



NORTH DAKOTA
2023
HIGHWAY SAFETY PLAN
ANNUAL REPORT

Prepared by

**NORTH DAKOTA DEPARTMENT OF
TRANSPORTATION**

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Executive Summary

Over the past five years (2018-2022), North Dakota experienced a 6.7% reduction in motor vehicle crash fatalities. There were 98 crash fatalities reported in 2022 – the lowest number of crash fatalities in North Dakota in about 20 years.

This reduction can be attributed to North Dakota's continued commitment to highway safety in federal fiscal year (FFY) 2023 through Vision Zero – North Dakota's statewide initiative to reduce motor vehicle crash fatalities and serious injuries to zero.

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

The North Dakota Department of Transportation's (NDDOT) Highway Safety Division is responsible to coordinate the Vision Zero initiative. The Highway Safety Division receives federal funds through the National Highway Traffic Safety Administration (NHTSA) to develop and implement a Triennial Highway Safety Plan (THSP) that identifies the behavioral traffic safety problems such as lack of seat belt use, impaired driving, speed, distracted driving, etc., that result in the greatest number of motor vehicle crash fatalities and serious injuries. Then, the Highway Safety Division submits an Annual Grant Application (AGA) that identifies strategies, projects, activities and resources to address the problems. Grant funds are awarded to eligible entities to complete projects and/or activities within the AGA.

The behavioral traffic safety problems and strategies identified within the THSP and AGA are consistent with the state's SHSP/Vision Zero Plan. In FFY 2023, the Highway Safety Division coordinated the update to the SHSP/Vision Zero Plan which will guide Vision Zero efforts in North Dakota for the next five years (2024-2028).

This Annual Report is an account of previous FFY activity and progress toward achieving the safety goals set forth in the FFY 2023 THSP.

Progress Toward FFY 2023 Performance Targets

The FFY 2023 North Dakota HSP included performance measures and targets to be achieved through projects and activities conducted to address motor vehicle crash problems.

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

North Dakota is on target to meet 1 of 12 identified core performance and behavior targets for FFY 2023. See the attachment titled, Assessment of Results in Achieving Performance Targets for FFY 23 and FFY 22, for results.

A1-A3 Core Activity Performance Measures

Activity Measures	2018	2019*	2020	2021	2022
A-1) Seat Belt Citations	3,243	1,341	2,742	2,673	2,513
A-2) Impaired Driving Citations	400	253	480	471	486
A-3) Speeding Citations	4,141	3,713	5,828	6,545	3,152**

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

**There were fewer speed citations in FFY 2022 due to a severe spring blizzard.

Adjustments to Achieve Progress

North Dakota is on target to meet 1 of 12 identified core performance and behavior targets for FFY 2023. The following target is on track to be met.

C-3) Fatalities/VMT

The following core targets are not on track to be met based on current year reporting.

Core Targets

C-1) Number of Traffic Fatalities

C-2) Number of Serious Injuries in Traffic Crashes

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

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

C-6) Number of Speed-Related Fatalities

C-7) Number of Motorcyclist Fatalities

C-8) Number of Unhelmeted Motorcyclist Fatalities

C-9) Number of Drivers Age 20 or Younger Involved in Fatal Crashes

C-10) Number of Pedestrian Fatalities

C-11) Number of Bicyclist Fatalities

B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants

Non-Core Targets

The following non-core targets are on track to be met based on current year reporting.

A-4) Percentage of Traffic Citations Electronically Submitted

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

A-6) Distracted Driving Citations

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

To better achieve progress toward identified targets, the NDDOT and Vision Zero partners updated the North Dakota SHSP/Vision Zero Plan in FFY 2023. The SHSP update includes:

- A consultative approach with multidisciplinary stakeholders.
- Strategic direction and coordination by the NDDOT.
- Data driven problem identification.
- A performance-based approach.

- Use of effective strategies (i.e., countermeasures).
- Strategy implementation processes.
- Evaluation processes.

The NDDOT and Vision Zero stakeholders also incorporated the Safe System approach into the SHSP/Vision Zero Plan. Safe Systems is a holistic approach to road safety that considers and addresses five factors: (1) safe road users, (2) safe vehicles, (3) safe speeds, (4) safe roads, and (5) post-crash care, to provide layers of protection for road users. The Safe System approach requires a supporting safety culture that places safety first and foremost in road system investment decisions. The stakeholder involvement structure has been revised to reflect the Safe System approach to plan/strategy implementation.

Priority Emphasis Area (PEA) Teams comprised of Vision Zero stakeholders continued to work actively toward strategy implementation activity. This strategy implementation will substantially advance progress toward safety performance targets.

- ***The Occupant Protection PEA was successful in passing a Primary Seat Belt Law (PBL) through the 2023 North Dakota Legislature. The PBL went into effect on August 1, 2023. This is a very significant success and will ultimately lead to increased seat belt use in North Dakota.***
- The Impaired Driving PEA is working toward data system improvements to track DUI offenses from arrest through adjudication to better inform DUI prevention programs; and continuing with an oral fluid testing pilot program to better identify the problem of drug-impaired driving in North Dakota through data collection. The NDDOT Highway Safety Division added the services of a Judicial Outreach Liaison who is actively working to build judicial and court system capacity for DUI prevention and recidivism reduction.
- The Speed/Aggressive Driving PEA is considering strategies that will more effectively deter speed and aggressive driving including legislative change related to fines for traffic violations. North Dakota fines are not substantial enough for a deterrent effect.

Priorities for North Dakota's Vision Zero initiative are to:

- Develop a transportation safety data system to allow for improved data quality, analytics, transparency, and data access by partners to better inform the SHSP/Vision Zero.
- Focus prevention efforts and resources to the priority emphasis areas that will most dramatically reduce overall crash fatalities and serious injuries.
- Identify, deploy, and evaluate strategies to move North Dakota toward zero deaths – the long-term goal within North Dakota's SHSP/Vision Zero Plan.
- Expand stakeholder involvement to elevate Vision Zero as a statewide priority.
- Establish a safety culture in North Dakota where deaths and injuries from vehicle crashes are recognized as preventable and no longer tolerated as acceptable.

State Attitudes Survey Results

The NDDOT Highway Safety Division completes a survey of North Dakota motorist knowledge, attitudes, behaviors and beliefs (KABB). The KABB survey is conducted annually and includes some of the questions identified in NHTSA's *Performance Measures for States and Federal Agencies* (DOT HS 811 025) and other state identified questions. Results of the KABB survey over the past five years, including the most recent 2022 results, are as follows. Fields with an asterisk indicate the question was not asked during the survey year.

Occupant Protection					
Survey Question	2018	2019	2020	2021	2022
How often do you use seat belts when you drive or ride in a vehicle? (Always)	78%	77%	77%	78%	82%
Have you recently read, seen, or heard anything about seat belt law enforcement? (% Yes)	72%	75%	79%	83%	*
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)	73%	73%	72%	68%	69%
To what extent do you favor (strongly favor, somewhat favor) a primary seat belt law?	62%	58%	61%	57%	59%

Impaired Driving					
Survey Question	2018	2019	2020	2021	2022
Have you recently read, seen, or heard anything about drunk driving enforcement? (% Yes)	88%	87%	89%	92%	*
Chance of someone getting arrested if they drive after drinking alcohol? (% very likely, likely, and somewhat likely)	93%	93%	92%	*	*
Chance of someone getting arrested if they drive while under the influence of alcohol or drugs? (% very likely, likely, and somewhat likely)	*	*	*	93%	95%
How often do you designate a sober driver? (Always, Nearly Always)	*	81%	83%	*	*
In the past 60 days, have you driven a motor vehicle within 2 hours after consuming 1-2 drinks? (Yes)	35%	35%	33%	29%	31%

Speed					
Survey Question	2018	2019	2020	2021	2022
On a road with a 75 mph speed limit, how often do you drive faster than 80 mph? (Always, Nearly Always)	9%	10%	10%	*	*

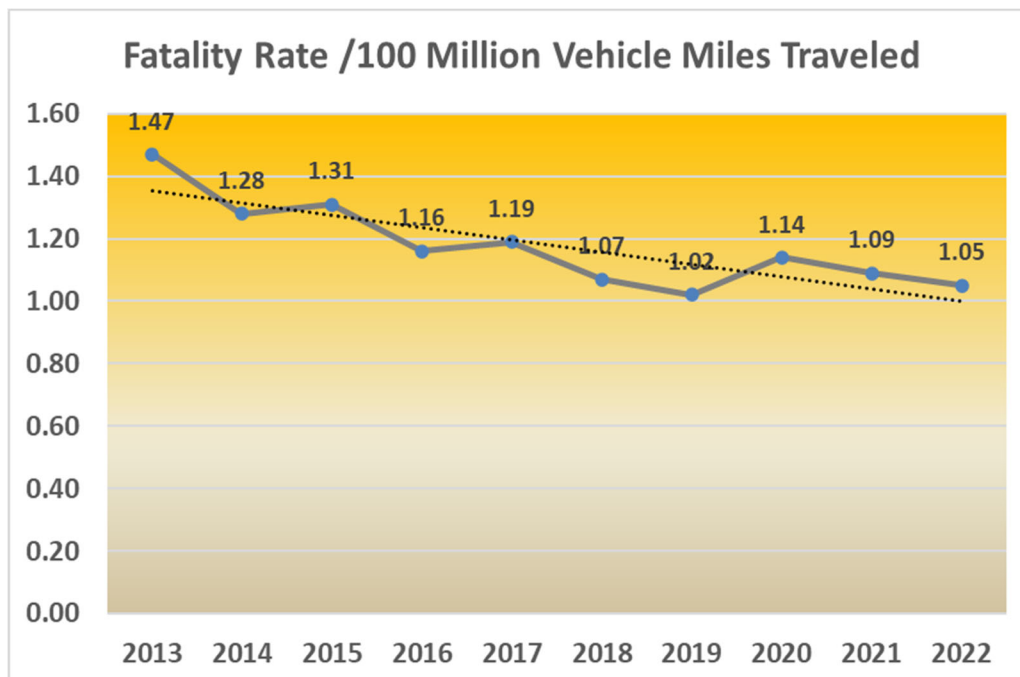
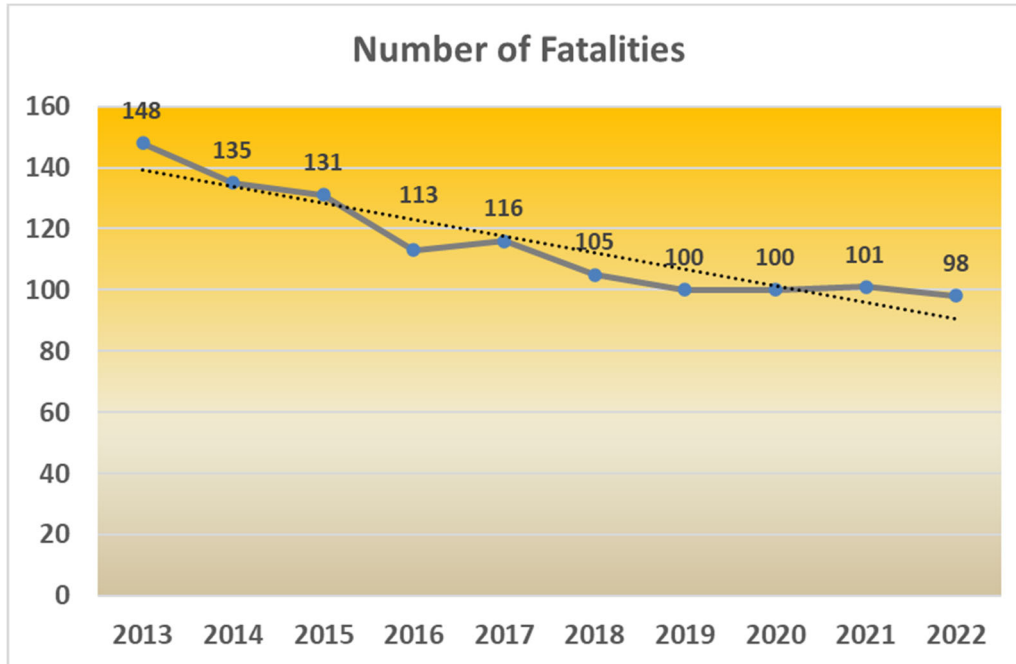
What do you think the chance is of getting a ticket if you drive over the speed limit? (% very likely, likely, and somewhat likely)	94%	95%	94%	94%	91%
Have you recently read, seen, or heard anything about speed enforcement? (% Yes)	36%	40%	38%	*	*
To what extent do you favor (strongly favor, somewhat favor) higher speed penalties?	36%	37%	37%	*	40%

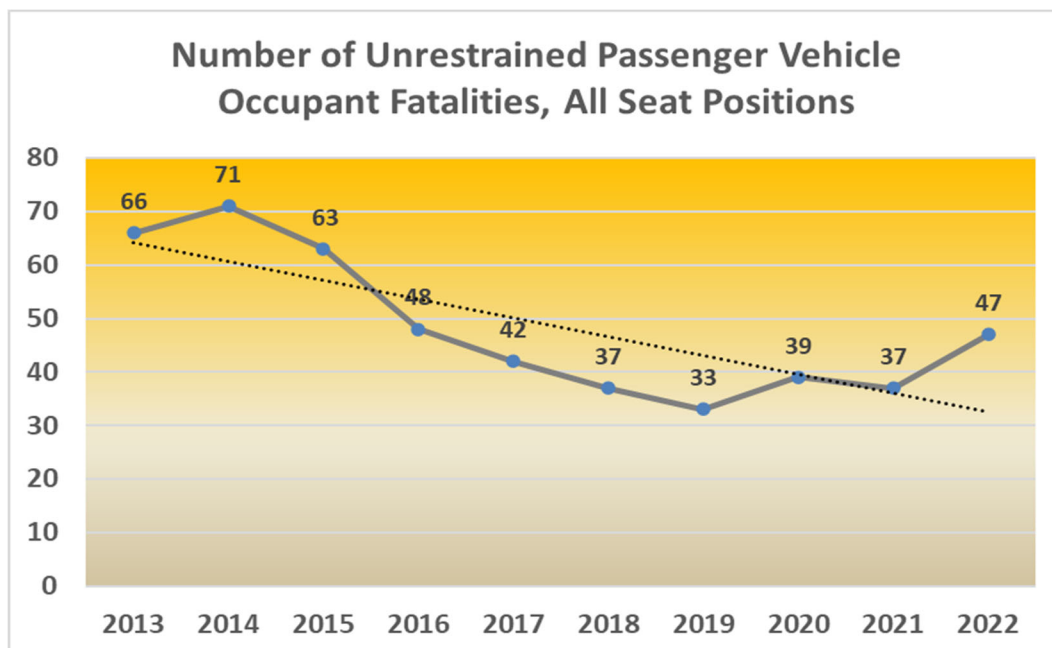
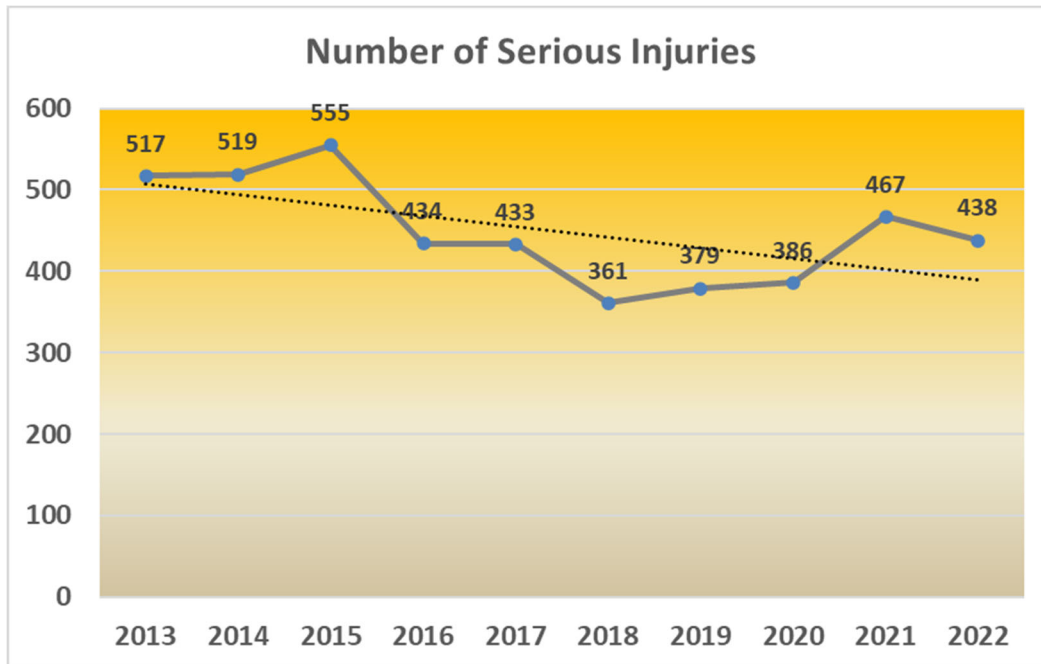
Distracted Driving					
Survey Question	2018	2019	2020	2021	2022
How often do you text message on a cell phone while driving a vehicle? (Never)	55%	47%	49%	*	*
How often do you talk on your cell phone while driving a vehicle? (Never)	19%	16%	18%	*	*
How likely are you to make/answer a phone call while driving? (% very likely, likely, and somewhat likely)	*	*	*	74%	77%
Have you recently read, seen, or heard anything about distracted driving? (% Yes)	66%	66%	66%	*	*
What do you think the chance is of getting a ticket for distracted driving? (% very likely, likely, and somewhat likely)	*	70%	70%	69%	67%
To what extent do you favor (strongly favor, somewhat favor) banning handheld cell phone use while driving?	*	56%	52%	52%	52%

Vision Zero					
Survey Question	2018	2019	2020	2021	2022
Have you recently read, seen or heard traffic safety messages related to Vision Zero?	*	38%	48%	*	*

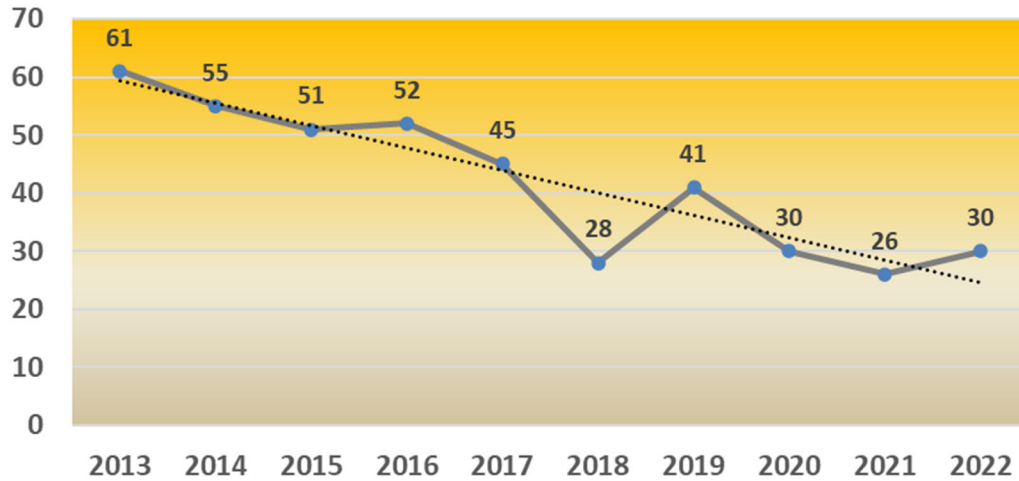
A Decade in Review: Motor Vehicle Fatalities, Serious Injuries and Crash Trends in North Dakota

Core Performance Measures

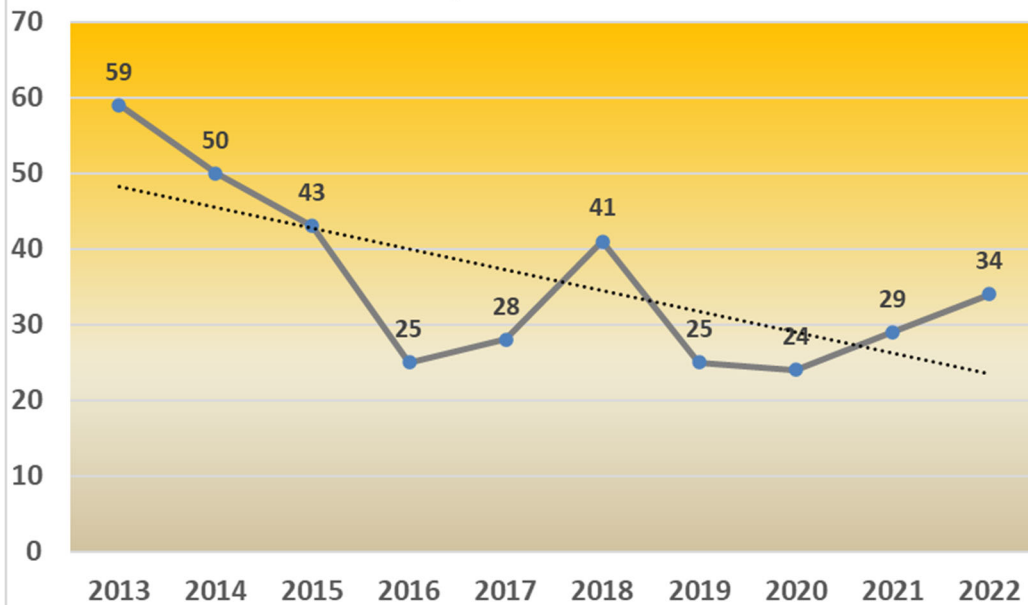


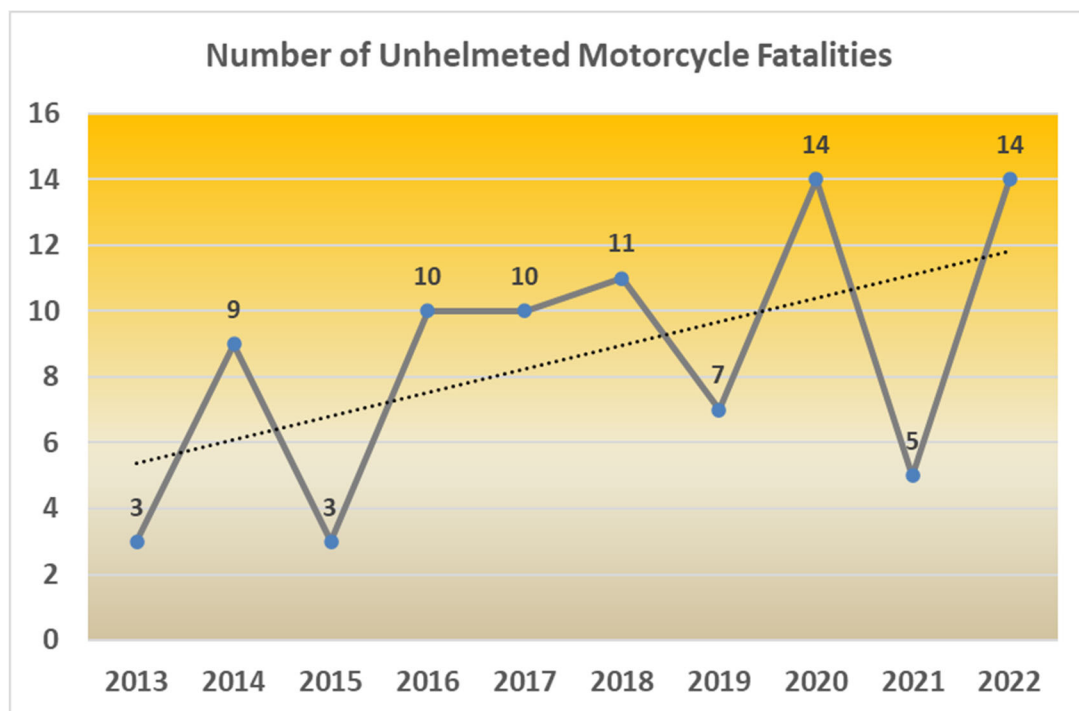
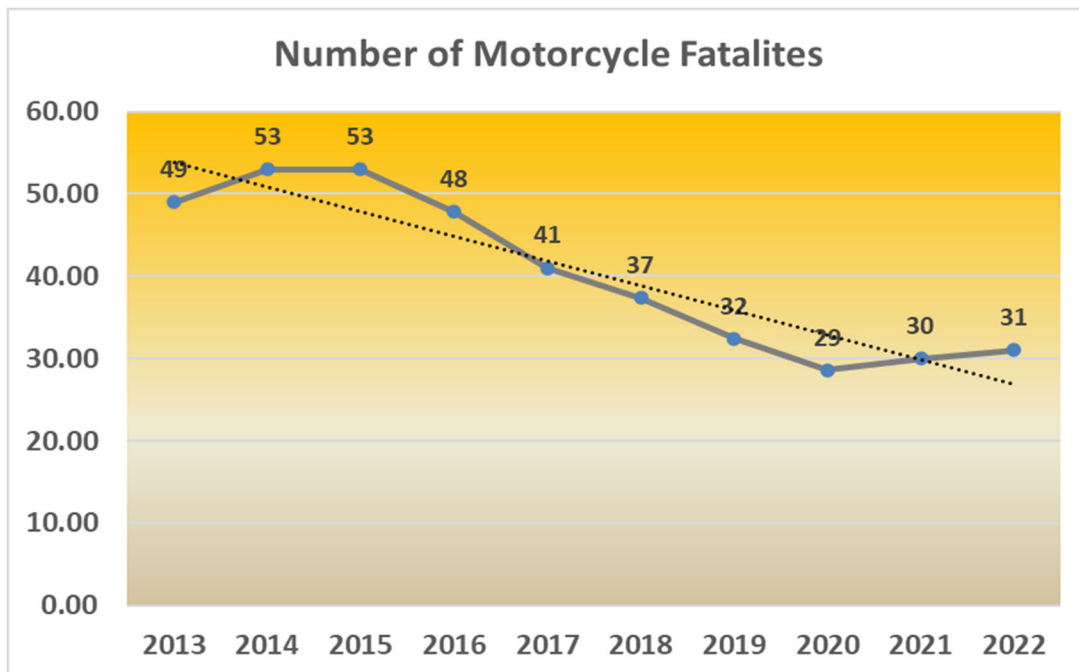


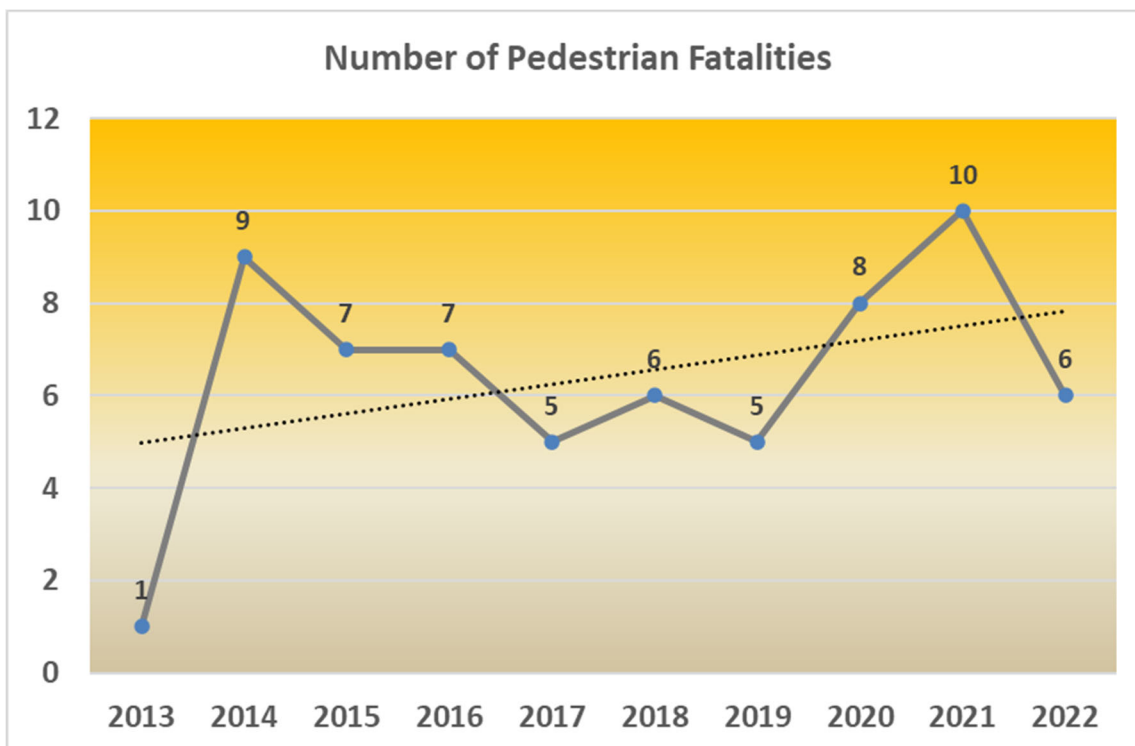
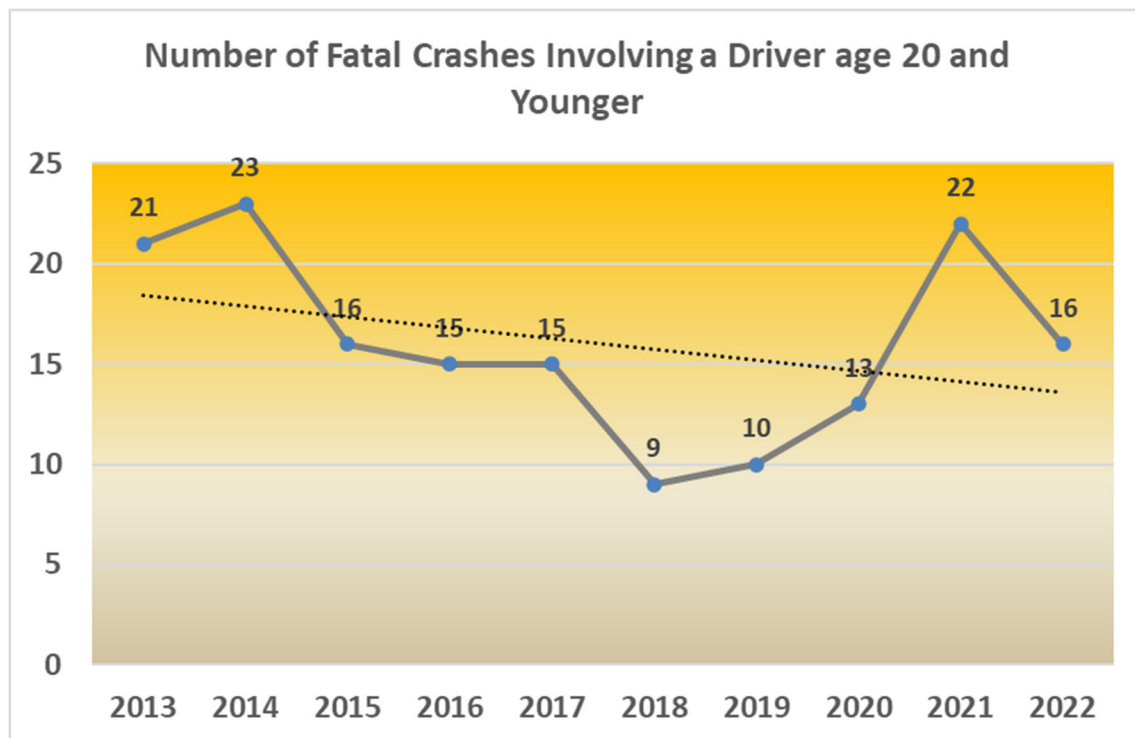
Number of Fatalities Involving a Driver or Motorcycle Operator with a Blood Alcohol Content (BAC) of .08 and Above

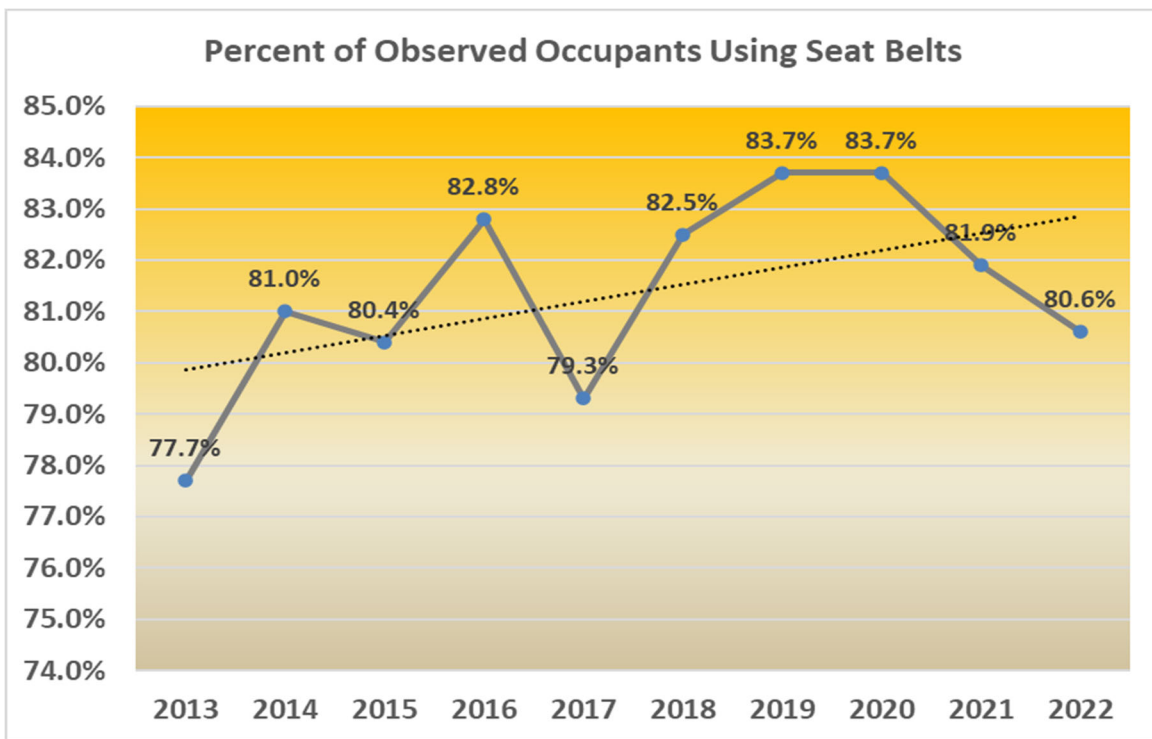
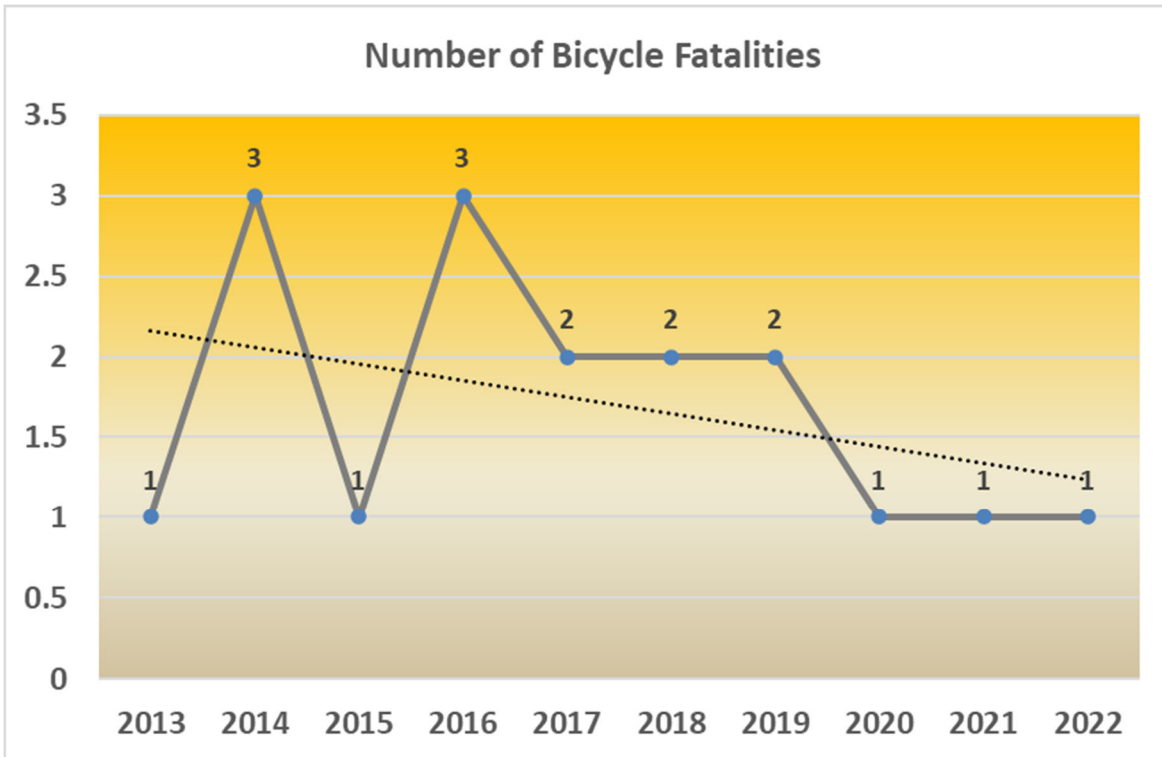


Number of Speed-Related Fatalities









FFY 2023 Project and Activity Summary

Planning and Administration

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

Planning and Administration – PA2301-01

Budget Obligated: \$400,000

Budget Expended: \$102,602

Project Description and Activity

This project supported HSP planning, development, implementation, marketing, monitoring and evaluation. Costs consisted of Highway Safety Division salaries, travel and miscellaneous expenses for general traffic safety activity not associated to a specific program area. Public participation and engagement costs were funded through non-NHTSA sources in FFY 2023.

Community Traffic Safety Programs

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

Program Management – CP2309-01

Budget Obligated: \$400,000

Budget Expended: \$295,387

Project Description and Activity

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

Vision Zero Community Outreach Program – CP2399-01

Budget Obligated: STATE FUNDS

Budget Expended: \$777,969

Project Description and Activity

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

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

Vision Zero Coordinators attended county and city commission meetings to discuss traffic safety outreach opportunities; spoke at civic group meetings; conducted Impact Teen Driver presentations; and sponsored athletic, rodeo, and speedway events. In addition, the Coordinators set up booths at community events and utilized the Fatal Vision Goggles, Simulated Impaired Driving Experience (SIDNE) cart and driving simulators to engage the public as they provided traffic safety information about occupant protection, impaired driving, and distracted driving.

Five Click-It for Coffee events were held during the national Click It or Ticket campaign to increase awareness of the importance of wearing seatbelts.



The Coordinators facilitated the launch of four additional Vision Zero School programs and assisted schools with traffic safety outreach projects. There are now eight Vision Zero Schools statewide. The Coordinators also began working with the Buckle Up Phone Down (BUPD) initiative and encouraged others to take the BUPD challenge through Vision Zero Schools, community events, and partnerships with businesses. A Safe-tea Day event in Grand Forks was developed with a nutritional tea business. The business promoted the BUPD challenge for a full day and made special drinks in blue/red (BUPD challenge colors). This business then challenged their counterpart in Fargo to take the BUPD challenge and they will have a Safe-tea day in Fargo to promote BUPD.

The southwest and northeast regional Coordinators were able to make connections with tribal leadership and are working to develop Vision Zero Schools and deliver Impact Teen Driver presentations to schools on reservations.

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

venues, media, schools/universities and others.

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

Media and Outreach – Commercial Motor Vehicle – CP2309-04-01

Budget Obligated: \$50,000

Budget Expended: \$24,571

Project Description and Activity

A media campaign was distributed to provide information to the traveling public about driving among commercial vehicles. The campaign educated and encouraged all drivers to take personal responsibility and drive safely around large vehicles. The campaign ran in January 2023 because motor vehicle crashes involving heavy vehicles are more common in winter months. The campaign consisted of digital and social media ads.

Costs included consultant fees and media purchases.

Media and Outreach – Native American Populations – CP2309-04-02

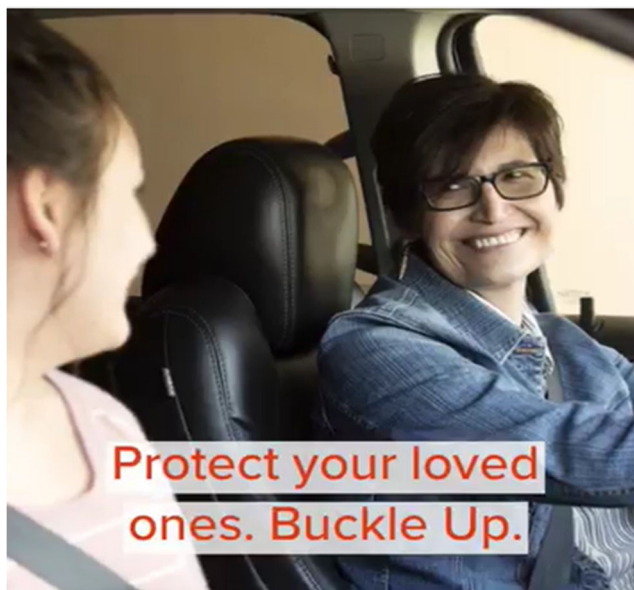
Budget Obligated: \$50,000

Budget Expended: \$22,993

Project Description and Activity

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

Costs included consultant fees and costs for media purchases.



Media and Outreach – Other Areas of Emphasis – CP2309-05

Budget Obligated: \$50,000

Budget Expended: \$24,789

Project Description and Activity

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

A new human-interest story was developed that demonstrated how wearing a bike helmet saved a person's life when she was struck by a vehicle while crossing the street. And, new creative for ATV/OHV was developed in 2023 while working closely with North Dakota Parks and Recreation and Safe Kids Grand Forks. The video shared the message that while riding an ATV to remember to enjoy the thrills and avoid the spills. This included wearing a helmet and following all safety guidelines and laws. The outreach consisted of organic and paid social media and digital.

Costs included consultant fees and costs for media purchases.

Program Development and Evaluation – CP2309-06-01

Budget Obligated: \$148,000

Budget Expended: \$98,358

Project Description and Activity

NDSU UGPTI completed the following evaluation projects.

- Completed the annual knowledge, attitudes, behaviors and beliefs (KABB) traffic safety survey which is consistent with NHTSA/GHSA-established performance measures.
- Compiled and reconciled crash record data for accuracy, completeness and assessment. Completed ongoing database building and maintenance efforts with the driver license history and other related data sources.
- Analyzed crash and driver data sets requested to meet specific analysis needs of the NDDOT Highway Safety Division and other Vision Zero partners.
- Developed and conducted a young teen driver analysis to advance the understanding of how teen driver education preparation, in the graduated driver license process, influences traffic safety outcomes among young, novice drivers.
- Completed an observational study on the use of cell phones among drivers.
- Assisted the Vision Zero Outreach Coordinators to develop and analyze a poll for the Vision Zero Schools that would provide data to be used for positive community norms messaging.
- Ran data queries from the Highway Safety Division upon request.

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

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

Program Development and Evaluation- Safe System Analysis, Driver Education and Occupant Protection Support – CP2309-06-02

Budget Obligated: \$50,000

Budget Expended: \$14,555

Project Description and Activity

NDSU UGPTI completed the following evaluation projects.

- Seat belt use summaries were developed and validated statistics regarding the use rate for seat belt eligible vehicle occupants among North Dakota crash occupants.
- A primary belt law and rural seat belts use analysis was completed for the Highway Safety Division and Vision Zero Occupant Protection PEA.
- Developed a map for primary seat belt law as a public resource for stakeholders.
- Designed and completed a supplemental report to showcase county-level seat belt rates alongside county-level distracted driving rates.
- Created a website to host a survey-style question/response platform that can be accessed on electronic devices in the field for the Vision Zero Schools.

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

Vision Zero Partner Conference and Events Coordination – CP2309-07-01

Budget Obligated: \$300,000

Budget Expended: \$92,728

Project Description and Activity

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

Events completed under this project in FFY 2023 included:

The Vision Zero Partner Conference

The Vision Zero Partner Conference was held in May 2023. It was a hybrid (in-person with option for virtual participation). The event planner:

- Created and launched a website for the conference, sent and tracked email registrations, coordinated with the facility for light and sound for virtual and on-site sound and video, and created and summarized participant evaluation results.
- Worked with the hotel to reserve rooms for participants and speakers.
- Created flyers, name badges, a conference/award book, evaluation design and report, and the Vision Zero Partner Awards.
- Provided earned and social media support.

Vision Zero Plan Statewide Meetings

Coordinated with the NDDOT, partners and vendors on meeting coordination for statewide strategic highway safety stakeholder meetings.

New American Safety Training

Provided funding for interpreter services for law enforcement agencies that delivered driver safety training and education course to New Americans.

Social Norm Training

Coordinated with NDDOT, partners, speakers and vendors to set up the Positive Community Norms training and reimbursement of approved travel.

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

Vision Zero Speakers Bureau – CP2309-07-02

Budget Obligated: \$15,000

Budget Expended: \$8,238

Project Description and Activity

The NDDOT Highway Safety Division contracted with a professional event planner to assist with speakers presenting at conferences.

Costs included consultant fees and speaker fees and travel.

Media and Outreach – Lane Departure – CP2309-08

Budget Obligated: \$50,000

Budget Expended: \$24,715

Project Description and Activity

Lane departure is the number one reason for severe crashes in North Dakota. Lane departures occur when a vehicle leaves the traveled way such as crossing an edge or center line. FFY 2023 lane departure campaigns used the existing media campaign “Lane Departure” which provided information about lane departure crashes, causal factors and prevention. The lane departure media campaign consisted of earned and paid, social and digital media. Ads were geographically targeted to include adults 25-44 age group in North Dakota and were aired during times where lane departure crashes were prevalent.

Costs consisted of consultant fees and social and direct media costs.



Media and Outreach – Highway Safety Corridors – CP2309-09

Budget Obligated: \$50,000

Budget Expended: \$8,098

Project Description and Activity

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

Costs consisted of consultant fees and direct media costs.



Safe Kids Grand Forks- Child Passenger, Bicycle and Pedestrian Safety Education and Outreach – CP2309-10

Budget Obligated: \$65,000

Budget Expended: \$54,000

Project Description and Activity

The NDDOT Highway Safety Division contracted with Safe Kids Grand Forks, a program of Altru Health Systems, to conduct child passenger, bicycle and pedestrian safety education and outreach in a nine-county service region in northeast North Dakota. Safe Kids Grand Forks provided community child passenger safety (CPS) services to parents, caregivers and medical personnel through CPS education and outreach locations and events including Safe Kids Day and Bringing Home Baby class. Safe Kids also provided CPS education and outreach through Head Start programs,

schools, Altru Clinic, Grand Forks Social Services, UND School of Nursing, UND School of Medicine, Grand Forks Public Health Department, and others. Education and outreach were conducted through newsletters, radio interviews, news articles, social media, stakeholder activities, etc.

Safe Kids promoted bicycle and pedestrian safety in the service region through school events including Safety on Wheels, Back to School on-site events, crossing guard safety and safety patrol training.

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

Vision Zero Priority Emphasis Team Orientation Training – CP2309-11

Budget Obligated: \$50,000

Budget Expended: \$0

Project Description and Activity

This project was not completed. The Highway Safety Division decided not to pursue this project at this time.

There were no costs associated with this project.

Media and Outreach - Vision Zero Schools – CP2309-12-01

Budget Obligated: \$50,000

Budget Expended: \$30,299

Project Description and Activity

The NDDOT Highway Safety Division and the Vision Zero Coordinators developed and implemented Vision Zero Schools for local school staff and student leaders to create a culture of personal responsibility where motor vehicle fatalities and injuries are recognized as preventable. Vision Zero Schools instill the belief that the only acceptable number of fatalities and injuries caused by motor vehicle crashes is zero. Student leaders were selected to participate and appear in a traffic safety campaign developed specifically for the school to influence change in behavior and choices of the students and the community.

Costs consisted of consultant fees and direct costs associated with Vision Zero Schools.



Media and Outreach - Vision Zero Communities – CP2309-12-02

Budget Obligated: \$50,000

Budget Expended: \$90

Project Description and Activity

Vision Zero Communities was implemented for local community leaders to create a culture of personal responsibility where motor vehicle fatalities and injuries are recognized as preventable. The designated communities commit to create an action plan to lay out a roadmap for the strategies, roles and responsibilities that will move their community from vision to action to achieve the goal of zero motor vehicle fatalities and serious injuries.

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

Distracted Driving

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

Program Management – DD2311-01

Budget Obligated: \$8,500

Budget Expended: \$1,469

Project Description and Activity

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

High Visibility Enforcement – DD2311-02

Budget Obligated: \$300,000

Budget Expended: \$78,197

Project Description and Activity

The NDDOT Highway Safety Division provided grants to 19 law enforcement agencies in North Dakota to conduct overtime enforcement of the state's ban on texting while driving with a focus in areas more prominently impacted by severe distracted driving crashes.

The Highway Safety Division planned two distracted driving enforcement campaigns for April and September 2023. There were 1,342 hours of distracted driving overtime conducted in FFY 2023. For the April and September campaigns, 17 agencies participated; however, two agencies were not able to participate due to staffing difficulties. There were 573 distracted driving citations written during overtime events and 1,217 traffic citations were issued overall.

Costs included overtime enforcement hours and mileage.

Media and Outreach – Distracted Driving – DD2311-03

Budget Obligated: \$300,000

Budget Expended: \$123,823

Project Description and Activity

Media and outreach campaigns were distributed to educate North Dakota residents of the risks and consequences of distracted driving. Two distracted driving media campaigns were planned to occur in April and September 2023. The media campaign occurred in conjunction with the enforcement campaigns and distributed messages through radio, paid social media, posters, webpage/social media cover photos and earned media.

The creative consisted of a North Dakota deputy sharing his story of losing his son in a distracted driving crash. Deputy Earl shares how losing his son has impacted him and he shares his message that your friends, family and people around you are more important than that text.

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



Impaired Driving

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

Program Management – ID2310-01

Budget Obligated: \$300,000

Budget Expended: \$112,876

Project Description and Activity

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

High Visibility Enforcement – ID2310-02 and ID2310-12

Budget Obligated: \$568,000

Budget Expended: \$242,478

Project Description and Activity

The NDDOT Highway Safety Division continued to coordinate the deployment of regional DUI enforcement bringing state, county, and city law enforcement agencies together to conduct sustained impaired driving High Visibility Enforcement (HVE) including saturation patrols and checkpoints. Agencies conducted five HVE campaigns in FFY 2023 targeted to high-risk times with greater risk of impaired driving such as holidays, community celebrations, etc.

Grants were provided to the North Dakota Highway Patrol, 17 police departments and 18 sheriff's offices. Agencies conducted three *Drive Sober or Get Pulled Over* campaigns in FFY 2023 including participation in the national *Drive Sober or Get Pulled Over* campaign in August/September 2023. More than 4,200 hours of overtime was performed and a total of 2,168 citations were issued that included 311 DUIs and 305 other alcohol- and drug-related violations. Several agencies noted staffing was limited during the campaigns due to shortages and officer burnout.

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

Costs included overtime enforcement hours and mileage.

Media and Outreach – Impaired Driving – ID2310-03-01

Budget Obligated: \$400,000

Budget Expended: \$359,166

Project Description and Activity

Media and outreach campaigns were developed and distributed to educate North

Dakota residents of the risks and consequences of impaired driving.

Five campaigns were planned for FFY 2023 including three campaigns for state and national DUI HVE periods and two non-enforcement campaigns. One focused on underage and the other focused on drugged driving prevention. Media included radio, TV, social and digital media, and earned and paid media.

Creative using Tigirlily, a North Dakota singing duo, now national recording artists, showcased their hit single “Somebody Does” to encourage people to make the right choice behind the wheel because somebody does care. Other new creative told the story of Shayna Monson, a North Dakota native, who was the driver in a crash with another vehicle where the driver was impaired. The crash killed her passengers and left her severely injured and permanently disabled. The underage impaired driving prevention ad “What If” creative features young drivers challenging peers to make the decision to be sober. The ads ran on Facebook, You Tube, and Snapchat. The Tigirlily ads were also used for this audience. The “What If” creative for impaired driving underage features teens/young adults challenging peers to make the decision to choose to be sober.

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



Media and Outreach – Impaired Driving – Fargo Police Department – ID2310-03-02

Budget Obligated: \$7,000

Budget Expended: \$0

Project Description and Activity

Funding was provided to the Fargo Police Department (PD) to develop and conduct a local media campaign for the community of Fargo that included messages on Facebook, Instagram and Snapchat. This project was not completed due to lack of public information officer resources within the PD. The Highway Safety Division will discontinue this project.

Video Camera Surveillance Systems – ID2310-05

Budget Obligated: \$200,000

Budget Expended: \$146,000

Project Description

Law enforcement agencies that participated in the regional overtime enforcement program were eligible to apply for funds to purchase in-car video surveillance systems based on demonstrated need. Video cameras have been proven to reduce court time associated with DUI adjudication and aid in officer safety. Video cameras continue to be an integral tool for the impaired driving investigation. The NDHP and three local law enforcement agencies were awarded funds for the purchase of video cameras in FFY 2023.

Costs consisted of equipment.

Alcohol-Testing Equipment and Training – ID2310-06-01

Budget Obligated: \$450,000

Budget Expended: \$298,121

Project Description and Activity

Funds were provided to the North Dakota Attorney General's Office State Toxicology Lab (Lab) to purchase equipment for testing samples of alcohol and drugs. Funding was also provided for analyst training. The Lab purchased alcohol testing equipment including 25 Intoxilizer 9000s, bar-code readers for the Intoxilizer 9000s, and various consumables directly related to impaired driving sample testing.

Costs consisted of equipment, supplies and training registration and travel.

Traffic Safety Resource Prosecutor Program – ID2310-07

Budget Obligated: \$310,000

Budget Expended: \$142,280

Project Description and Activity

During FFY 2023, the Traffic Safety Resource Prosecutor (TSRP) program trained over 655 individuals on topics of search and seizure, prosecuting the drugged driver, criminal and traffic legislative changes, DUI case law updates, and effective witnessing. Participants included law enforcement, prosecutors and judges. The TSRPs also provided approximately 76 prosecutors and law

enforcement personnel with technical assistance throughout the fiscal year.

The TSRP continued to administer the TSRP webpage for prosecutors and law enforcement to provide information on impaired driving enforcement, courtroom testifying, Standardized Field Sobriety Test (SFST) training manuals, Supreme Court opinions, memos regarding interpretations of case law, etc. The TSRP developed a quarterly newsletter that outlined current case law, enforcement topics, upcoming training and collaborated with the DRE/SFST State Coordinator to identify relevant topics for law enforcement and prosecutors. The newsletter was distributed to law enforcement, States Attorneys and city prosecutors.

The TSRP chaired the Vision Zero Priority Emphasis Area Team for Impaired Driving Prevention (IDTF). The IDTF reviewed/researched current state laws, incarceration issues, current treatment practices and data gaps for recommended improvements. The TSRP, as chair of the IDTF, led the update to the Impaired Driving Strategic Plan for FFY 2023-2026. The TSRP is a member of the Oral Fluid Technical Advisory Committee, and a pilot program to strengthen data collection processes to track a DUI offense from arrest through adjudication.

The TSRP is instrumental in the planning and facilitation of the North Dakota States Attorney Association/Drug Recognition Expert (DRE) Joint Conference held each June. The conference brings together prosecutors and DREs to learn about each role in DUI arrest and prosecution.

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

Program Development and Evaluation – ID2310-08-01

Budget Obligated: \$225,000

Budget Expended: \$82,600

Program Description and Activity

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

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

- Analyzed alcohol/drug-related crash, driver and other data sets to meet NDDOT Highway Safety Division requests.
- Continued longitudinal evaluation of North Dakota's 24/7 Sobriety Program – a driver-based intervention for DUI offenders. Program evaluation continues to demonstrate positive participant outcomes with reduced recidivism. The analysis expanded this year to include SCRAM data.
- Worked with the Oral Fluid Technical Advisory Team to setup a portal for the submission of oral fluid pilot program DRE evaluations and coordinated with the State Toxicology Laboratory to collect sample results and provide an analysis to the Oral Fluid Technical Advisory Team.

- Analyzed contributing factors to DUI recidivism to identify the contributing factors after a first DUI. Identifying the contributing factors is valuable information to determine appropriate judicial and administrative sanctions for DUI offenders. The Subject Matter Expert (SME) group continued to generate ideas for devising sample case records with the collection of secondary information to better identify the elements of a DUI case from arrest through treatment.
- Developed a DRE location map that shows the DRE agency and contact info.

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

State Judicial Outreach Liaison – ID2310-08-02

Budget Obligated: \$160,000

Budget Expended: \$154,621

Program Description and Activity

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

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

The SJOL has:

- Acted as a resource for the judicial branch to answer questions feedback.
- Facilitated a communication with the Department of Corrections and Rehabilitation and NDSU UGPTI to conduct an evaluation of the STEP program and study pre-trial release services.
- Started a partnership with NDSU UGPTI Tribal Transportation Program Manager regarding outreach and availability of SJOL for tribal impaired driving issues and had a Zoom meeting with ABA Tribal Fellow Judge to demonstrate what the SJOL position can do for our tribal partners.
- Developed a quarterly newsletter that is distributed to judges, ABA JOLs, and tribal officials.
- Authored an article for the North Dakota State Bar publication.
- Authored an article for the ABA.
- Began communications with pretrial services regarding screenings and assessments and discussed the possibility of a Screening, Brief Intervention, and Referral to Treatment (SBIRT) pilot project if approved by a county court. Authored an article describing SBIRT and intervening

with DUI offenders before they become repeat offenders.

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

DUI Enforcement Training – ID2310-09-01

Budget Obligated: \$145,000

Budget Expended: \$72,761

Program Description and Activity

The NDDOT Highway Safety Division contracted with a professional event planner to assist with training, conferences and other impaired driving program events. The event planner coordinated and completed event logistics and acted as a fiscal agent to reimburse the on-site and participant expenses associated with each. Events completed under this project in FFY 2023 included reimbursement of travel expenses for law enforcement to attain the following training:

- DRE/SFST Instructor Inservice held in Bismarck, ND
- NDSAA/DRE Joint Conference held in Fargo, ND
- ARIDE trainings held throughout the state
- SFST Refresher trainings held throughout the state
- DREs to attend annual NDSAA/DRE Joint Conference

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

Drug Recognition Expert Call-Out Overtime and Travel – ID2310-09-02

Budget Obligated: \$5,000

Budget Expended: \$554

Project Description and Activity

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

The funding was promoted to the DREs and their agencies and one agency took advantage of the funding. Costs consisted of reimbursement of overtime expenses.

Parents Lead – ID2310-10

Budget Obligated: \$75,000

Budget Expended: \$49,800

Program Description and Activity

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

PLEAD provides education and awareness to parents about the importance of their

involvement and intervention to ultimately change the drinking culture in North Dakota to deter underage drinking and overconsumption.

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

Costs included media buys and development of media ads.

Oral Fluid Testing Pilot – ID2310-11-01

Budget Obligated: \$75,000

Budget Expended: \$72,543

Project Description and Activity

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

Eleven additional oral fluid devices were purchased in FFY 2023, and additional testing cartridges were purchased for the participating agencies. The Lab oversees the maintenance of the devices and ensures the devices are properly serviced by the supplier.

There are 26 DREs participating in the feasibility study that have been collecting voluntary samples from individuals after a DRE evaluation. The samples are compared to the confirmation testing for accuracy.

Costs consisted of equipment, supplies, and service.

Speak Volumes Campaign – ID2310-13-01

Budget Obligated: \$475,000

Budget Expended: \$432,712

Program Description and Activity

Funds were provided to the NDHHS Behavioral Health Division to distribute a mass media campaign to expand their Speak Volumes campaign. The creative and messaging focused on the importance of knowing your drink size and finding a sober ride home.

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

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



Going Out? Campaign – ID2310-13-02

Budget Obligated: \$50,000

Budget Expended: \$34,639

Program Description and Activity

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

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

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



North Dakota Sober Ride Campaign – ID2310-13-03

Budget Obligated: \$350,000

Budget Expended: \$224,411

Program Description and Activity

Funds were used for the North Dakota Sober Ride media campaign to promote sober driving by incentivizing the use of ride sharing. Campaign materials included creative for paid, earned, social and digital media and promoted the receipt of ride credits toward the use of a ride share during the campaign period. The ride credits were sponsored by AAA the Auto Club Group. Over 600 rides were redeemed in FFY 2023.

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



On-Line Responsible Beverage Server Training (RBST) – ID2310-14

Budget Obligated: \$75,000

Budget Expended: \$70,212

Program Description and Activity

Funds were provided to the NDDHHS Behavioral Health Division to continue to expand the online North Dakota-specific Responsible Beverage Server Training (RBST) program for establishments that serve alcohol. The NDHHS worked in collaboration with the North Dakota Safety Council (NDSC) to promote RBST and the value to local liquor retail establishments. Three digital media campaigns were conducted to increase RBST awareness. The campaign was successful in generating over 2.6 million impressions

and achieved a 3.79 click through rate. The campaign also generated more than 13,000 clicks to the website.

The NDDHHS also conducted programmatic display technologies that allow the placement of online advertisement in front of their audience while they are browsing websites. This allows better targeting of the specific demographics they want to reach. The campaign performed well, achieving over 12,000 clicks, over 1.9 million impressions and a click through rate of 0.64%. Other media placement included YouTube, Spotify, and Connected TV. The media generated increased interest in the RBS Train-the-Trainer courses and 12 new instructors were certified. The RBS trainers trained 736 servers in person and 2,274 servers were trained online. The NDDHHS and NDSC exceeded the goal of reaching 1,000 servers in FFY 2023.

Costs included consultant services for media placement, placement of media to promote the RBST program.

DRE Data Entry and Management System and Tablets – ID2310-15

Budget Obligated: \$75,000

Budget Expended: \$0

Program Description and Activity

The DRE Data Entry and Management System is a comprehensive data collection and reporting tool that improves the efficiency, management, and monitoring and reporting of the state's Drug Recognition Expert program. The NDDOT Highway Safety Division intended to purchase tablets, tablet cases, and other accessory equipment as needed for each drug recognition expert to utilize the DRE Data Entry and Management System. The procurement process and thorough security risk assessment took several months to complete. Due to the delay, the project and purchases were deferred to FFY 2024.

Motorcycle Safety

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

Program Management – MC2306-01

Budget Obligated: \$24,000

Budget Expended: \$3,197

Project Description and Activity

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

North Dakota Motorcycle Safety Program – MC2399-02

Budget Obligated: STATE FUNDS

Budget Expended: \$465,626

Project Description and Activity

The North Dakota Chapter of American Bikers Aiming Toward Education (ABATE) administers the North Dakota Motorcycle Safety Program (NDMSP) on behalf of the NDDOT Highway Safety Division to provide access to statewide rider training to motorcyclists. The NDMSP assists riders to improve skills and attitudes to reduce riding risk. In 2023, the NDMSP taught 128 rider courses and trained 1,286 motorcyclists.

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

Media and Outreach – Driver Awareness/Share the Road – MC2306-02-01

Budget Obligated: \$76,000

Budget Expended: \$25,000

Project Description and Activity

Funds were provided to ABATE to implement the Share the Road campaign to encourage all roadway users to “share the road” with motorcyclists. The Share the Road campaign included public service announcements (PSAs), billboards, brochures, posters and other safety publications and was conducted during the peak riding season. ABATE purchased 11 motorcycle safety billboards throughout North Dakota and secured 80,489 PSAs for an in-kind value of \$653,004. These spots promoted motorcycle safety and impaired riding prevention.

Cost included the purchase of media.

Media and Outreach – Motorcyclist Awareness – MC2306-03

Budget Obligated: \$50,000

Budget Expended: \$49,796

Project Description and Activity

Media and outreach campaigns were developed and distributed to educate motorcycle riders and the general public on motorcycle safety. A statewide motorcycle safety campaign featured a video about a human-interest story and a press conference presenting John Boury with the Saved by the Helmet Award. A news release accompanied the press conference.

Costs included consultant fees and costs for social and digital media purchases.



Occupant Protection

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

Program Management – OP2305-01

Budget Obligated: \$280,000

Budget Expended: \$9,932

Project Description and Activity

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

Child Passenger Safety – Program Administration – OP2305-02

Budget Obligated: \$185,000

Budget Expended: \$180,233

Project Description and Activity

The NDDOT Highway Safety Division provided funds to the NDHHS for the continued administration of the statewide CPS Program to provide community services to parents and caregivers to increase the correct use of car safety seats, booster seats and seat belts by infants, toddlers, children and tweens (children ages eight through 12). During FFY 2023, the CPS Program:

- Provided technical assistance and resources to the public related to child restraint devices and North Dakota's CPS law.
- Maintained partnerships with local law enforcement agencies; local public health agencies; childcare providers; Women, Infant and Children (WIC) programs; Head Start programs; Safe KIDS North Dakota; hospital staff; social workers; and schools for program outreach through workshops, presentations, exhibits, newsletters, etc.
- Conducted five national CPS Technician Certification courses certifying 66 participants. Courses were held in Dickinson, Bismarck, Devils Lake, Fargo, and Grand Forks.
- Coordinated and conducted seven CPS trainings and events to 139 participants to increase local trainers around the state.
- Held a CPS re-certification training in Grand Forks to assist 15 CPS techs with CEUs.
- A CPS training was held in New Town. Thirty Community Health Representatives attended.
- A four-hour CPS training was held for Fargo Cass Family Services for 43 staff members attending.
- A CPS training was completed for Burleigh County foster care workers with 15 social workers attending.
- A two-hour CPS Tech recertification training was offered to CPS techs in Fargo.

- The National Bus CPS Training was offered in Bismarck by Safe Kids Grand Forks staff for two different sessions. One session was for CPS techs and another session for school bus personnel with a total of 22 people attending both sessions.
- The Safe Transportation for All Children: Special Needs Car Seat Training was offered in Bismarck with 12 CPS Techs attended.
- A CPS workshop was offered for CPS techs in Bismarck with 68 techs attending.
- Coordinated car safety seat checkups throughout the state in partnership with local programs and auto dealerships. The NDHHS assisted with 85 car seat checkups, inspecting 722 car seats and worked with approximately 179 certified CPS technicians during the checkups.

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



Observational Seat Belt Survey – OP2305-03

Budget Obligated: \$60,000

Budget Expended: \$46,163

Project Description and Activity

The NDSU UGPTI conducted the annual statewide seat belt observation survey on behalf of the NDDOT Highway Safety Division to determine North Dakota's seat belt use rate as a measure to evaluate the success of occupant protection programs. The survey was conducted June 2023. North Dakota's seat belt use by front and outboard passengers dropped from 80.6% in 2022 to 78.5% in 2023.

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

Observational Child Passenger Safety Survey – OP2305-04

Budget Obligated: \$30,000

Budget Expended: \$6,284

Project Description and Activity

The NDSU UGPTI conducted an observational CPS survey on behalf of the NDDOT Highway Safety Division to determine CPS use rates. Survey data was analyzed by UGPTI and showed the CPS use rate was 94.4%. The use rate among those age 0-3 years old was 99.7%, 4-9 years old was 96.3%, and 10-14 years old was 88.0%. Survey data will be used to inform CPS program administration to improve use rates.

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

High Visibility Enforcement – OP2305-05

Budget Obligated: \$483,000

Budget Expended: \$274,809

Project Description and Activity

Grants were provided to select law enforcement agencies throughout North Dakota to conduct sustained HVE of North Dakota's occupant protection laws to reduce the number of unrestrained motor vehicle crash fatalities statewide. Participating agencies included the NDHP, 21 police departments and 22 sheriff's offices. Agencies that participated in these campaigns were directed to conduct HVE at high crash locations during high crash times in their jurisdiction. Agencies conducted three *Click It or Ticket* campaigns in FFY 2023 including participation in the national *Click It or Ticket* campaign in May 2023. More than 4,570 hours of overtime was performed and a total of 5,036 citations were issued that included 2,008 seat belt and child restraint citations.

Costs included overtime enforcement hours and mileage.

Media and Outreach – Occupant Protection – OP2305-06

Budget Obligated: \$475,000

Budget Expended: \$462,971

Project Description and Activity

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

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

The first enforcement flight featured "Hold" creative. The other two enforcement flights featured the new creative called "Be There" and "Beep"

The non-enforcement campaign used creative from another state to educate about child passenger safety.

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



Child Passenger Safety – Car Seat Distribution – OP2305-07

Budget Obligated: \$35,000

Budget Expended: \$34,791

Project Description and Activity

The NDHHS's CPS Program continued to distribute car seats to parents and caregivers. The program purchased and provided car seats and supplies to local agencies to distribute to low-income families in their communities. There were 483 car seats distributed to 32 distribution programs including three Native American reservations.

Project costs included the purchase of the car seats.

Police Traffic Services

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

Program Management – PT2302-01

Budget Obligated: \$6,700

Budget Expended: \$0

Project Description and Activity

The budget was for the direct management of the program including program manager salary, travel and other direct costs. There were no costs incurred in FFY 2023.

Law Enforcement Web-Reporting System – PT2302-03

Budget Obligated: \$35,000

Budget Expended: \$13,129

Project Description and Activity

The NDDOT Highway Safety Division maintains the Law Enforcement Web-Reporting System (LEWR), a web-based system that facilitates grant activity reporting by participating law enforcement agencies for HVE programs and monitoring of reported activity by program managers. Improvements were made to LEWR in FFY 2023 that included adding a feature for law enforcement agencies to download the current year proposal and then upload their funding proposal request. Also added was the ability to include an email address for the local government Auditor to receive a copy of the voucher and log sheet for their review and approval.

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

Law Enforcement Training – PT2302-04-01

Budget Obligated: \$50,000

Budget Expended: \$5,346

Project Description and Activity

The NDDOT Highway Safety Division contracted with an events coordinator to assist with the planning of training, conferences, and other traffic safety program events specific to law enforcement. The events coordinator arranged lodging and travel plans, purchased training materials and acted as a fiscal agent to reimburse the on-site and participant expenses associated with each training event attended by law enforcement. Events completed under this project in FFY 2023 included reimbursement of travel expenses for law enforcement to attain the following training:

- Standardized Field Sobriety Test Refresher Training (SFST)
- Advanced Roadside Impaired Driving Enforcement (ARIDE)

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

DRE/SFST Coordinator & Training Support PT2302-04-02

Budget Obligated: \$225,000

Budget Expended: \$36,596

The Drug Recognition Expert/Standardized Field Sobriety Test (DRE/SFST)

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

Costs included salary, benefits, and travel.

Speed Management

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

Program Management – SC2307-01

Budget Obligated: \$4,000

Budget Expended: \$661

Project Description and Activity

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

Radar Equipment – SC2307-02

Budget Obligated: \$200,000

Budget Expended: \$100,914

Project Description and Activity

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

Grants were awarded to the NDHP and three local law enforcement agencies for the purchase of radar/LIDAR units.

Media and Outreach – Speed – SC2307-03

Budget Obligated: \$400,000

Budget Expended: \$118,852

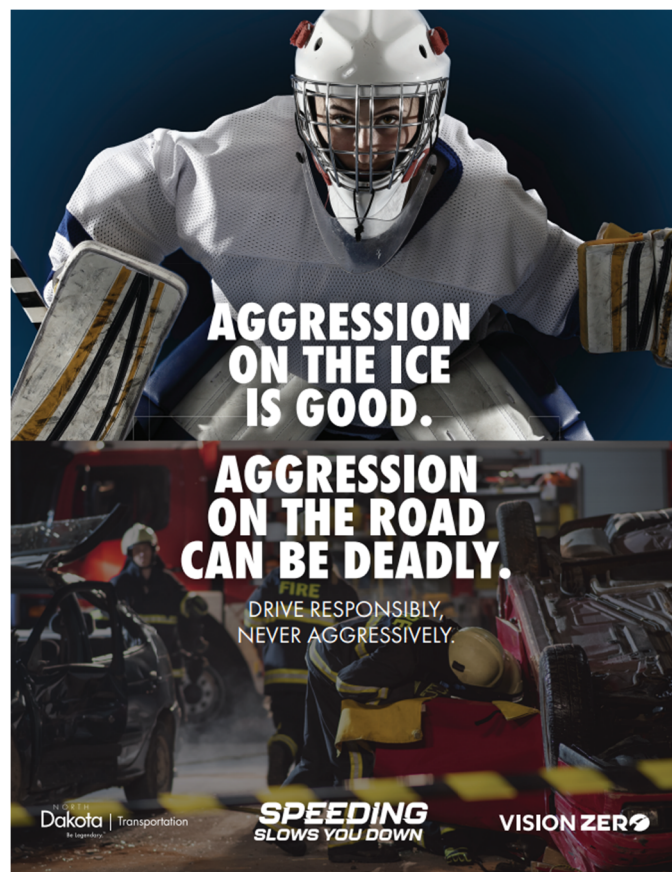
Project Description and Activity

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

New creative for the speed enforcement campaign called “Aggressive” was developed and used for two speed campaigns FFY 2023 that covered portions of April, May, and August. The creative was designed to educate and encourage all people who drive on North Dakota roads to always obey all traffic laws with an emphasis on speed limits and consequences.

Media for the flight included statewide earned, organic, radio, digital and social media ads. The ads were developed to target males ages 18-49 and were geo-targeted to run statewide.

Costs included consultant fees and media purchases.



High Visibility Enforcement – SC2307-04

Budget Obligated: \$400,000

Budget Expended: \$197,649

Project Description and Activity

Grants were provided to law enforcement agencies throughout North Dakota to conduct speed enforcement overtime to reduce the number of motor vehicle crash fatalities statewide attributed to speed. Participating agencies included the NDHP, 21 police departments and 23 sheriff's offices. Participating agencies were directed to conduct HVE at high crash locations during high crash times in their jurisdiction. Agencies with a Vision Zero HSCs within their jurisdiction were asked to focus efforts within the corridor.

Agencies conducted two speed enforcement campaigns in FFY 2023. The first campaign was held in the spring and the second campaign was held the first two weeks in August. Over 3,640 hours of overtime was performed and a total of 6,227 citations were issued that included 5,495 speed citations. Three agencies didn't participate due to staffing issues.

Costs included overtime enforcement hours and mileage.

Traffic Records

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

Program Management – TR2304-01

Budget Obligated: \$325,000

Budget Expended: \$194,004

Project Description and Activity

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

Crash Data System Replacement Project – TR2304-02

Budget Obligated: \$340,000

Budget Expended: \$519

Project Description and Activity

This project provided for the system enhancements necessary to allow migration completely away from the Crash Reporting System (CRS) to a single electronic crash report system, Traffic and Criminal Software (TraCS). The project included funds to create an interface that will load the data warehouse used for crash data analysis directly from TraCS instead of the CRS.

Costs were for in-house information technology hourly fees to complete necessary

changes required to replace CRS.

Electronic Crash Reporting System Support – TR2304-03

Budget Obligated: \$750,000

Budget Expended: \$324,460

Project Description and Activity

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

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

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

Electronic Crash Reporting Software – License Fee – TR2304-04

Budget Obligated: \$93,800

Budget Expended: \$93,800

Project Description and Activity

Payment was issued to the State of Iowa for the annual TraCS licensing fee for 2023.

Young Drivers

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

Program Management – TSP2308-01

Budget Obligated: \$47,000

Budget Expended: \$24,970

Project Description and Activity

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

Driving Skills for Success (DSFS) – TSP2308-02

Budget Obligated: \$20,000

Budget Expended: \$13,780

Project Description and Activity

The annual Vision Zero Driving Skills for Success (DSFS) program occurred in Grand Forks, ND in July 2023 and West Fargo, ND in August 2023. The events consisted of a

ride and drive session conducted via law enforcement where teens drove through the course under normal conditions and then again while being distracted by receiving and sending text messages and taking selfies. Other activities included a series of traffic safety information and interactive booths such as distracted driving simulators, an impaired driving pedal cart, a rollover simulator, a seat belt convincer and other activities. DSFS participants also had the opportunity to participate in the North Dakota Safety Council's *Alive at 25* program free of charge.

Costs included consultation fees, stipends and travel expenses.



Alive at 25 Defensive Driving Program – TSP2308-03

Budget Obligated: \$50,000

Budget Expended: \$49,414

Project Description and Activity

The North Dakota Safety Council (NDSC) received a grant to provide the *Alive at 25* program to schools throughout North Dakota. The NDSC was able to provide the program to 923 teens through 24 schools and two DSFS events. *Alive at 25* teaches teens and young adults that (1) people in their age group are more likely to be hurt or killed in a vehicle crash; (2) inexperience, distractions and peer pressure cause unique driving hazards; (3) speeding, alcohol and party drugs greatly increase their risk of injury or death; and (4) as a driver or passenger, they can reduce their risk by taking control. New instructors were trained to continue to offer the *Alive at 25* courses.

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

Early Warning Letter – State Funds

Budget Obligated: State Funds

Budget Expended: \$0

Project Description and Activity

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

No costs were charged to this project in FFY 2023. Costs are paid through other NDDOT cost centers.

Driver Education Curriculum and Support – DE2308-02-01

Budget Obligated: \$35,000

Budget Expended: \$12,735

Project Description and Activity

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

Costs were for consultant fees and conference speaker fees.

Driver Education Parent Program – DE2308-02-02

Budget Obligated: \$35,000

Budget Expended: \$473

Project Description and Activity

This project was not completed and was deferred for completion in FFY 2024. Parental involvement is important in the reduction of teen crashes. The NDDTSEA parent planning committee conducted research for parent information to be included in the program.

Costs were for consultant fees.

Driver Education Virtual Learning – DE2308-03

Budget Obligated: \$45,000

Budget Expended: \$45,000

Project Description and Activity

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

Costs were for the purchase of a driver education simulator.

Program Development and Evaluation – DE2308-04

Budget Obligated: \$50,000

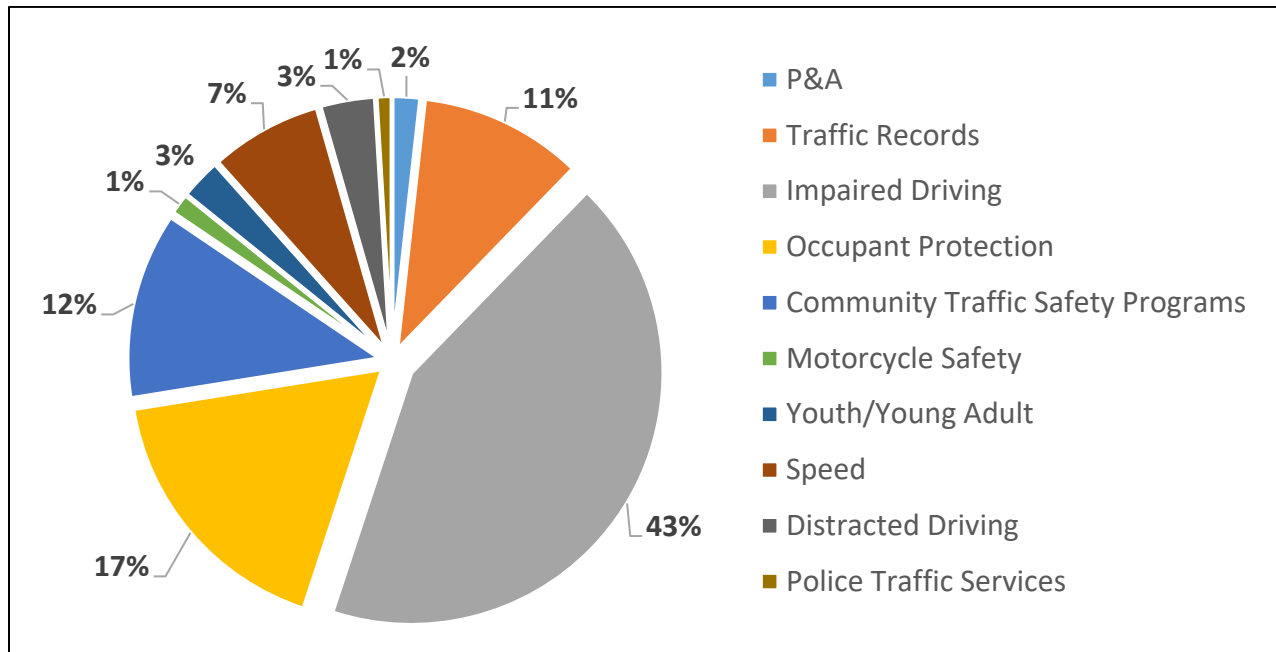
Budget Expended: \$5,677

Project Description and Activity

The NDDOT Highway Safety Division set aside funds for the NDSU UGPTI for program evaluation to strengthen programs for improved outcomes. The project existed to analyze the driver record to determine the relationships between teen driver education and traffic safety outcomes during the first year of licensure for teens licensed under the age of 16.5. Results show an associated safety benefit for 16-year-olds that have completed a public school driver education course.

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

Financial Summary



Financial Summary FFY 2023					
	402	405	164	Total	%
P&A	\$102,602			\$102,602	2%
Traffic Records	\$287,804	\$324,979		\$612,783	11%
Impaired Driving	\$197,315	\$1,441,123	\$857,335	\$2,495,773	43%
Occupant Protection	\$635,108	\$380,076		\$1,015,184	17%
Community Traffic Safety Programs	\$698,821			\$698,821	12%
Motorcycle Safety	\$52,993	\$25,000		\$77,993	1%
Youth/Young Adult	\$152,049			\$152,049	3%
Speed	\$418,077			\$418,077	7%
Distracted Driving	\$203,489			\$203,489	3%
Police Traffic Services	\$55,071			\$55,071	1%
TOTAL	\$2,768,538	\$2,171,465	\$857,335	\$5,831,842	100%

2022-2023 Advertising Planning Calendar

[illegible]

Assessment of Results in Achieving Performance Targets for FY23 and FY22									
FY 2023						FY 2022			
Performance Measure	Target Period	Target Year(s)	Target Value FY23 HSP	Data Source/ FY23 Progress Results	On Track to Meet FY23 Target Y/N (in-progress)	Target Value FY22 HSP	Target Year(s)	Data Source/ FY22 Final Result	Met FY22 Target Y/N
C-1) Number of Traffic Fatalities	5-year	2019-2023	99.2	2018-2022 STATE 100.8	No	96.4	2018-2022	2018-2022 STATE 100.8	No
C-2) Number of Serious Injuries in Traffic Crashes	5-year	2019-2023	397.1	2018-2022 STATE 406.2	No	359.7	2018-2022	2018-2022 STATE 406.2	No
C-3) Fatalities/VMT	5-year	2019-2023	1.080	2018-2022 STATE 1.075	Yes	1.094	2018-2022	2018-2022 STATE 1.074	Yes
For each of the Performance Measures C-4 through C-11, the State should indicate the Target Period which they used in the FY23 HSP.									
C-4) Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5-year	2019-2023	36.1	2018-2022 FARS 38.6	No	37.8	2018-2022	2018-2022 FARS 38.6	No
C-5) Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and Above	5-year	2019-2023	31.8	2018-2022 STATE 33.6	No	35.4	2018-2022	2018-2022 STATE 33.6	Yes
C-6) Number of Speeding-Related Fatalities	5-year	2019-2023	28.0	2018-2022 STATE 31.0	No	26.9	2018-2022	2018-2022 STATE 31.0	No
C-7) Number of Motorcyclist Fatalities	5-year	2019-2023	12.7	2018-2022 FARS 14.6	No	13.5	2018-2022	2018-2022 FARS 14.6	No
C-8) Number of Unhelmeted Motorcyclist Fatalities	5-year	2019-2023	9.2	2018-2022 FARS 10.2	No	10.2	2018-2022	2018-2022 FARS 10.2	Yes
C-9) Number of Drivers Age 20 or Younger Involved in Fatal Crashes	5-year	2019-2023	13.0	2018-2022 FARS 14.0	No	11.9	2018-2022	2018-2022 FARS 14.0	No
C-10) Number of Pedestrian Fatalities	5-year	2019-2023	6.7	2018-2022 FARS 7	No	6.1	2018-2022	2018-2022 FARS 7	No
C-11) Number of Bicyclist Fatalities	5-year	2019-2023	1.6	2018-2022 FARS 1.4	No	2.0	2018-2022	2018-2022 FARS 1.4	Yes
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	Annual	2023	82.7	State survey - 2023 78.5	No	84.5	2022	State survey - 2022 80.6	No

A-4) Percentage of Traffic Citations Electronically Submitted	Annual	2023	96.1	2022 STATE 96.8	Yes	96.9	2022	2022 STATE 96.8	No
A-5) Number of Car Seat Checkups Offered	Annual	2023	71	2022 STATE 77	Yes	55	2022	2022 STATE 77	Yes
A-6) Distracted Driving Citations (Statewide – All Citations – DOT Data)	Annual	2023	1,000	2022 STATE 958	Yes	1,100	2022	2022 STATE 958	No
A-7) Drug Impaired Driving – (Statewide – All Toxicology Data)	Annual	2023	380	2022 STATE 320	Yes	380	2022	2022 STATE 320	No