2	95.8	95.8	95.8
C-2) Number of serious injuries in traffic crashes (State crash data files)	397.1	398.1	398.1	398.1
C-3) Fatalities/VMT (FARS, FHWA)	1.080	1.053	1.053	1.053
A-6 - Distracted driving citations - statewide - all DD citations (DOT Data)	1,000	970	975	980

Countermeasure Strategies

Reduce distracted driving crashes resulting in fatality and serious injury through strategies including communications and high visibility enforcement.

(1) Strategy: Communications

Countermeasures	Media Campaign
Justification	Countermeasure that Work, 2020 (Communications and Outreach on Distracted Driving 1 ★)
	This strategy will increase public perception of enforcement risk. KABB Survey Data, 2022 – What do you think the chance is of getting a ticket for distracted driving? (% very likely, likely, and somewhat likely) = 67%
	Uniform Guidelines for State Highway Safety Programs
3-Year Funding Amount	$690,000 BIL Comprehensive Distracted Driving
Considerations	Traffic safety data, impacted locations, affected communities, market research and campaign results, survey data
	Law enforcement proposals are solicited annually

Uniform Guidelines Reference	Multiple Uniform Guidelines call for a Communication Program that should include a variety of media, including mass media, to achieve broad reach and saturation of the campaign message and information.

(2) Strategy: High Visibility Enforcement

Countermeasures	Saturation Patrols
Justification	Countermeasure that Work, 2020 (1.3 High-Visibility Cell Phone/Text Messaging Enforcement 4 ★)
	This strategy will increase public perception of enforcement risk. KABB Survey Data, 2022 – What do you think the chance is of getting a ticket for distracted driving? (% very likely, likely, and somewhat likely) = 67%
3-Year Funding Amount	$300,000 BIL NHTSA 402
Considerations	Traffic safety data, impacted locations, annual law enforcement proposal solicitation
Uniform Guidelines Reference	Multiple Uniform Guidelines call for Enforcement Programs that provide frequent, highly visible, well publicized, coordinated and data driven enforcement to deter problem driving behaviors.

Program Area: Impaired Driving (Drug and Alcohol)

Description of Highway Safety Problems

Alcohol- and drug- related crashes have accounted for 28-32%/year of total fatalities and serious injuries over the past five years (2018-2022).

Refer to the Problem Identification portion of this triennial HSP for a full description of the highway safety problems associated with impaired driving.

Performance Targets

Identified strategies work to positively impact the following performance measures.

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-1) Number of traffic fatalities (FARS)	99.2	95.8	95.8	95.8
C-2) Number of serious injuries in traffic crashes (State crash data files)	397.1	398.1	398.1	398.1
C-3) Fatalities/VMT (FARS, FHWA)	1.080	1.053	1.053	1.053
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	31.8	32.8	32.4	32.0
A-7 – Drug-impaired driving – statewide – all State Toxicology data	380	330	335	340

Countermeasure Strategies

Reduce impaired driving crashes resulting in fatality and serious injury through strategies including communications, high visibility enforcement, training/technical assistance, and data/evaluation.

(1) Strategy: Communications

Countermeasures	Media Campaigns for Impaired Driving and Underage Drinking Prevention
Justification	Countermeasure that Work, 2020 (5.2 Mass Media Campaigns 3 ★)
3-Year Funding Amount	$450,000 BIL NHTSA 402
	$2,350,000 BIL 405d Impaired Driving Mid
	$780,000 BIL 164 Transfer
	$900,000 STATE FUNDS
Considerations	Traffic safety data, impacted locations, affected communities, market research and campaign results, survey data

Uniform Guidelines Reference	The Uniform Guidelines for Impaired Driving (#8) calls for publicizing high visibility enforcement and assuring a comprehensive Communication Program to include a variety of media, including mass media, to achieve broad reach and saturation of the campaign message and information.

(2) Strategy: High Visibility Enforcement

Countermeasures	Saturation Patrols and DUI Checkpoints
Justification	Countermeasure that Work, 2020 (2.1 Publicized Sobriety Checkpoints 5 ★ and 2.2 High-Visibility Saturation Patrols 4 ★)
3-Year Funding Amount	$1,550,000 BIL 164 Transfer
	$5,000 BIL 405d Impaired Driving Mid
Considerations	Traffic safety data, impacted locations, annual law enforcement proposal solicitation
	Law enforcement proposals are solicited annually
Uniform Guidelines Reference	The Uniform Guidelines for Impaired Driving (#8) calls for an Enforcement Program that provides frequent, highly visible, well publicized, coordinated and data driven enforcement to deter impaired driving.

(3) Strategy: Training/Technical Assistance

Countermeasures	DUI Enforcement Training (Law Enforcement Training, Traffic Safety Resource Prosecutor, Judicial Outreach Liaison)
Justification	Uniform Guidelines for State Highway Safety Programs
3-Year Funding Amount	$900,000 BIL 405d Impaired Driving Mid
	$600,000 BIL 164 Transfer
Considerations	Traffic safety data, program data, law enforcement data, toxicology data, affected communities, partnerships
Uniform Guidelines Reference	The Uniform Guidelines for Prosecutor Training (#12) calls for training of court personnel to assure appropriate arrest, prosecution, and adjudication of DUI offenses. This demonstrates statewide commitment to DUI prevention and advances public perception that impaired driving is not tolerated.

(4) Strategy: Data/Evaluation

Countermeasures	Program Development and Evaluation
Justification	Uniform Guidelines for State Highway Safety Programs
3-Year Funding Amount	$500,000 BIL 405d Impaired Driving Mid
Considerations	Traffic safety data, program data, survey data, public engagement
Uniform Guidelines Reference	The Uniform Guidelines for Impaired Driving (#8) calls for Program Evaluation and Data for problem identification, program planning, development, and evaluation. This strategy will inform and guide programs and progress.

Countermeasures	Data Collection – DUI Specimen Collection, Testing and Support
Justification	Uniform Guidelines for State Highway Safety Programs

3-Year Funding Amount	$1,000,000 BIL 405d Impaired Driving Mid
	$150,000 BIL 405d 24-7 Sobriety
Considerations	Traffic safety data, program data, law enforcement data, toxicology data
Uniform Guidelines Reference	The Uniform Guidelines for Impaired Driving (#8) calls for Program Evaluation and Data for problem identification, program planning, development, and evaluation. This strategy will inform and guide programs and progress.

Program Area: Motorcycle Safety

Description of Highway Safety Problems

Motorcycle crashes have accounted for 13-17%/year of total fatalities and serious injuries over the past five years (2018-2022).

Refer to the Problem Identification portion of this triennial HSP for a full description of the highway safety problems associated with motorcycles.

Performance Targets

Identified strategies work to positively impact the following performance measures.

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-1) Number of traffic fatalities (FARS)	99.2	95.8	95.8	95.8
C-2) Number of serious injuries in traffic crashes (State crash data files)	397.1	398.1	398.1	398.1
C-7) Number of motorcyclist fatalities (FARS)	12.7	14.5	14.5	14.5
C-8) Number of un-helmeted motorcyclist fatalities (FARS)	9.2	10.1	10.1	10.1

Countermeasure Strategies

Reduce motorcyclist crashes resulting in fatality and serious injury through strategies including communications and training/technical assistance.

(1) Strategy: Communications

Countermeasures	Media Campaign (Driver Awareness/Share the Road)
Justification	Countermeasure that Work, 2020 (4.2 Motorist Awareness of Motorcyclists 1 ★)
	Uniform Guidelines for State Highway Safety Programs
3-Year Funding Amount	$180,000 BIL 405f Motorcycle Programs
Considerations	Traffic safety data, impacted locations, affected communities, market research and campaign results, survey data
Uniform Guidelines Reference	The Uniform Guidelines for Motorcycle Safety (#3) calls for a Communication Program that should include a variety of media, including mass media, to achieve broad reach and saturation of the campaign message and information.

Countermeasures	Media Campaign (Motorcyclist Awareness)
3-Year Funding Amount	$225,000 STATE FUNDS

Strategy: Training/Technical Assistance

Countermeasures	North Dakota Motorcycle Safety Program (Rider Education)
3-Year Funding Amount	$1,500,000 STATE FUNDS

Program Area: Occupant Protection (Adult and Child Passenger Safety)

Description of Highway Safety Problems

Unbelted vehicle occupants accounted for 28-36%/year of total fatalities and serious injuries over the past five years (2018-2022).

Refer to the Problem Identification portion of this triennial HSP for a full description of the highway safety problems associated with unbelted vehicle occupant crashes.

Performance Targets

Identified strategies work to positively impact the following performance measures.

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-1) Number of traffic fatalities (FARS)	99.2	95.8	95.8	95.8
C-2) Number of serious injuries in traffic crashes (State crash data files)	397.1	398.1	398.1	398.1
C-3) Fatalities/VMT (FARS, FHWA)	1.080	1.053	1.053	1.053
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	36.1	38.2	38.0	37.8
A-5 - Core Activity – Number of car seat check-ups offered	71	82	100	100

Countermeasure Strategies

Reduce unrestrained motorist fatalities and serious injuries through strategies including communications, outreach, high visibility enforcement, training/technical assistance, and data/evaluation.

(1) Strategy: Communications

Countermeasures	Media Campaigns
Justification	Countermeasure that Work, 2020 (3.1 Communications and Outreach Supporting Enforcement 5 ★)
	This strategy will increase public perception of enforcement risk. KABB Survey Data, 2022 –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) = 69%

3-Year Funding Amount	$1,380,000 BIL 405b OP Low
Considerations	Traffic safety data, impacted locations, affected communities, market research and campaign results, survey data
Uniform Guidelines Reference	The Uniform Guidelines for Impaired Driving (#20) calls for a Communication Program that should include a variety of media, including mass media, to achieve broad reach and saturation of the campaign message and information.

(2) Strategy: Outreach

Countermeasures	Child Passenger Safety Program Administration, Car Seat Distribution and Heat Stroke Prevention
Justification	Uniform Guidelines for State Highway Safety Programs
	2 CFR 1300.13(d) requires the use of a portion of 402 BIL NHTSA for a program to educate about the risks of unattended passengers in a motor vehicle
3-Year Funding Amount	$840,000 BIL NHTSA 402
Considerations	Traffic safety data, impacted locations, affected communities, public engagement, partnerships, stakeholder involvement
Uniform Guidelines Reference	The Uniform Guidelines for Impaired Driving (#20) calls for a comprehensive Occupant Protection for Children Program and an Outreach Program that includes community-based programs to reach relevant populations, develop partnerships to advance program capacity, and achieve broad distribution of information and education about appropriate child passenger safety topics.

(3) Strategy: High Visibility Enforcement

Countermeasures	Saturation Patrols
Justification	Countermeasure that Work, 2020 (2.1 Short Term, High-Visibility Seat Belt Law Enforcement 5 ★)
	Increase public perception of enforcement risk – KABB Survey Data, 2022 – 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) = 69%
3-Year Funding Amount	$800,000 BIL NHTSA 402
Considerations	Traffic safety data, impacted locations, annual law enforcement proposal solicitation
	Law enforcement proposals are solicited annually
Uniform Guidelines Reference	The Uniform Guidelines for Impaired Driving (#20) calls for an Enforcement Program that provides frequent, highly visible, well publicized, coordinated and data driven enforcement to increase the use of seat belts and child passenger safety devices by adults and children.

(4) Strategy: Data/Evaluation

Countermeasures	Data Collection – Observational Adult Seat Belt and Child Passenger Safety Surveys

Justification	Uniform Guidelines for State Highway Safety Programs
3-Year Funding Amount	$540,000 BIL NHTSA 402
Considerations	Traffic safety data, program data, survey data, public engagement
Uniform Guidelines Reference	The Uniform Guidelines for Impaired Driving (#20) calls for Data and Program Evaluation for problem identification, program planning, development, and evaluation. This strategy will inform and guide programs and progress.

Program Area: Police Traffic Services

Description of Highway Safety Problems

The Police Traffic Services program area exists to support traffic safety law enforcement program success.

Performance Targets

Identified strategies work to positively impact the following performance measures.

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-1) Number of traffic fatalities (FARS)	99.2	95.8	95.8	95.8
C-2) Number of serious injuries in traffic crashes (State crash data files)	397.1	398.1	398.1	398.1
C-3) Fatalities/VMT (FARS, FHWA)	1.080	1.053	1.053	1.053

Countermeasure Strategies

Reduce crashes resulting in fatality and serious injury through strategies including training/technical assistance and data/evaluation.

(1) Strategy: Training/Technical Assistance

Countermeasures	Law Enforcement Training and DRE/SFST Coordinator and Training Support
Justification	Uniform Guidelines for State Highway Safety Programs
3-Year Funding Amount	$585,000 BIL NHTSA 402
Considerations	Traffic safety data, program data, law enforcement data, toxicology data, affected communities, partnerships
Uniform Guidelines Reference	The Uniform Guidelines for Prosecutor Training (#12) calls for training of court personnel to assure appropriate arrest, prosecution, and adjudication of DUI offenses. This demonstrates statewide commitment to DUI prevention and advances public perception that impaired driving is not tolerated.

(2) Strategy: Data/Evaluation

Countermeasures	Law Enforcement Web Reporting (LEWR) System
Justification	Uniform Guidelines for State Highway Safety Programs
3-Year Funding Amount	$105,000 BIL NHTSA 402
Considerations	Traffic safety data, program data
Uniform Guidelines Reference	Multiple Uniform Guidelines call for Data and Program Evaluation for problem identification, program planning, development, and evaluation. This strategy will inform and guide programs and progress.

Program Area: Speed Management

Description of Highway Safety Problems

Speed/aggressive driving crashes have accounted for 36-44%/year of total fatalities and serious injuries over the past five years (2018-2022).

Refer to the Problem Identification portion of this triennial HSP for a full description of the highway safety problems associated with speeding.

Performance Targets

Identified strategies work to positively impact the following performance measures.

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-1) Number of traffic fatalities (FARS)	99.2	95.8	95.8	95.8
C-2) Number of serious injuries in traffic crashes (State crash data files)	397.1	398.1	398.1	398.1
C-3) Fatalities/VMT (FARS, FHWA)	1.080	1.053	1.053	1.053
C-6) Number of speeding-related fatalities (FARS)	28.0	30.5	30.3	30.1

Countermeasure Strategies

Reduce speed-related crashes resulting in fatality and serious injury through strategies including communications and high visibility enforcement.

(1) Strategy: Communications

Countermeasures	Media Campaign
Justification	Countermeasure that Work, 2020 (4.1 Communications and Outreach Supporting Enforcement 3 ★)
	Uniform Guidelines for State Highway Safety Programs
3-Year Funding Amount	$500,000 BIL NHTSA 402
Considerations	Traffic safety data, impacted locations, affected communities, market research and campaign results, survey data
Uniform Guidelines Reference	The Uniform Guidelines for Speed Management (#19) calls for a Communication Program that should include a variety of media, including mass media, to achieve broad reach and saturation of the campaign message and information.

(2) Strategy: High Visibility Enforcement

Countermeasures	Saturation Patrols
Justification	Countermeasure that Work, 2020 (2.2 High-Visibility Enforcement 2 ★) Uniform Guidelines for State Highway Safety Programs
	Uniform Guidelines for State Highway Safety Programs support enforcement
	This strategy will increase public perception of risk. KABB Survey Data, 2022 – What do you think the chance is of getting a ticket if you drive over the speed limit? (% very likely, likely, and somewhat likely) = 91%
3-Year Funding Amount	$1,100,000 BIL NHTSA 402
Considerations	Traffic safety data, impacted locations, affected communities, market research and campaign results, survey data
	Law enforcement proposals are solicited annually
Uniform Guidelines Reference	The Uniform Guidelines for Speed Management (#19) calls for an Enforcement Programs that provides frequent, highly visible, well publicized, coordinated and data-driven enforcement to deter speeding.

Program Area: Traffic Records

Description of Highway Safety Problems

Traffic Records projects support accurate, timely, complete, uniform, accessible, and integrated data for use in problem identification and selection, implementation, and evaluation of evidence-based projects.

Performance Targets

Identified strategies work to positively impact the following performance measures.

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-1) Number of traffic fatalities (FARS)	99.2	95.8	95.8	95.8
C-2) Number of serious injuries in traffic crashes (State crash data files)	397.1	398.1	398.1	398.1
C-3) Fatalities/VMT (FARS, FHWA)	1.080	1.053	1.053	1.053
A4: Percentage of traffic citations electronically submitted	96.1	96.6	97.1	97.6

Countermeasure Strategies

Support crash data collection, analysis, and program evaluation.

(1) Strategy: Data/Evaluation

Countermeasures	Electronic Crash Reporting Software and Systems Support
Justification	Uniform Guidelines for State Highway Safety Programs
3-Year Funding Amount	$1,740,000 BIL 405c Data Program
	$100,000 STATE FUNDS
Considerations	Traffic safety data, program data, survey data, Traffic Records Coordinating Committee
Uniform Guidelines Reference	Multiple Uniform Guidelines call for Data and Program Evaluation for problem identification, program planning, development, and evaluation. This strategy will inform and guide programs and progress.

Program Area: Young Drivers

Description of Highway Safety Problems

Young driver crashes have accounted for 12-20%/year of total fatalities and serious injuries over the past five years (2018-2022).

Refer to the Problem Identification portion of this triennial HSP for a full description of the highway safety problems associated with young drivers.

Performance Targets

Identified strategies work to positively impact the following performance measures.

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-1) Number of traffic fatalities (FARS)	99.2	95.8	95.8	95.8
C-2) Number of serious injuries in traffic crashes (State crash data files)	397.1	398.1	398.1	398.1
C-3) Fatalities/VMT (FARS, FHWA)	1.080	1.053	1.053	1.053
C-9) Number of drivers aged 20 or younger involved in fatal crashes (FARS)	13.0	13.8	13.7	13.6

Countermeasure Strategies

Reduce young driver crashes resulting in fatality and serious injury through strategies including outreach, training/technical assistance, and data/evaluation.

(1) Strategy: Outreach

Countermeasures	Alive at 25 Defensive Driving Program
Justification	Alive at 25 is an evidence-based program developed by the National Safety Council that helps young drivers to develop decision-making skills along with a heightened awareness about the civil, criminal, and emotional consequences of their driving behaviors.
3-Year Funding Amount	$195,000 BIL NHTSA 402
Considerations	Traffic safety data, impacted locations, affected communities, public engagement, partnerships, stakeholder involvement
Uniform Guidelines Reference	The Uniform Guidelines for Young Drivers (#4) calls for comprehensive Driver Education and Training that addresses safe driver and passenger behaviors and risk prevention.

Countermeasures	Vision Zero Driving Skills for Success
3-Year Funding Amount	$120,000 STATE FUNDS

(2) Strategy: Training/Technical Assistance

Countermeasures	Driver Education Curriculum and Support
Justification	Uniform Guidelines for State Highway Safety Programs
3-Year Funding Amount	$260,000 BIL NHTSA 402
Considerations	Traffic safety data, program data, law enforcement data, toxicology data, affected communities, partnerships
Uniform Guidelines Reference	The Uniform Guidelines for Young Drivers (#4) calls for comprehensive Driver Education and Training that addresses safe driver and passenger behaviors and risk prevention.

(3) Strategy: Data/Evaluation

Countermeasures	Program Development and Evaluation
Justification	Uniform Guidelines for State Highway Safety Programs
3-Year Funding Amount	$225,000 BIL NHTSA 402
Considerations	Traffic safety data, program data, survey data, public engagement
Uniform Guidelines Reference	The Uniform Guidelines for Young Drivers (#4) calls for Data and Program Evaluation for problem identification, program planning, development, and evaluation. This strategy will inform and guide programs and progress.

Program Area: Emergency Medical Services

Countermeasure Strategies

Increase EMS response to traffic crashes through training/technical assistance.

(1) Strategy: Training/Technical Assistance

Countermeasures	Traffic Incident Management (TIM) Training
3-Year Funding Amount	$600,000 STATE FUNDS

Program Area: Roadside Deaths

Description of Highway Safety Problems

Roadside crash fatalities and serious injuries have decreased over the past ten years from a five-year rolling average of 4.6 (2013-2017) to 2.4 (2018-2022).

Performance Targets

Identified strategies work to positively impact the following performance measures.

Performance Target	Current Target 2019-2023	Target Value 2020-2024	Target Value 2021-2025	Target Value 2022-2026
C-1) Number of traffic fatalities (FARS)	99.2	95.8	95.8	95.8
C-2) Number of serious injuries in traffic crashes (State crash data files)	397.1	398.1	398.1	398.1
C-3) Fatalities/VMT (FARS, FHWA)	1.080	1.053	1.053	1.053
A-8 – Roadside Deaths – Number of roadside fatalities and serious injuries – State crash data files	2.4	2.4	2.4	2.4

Countermeasure Strategies

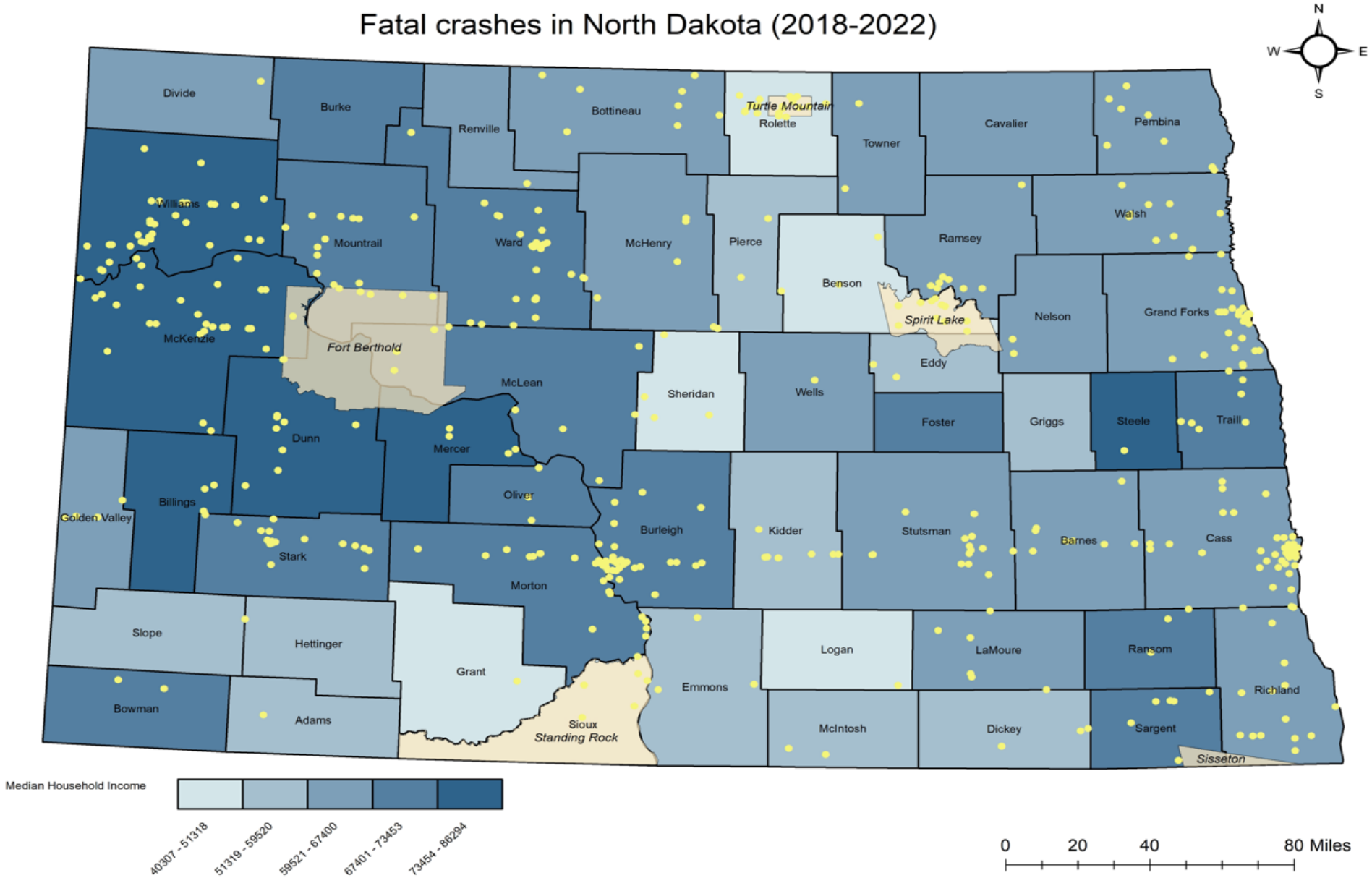
Reduce roadside crashes resulting in fatality and serious injury through communications.

(1) Strategy: Communications

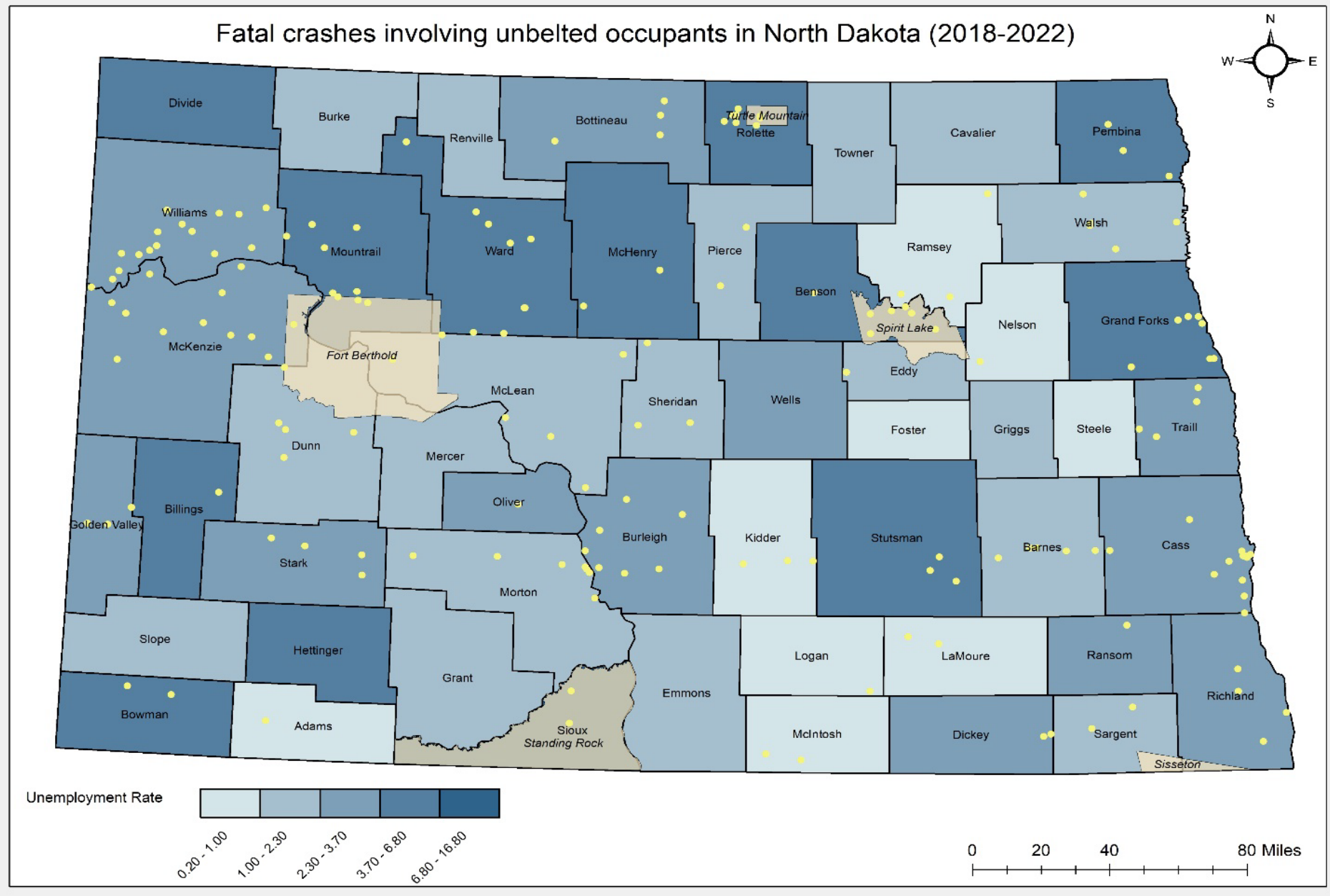
Countermeasures	Media Campaign (Move Over Law)
Justification	Countermeasure that Work, 2020 (5.2 Mass Media Campaigns 3 ★)
	Uniform Guidelines for State Highway Safety Programs
3-Year Funding Amount	$130,000 BIL 405h Preventing Roadside Deaths 24-26
Considerations	This is a strategy within the SHSP/Vision Zero Plan which was developed with stakeholder input.
Uniform Guidelines Reference	Multiple Uniform Guidelines call for a Communication Program that should include a variety of media, including mass media, to achieve broad reach and saturation of the campaign message and information.

The source for all crash data is NDDOT. Socioeconomic data for the maps in this attachment is from the 2023 County Health Rank provided by Population Health Institute of University of Wisconsin-Madison.

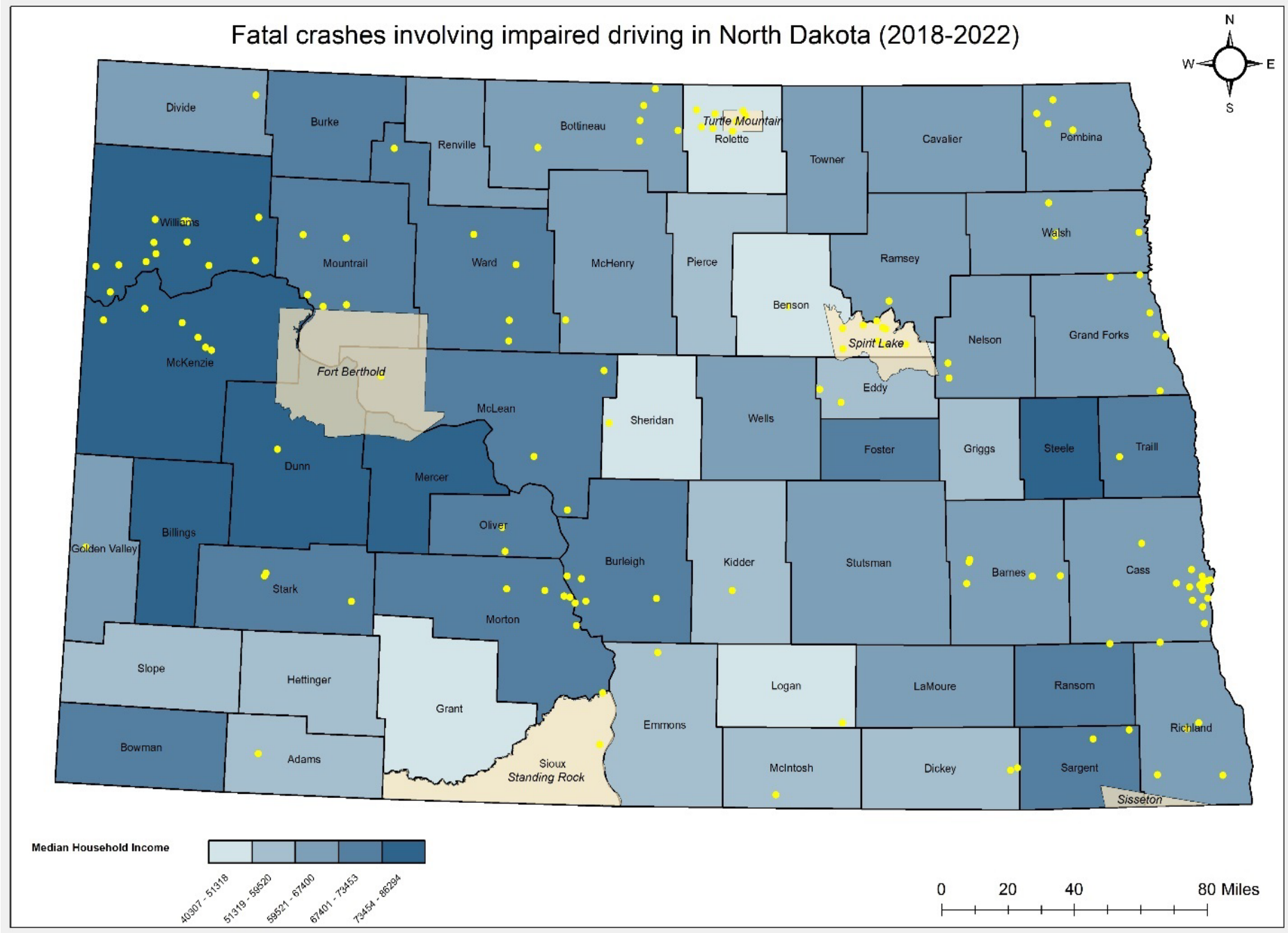
Attachment 1 -- Figure 2



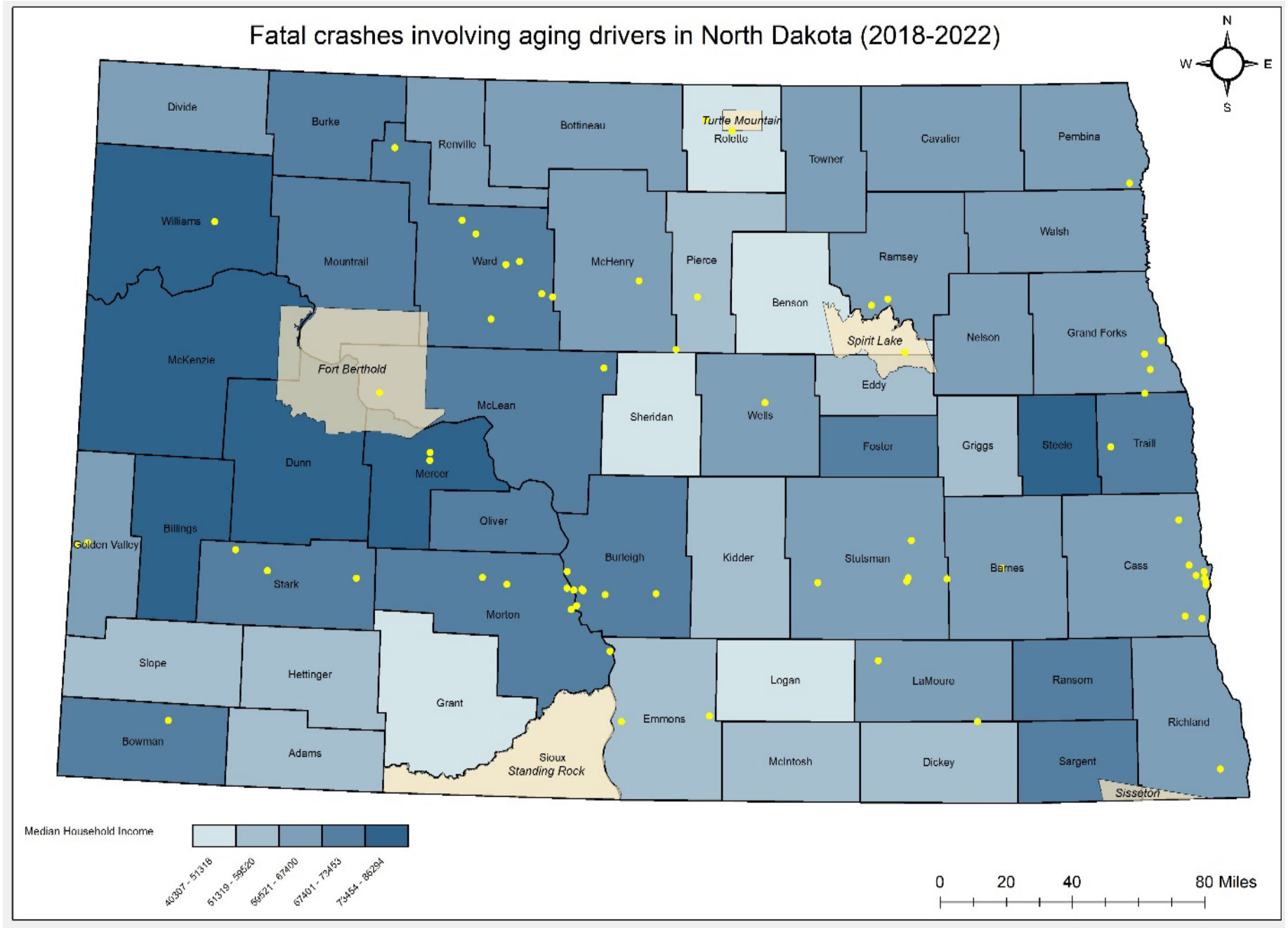
Attachment 1 -- Figure 2



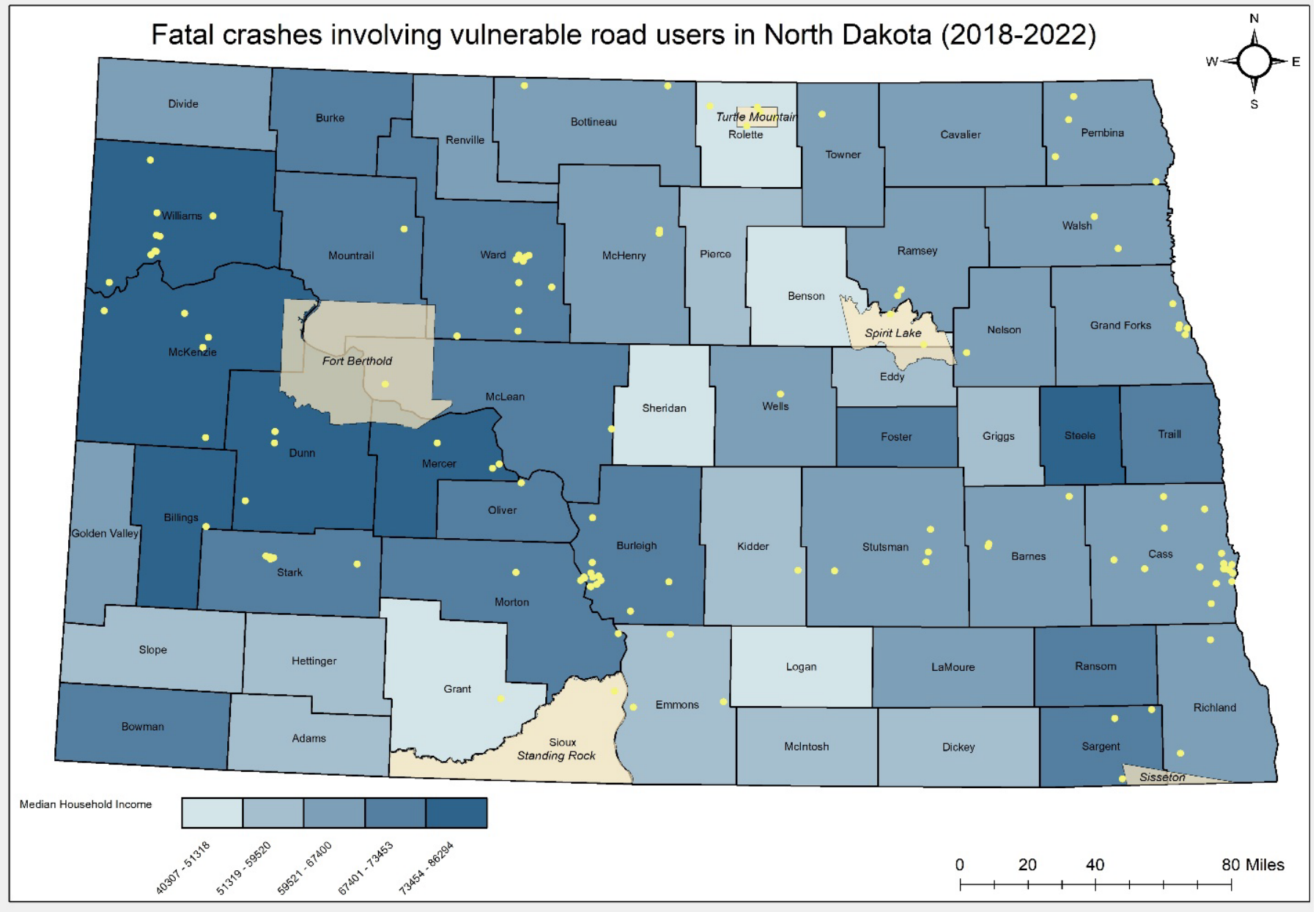
Attachment 1 -- Figure 3



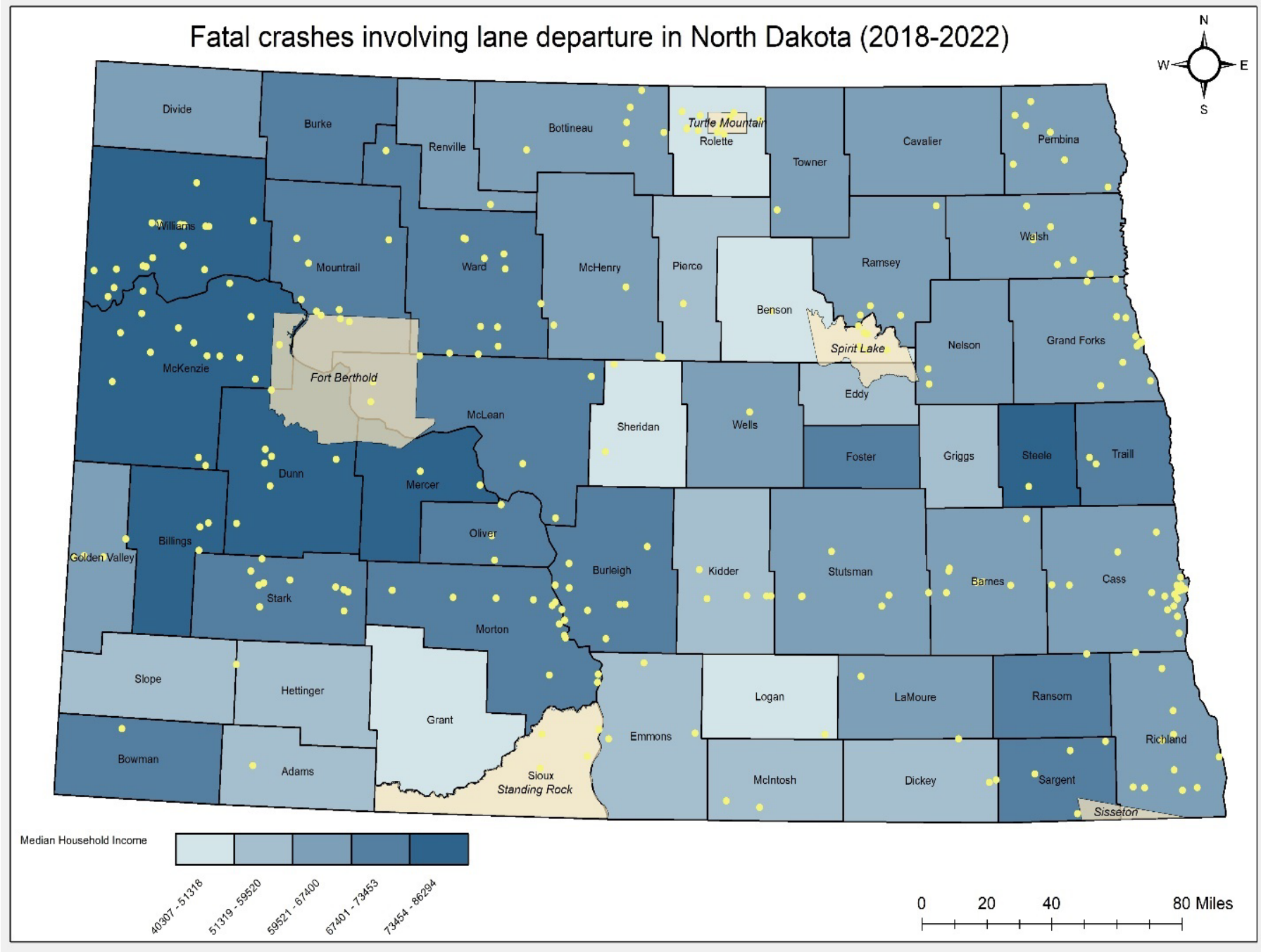
Attachment 1 -- Figure 4



Attachment 1 -- Figure 5



Attachment 1 -- Figure 6



Attachment 1 -- Figure 7