

North Carolina Governor's Highway Safety Program FY2017 Annual Report



GOVERNOR ROY COOPER
STATE OF NORTH CAROLINA

SECRETARY JAMES TROGDON
NORTH CAROLINA DEPARTMENT OF TRANSPORTATION

DIRECTOR MARK EZZELL
GOVERNOR'S HIGHWAY SAFETY PROGRAM
December 22, 2017



Cover Photo: A bridge over the Blue Ridge Parkway in North Carolina



STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

ROY COOPER
GOVERNOR

JAMES H. TROGDON, III
SECRETARY

December 22, 2017

Dr. Elizabeth A. Baker
Regional Administrator
National Highway Traffic Safety Administration
31 Hopkins Plaza, Room 902
Baltimore, Maryland 21201-2825

Dear Dr. Baker:

North Carolina is pleased to submit the following Annual Report for federal fiscal year 2017. The Annual Report describes the education, enforcement and other safety efforts that have been implemented in North Carolina to reduce motor vehicle crashes and the resulting injuries and fatalities. Specifically, the Annual Report includes an assessment of progress in working toward highway safety performance targets, descriptions of projects and funded activities, and a report on paid media.

We greatly appreciate your review of the report. If you have questions or require additional information, please contact me at (919) 814-3654 or mezzell@ncdot.gov.

As Director of GHSP, I am proud of the Governor's Highway Safety Program and their partners for the work they accomplished during FY2017, and I look forward to another productive year ahead.

Sincerely,

A handwritten signature in cursive script that reads "Mark Ezzell".

Mark Ezzell
Director

Mailing Address:
NC DEPARTMENT OF TRANSPORTATION
GOVERNOR'S HIGHWAY SAFETY PROGRAM
1508 MAIL SERVICE CENTER
RALEIGH, NC 27699-1508

Telephone: (919) 814-3650

Website: www.ncdot.gov/programs/GHSP/

New Location
750 NORTH GREENFIELD PARKWAY
GARNER, NC 27529

Table of Contents

Executive Summary..... 1

 Progress in Meeting Targets 1

 Program Area Highlights 2

 Ongoing Commitment to Improving Traffic Safety in North Carolina 5

About the North Carolina Governor's Highway Safety Program 7

 Mission..... 7

 Organizational Structure..... 7

 GHSP Staff 8

 Contact Information..... 8

 Funded Projects And Activities 8

Performance Measures and Targets..... 11

 Traffic Fatalities..... 12

 Fatality Rate per 100 Million VMT 13

 Serious Injuries..... 14

 Alcohol-Impaired Driving Fatalities..... 15

 Unrestrained Passenger Vehicle Occupant Fatalities 16

 Speeding-Related Fatalities 17

 Motorcyclist Fatalities..... 18

 Unhelmeted Motorcyclist Fatalities..... 19

 Drivers Age 20 or Younger Involved in a Fatal Crash 20

 Pedestrian Fatalities..... 21

 Pedalcyclist Fatalities 22

 Seat Belt Use Rate..... 23

 Summary of North Carolina Traffic Safety Performance Measures 24

Program Areas and Selection of Evidence-Based Countermeasures 25

 Evidence-Based Traffic Safety Enforcement Plan 25

 Program Areas 26

Alcohol-Impaired Driving 27

 Background and Noteworthy Programs 27

 Program Results 31

 Future Strategies..... 32

 Funded Projects and Activities..... 32

Table of Contents

Occupant Protection	49
Background and Noteworthy Programs	49
Program Results	51
Future Strategies.....	53
Annual Seat Belt Survey	55
Funded Projects and Activities.....	55
Police Traffic Services.....	61
Background and Noteworthy Programs	61
Program Results	62
Future Strategies.....	63
Funded Projects and Activities.....	63
Young Drivers	75
Background and Noteworthy Programs	75
Program Results	76
Future Strategies.....	77
Funded Projects and Activities.....	77
Motorcycle Safety	81
Background and Noteworthy Programs	81
Program Results	82
Future Strategies.....	83
Funded Projects and Activities.....	83
Traffic Records	89
Background and Noteworthy Programs	89
Future Strategies.....	92
Funded Projects and Activities.....	92
Other Highway Safety Priorities.....	97
Older Drivers	97
Pedestrians and Bicyclists	98
Distracted Driving	99
Commercial Motor Vehicles.....	100
Funded Projects and Activities.....	102
Paid Media Plan	105
Minor League Baseball.....	105
College Athletics.....	107
Other Athletics	109

Table of Contents

Motor Sports	110
Other Events	110
Other Components of the Media Plan	111
Funded Projects And Activities	112
2017 Highway Safety Related Legislation	115
Federal Funds Spent on Each Project	119

Executive Summary

This Annual Report describes the accomplishments and challenges experienced by the North Carolina Governor's Highway Safety Program (GHSP) during FY2017 (October 1, 2016 – September 30, 2017). GHSP funded a total of 106 projects for state, local and nonprofit agencies with the goal of reducing motor vehicle crashes and the resulting injuries and fatalities. These projects addressed a number of problem areas including, but not limited to, alcohol-impaired driving, occupant protection, speeding, young drivers, motorcycle safety, older drivers, school bus safety, pedestrians, bicyclists, and traffic records.

The federal grant funds administered during this fiscal year included Section 402 (State and Community Highway Safety Grant Program), 405(b) (Occupant Protection Incentive Grants), 405(c) (State Traffic Safety Information System Improvement Grants), 405(d) (Alcohol-Impaired Driving Countermeasure Incentive Grants), 405(f) (Motorcyclist Safety Grants), and Section 154 (Open Container Transfer Program).

This Annual Report includes:

- North Carolina's progress in meeting the targets set for reductions in overall fatalities and other performance measures.
- A description of North Carolina's data-driven problem identification process and selection of evidence-based countermeasures.
- A description of the State's evidence-based enforcement program activities.
- A list of projects and activities approved during FY2017, including a description of each project, an explanation of how each project contributed to meeting North Carolina's targets and an explanation of reasons for projects that were not implemented.
- A description of paid media expenditures.
- A legislative update.

PROGRESS IN MEETING TARGETS

As noted in this Annual Report, North Carolina has made progress toward achieving reductions in traffic fatalities; however, the State met or exceeded only two targets for 2017. The June 2017 observed seat belt use rate for North Carolina was 91.4 percent, near an all-time high for North Carolina and above the target of 91.2 percent set for 2017. Additionally, North Carolina met its target of reducing pedalcyclist fatalities 20 percent by 2017.

North Carolina has also achieved reductions in alcohol-impaired driving fatalities and motorcyclist fatalities, although the reductions were not large enough to meet targets for 2017. Certain performance measures did not change this past year, including the fatality rate per 100 million VMT and unhelmeted motorcyclist fatalities. (The fatality rate per 100 million VMT was based on State estimates and may be adjusted once the final rate is published by NHTSA.) Meanwhile, increases were recorded in total fatalities, serious injuries, unrestrained fatalities, speed-related fatalities, young driver fatal crashes, and pedestrian fatalities. This is similar to national trends. Total fatalities increased 5.1 percent in North Carolina this past year, compared to 5.6 percent in the U.S. as a whole. GHSP remains committed to reversing these trends and reducing traffic fatalities in our State.

PROGRAM AREA HIGHLIGHTS

The North Carolina Governor’s Highway Safety Program supports a variety of enforcement, educational, and training efforts to decrease motor vehicle crashes and the resulting injuries and fatalities as demonstrated in subsequent sections of this Annual Report. Following are key highlights of GHSP’s program areas:

Alcohol-Impaired Driving

GHSP is very aggressive in the fight to remove impaired drivers from our roadways. Overall, alcohol-impaired fatalities decreased nine percent in 2016 to 354 fatalities—the lowest number of alcohol-related fatalities in North Carolina since well before 1990. GHSP supports proven programs such as “Booze It & Lose It” to deter drinking and driving. During FY2017, 80% of law enforcement agencies in the state participated in the “Booze It & Lose It” campaign, yielding 7,666 DWI arrests and 227,000 other traffic violations. Law enforcement officers in North Carolina use mobile breath-alcohol testing units, better known as BAT Mobiles, to increase the efficiency of on-site DWI processing. During FY2017, GHSP provided funding for one additional smaller 34’ BAT Mobile for use in the eastern region of the state. GHSP has also worked with the Statewide Impaired Driving Task Force to develop and implement an Impaired Driving Plan, which provides a comprehensive strategy for preventing and reducing impaired driving in the State.

During FY2017, GHSP continued to support DWI Enforcement Teams in Buncombe, Brunswick, Forsyth, Guilford, Mecklenburg, Union, Wake and Wayne counties. GHSP also funded two State Highway Patrol DWI Enforcement Teams to work in Cumberland and Robeson counties. Collectively, these ten counties accounted for a third (34%) of the alcohol-related fatalities in North Carolina during the past five years, and they include the five counties with the highest number of fatalities. GHSP crafted the initiative to encourage law enforcement agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers are most likely to be on the roadways—typically Thursday, Friday, and Saturday nights between 10 p.m. and 6 a.m. GHSP has also worked to ensure the successful prosecution of impaired drivers through initiatives such as the Traffic Safety Resource Prosecutor (TSRP) program and the creation of dedicated DWI courts.

Occupant Protection

North Carolina’s observed belt use rate was 91.4 percent in 2017, just slightly below the State’s all-time high of 91.7 percent. Nonetheless, 43 percent of passenger vehicle drivers or occupants killed in crashes were unrestrained. Increasing seat belt use even further continues to be one of GHSP’s highest priorities. During FY2017, law enforcement agencies in North Carolina conducted two statewide waves of the “Click It or Ticket” campaign plus a special enforcement campaign held during Child Passenger Safety Week. During these three waves, law enforcement officers conducted 11,070 checkpoints and saturation patrols, resulting in 13,901 safety belt citations, 1,676 child passenger safety violations, and 118,076 other traffic citations.

North Carolina remains very active in child passenger safety training, education and assistance. As of the end of FY2017, North Carolina had 48 Certified Instructors and 2,907 Certified Technicians for a total of 2,955 CPS certified persons. Additionally, there were 183 Permanent Car Seat Checking Station programs operating 239 service locations in 85 counties. More than 10,200 children were served and 10,314 child restraints were checked at North Carolina car seat checking stations.

Executive Summary

GHSP hosted a NHTSA-facilitated assessment of North Carolina’s occupant protection program in April, 2016. The assessment, conducted by traffic safety experts from around the nation, examined current programs and policies regarding seat belts and occupant protection for children in the State. It also identified the program’s strengths, accomplishments and challenges, and offered suggestions for improvement, especially in efforts to target persistent seat belt non-users more effectively. The North Carolina Occupant Protection Task Force is currently reviewing and implementing recommendations from the assessment.

Speeding and Police Traffic Services

After a decade of steady progress in reducing speed-related fatalities in North Carolina, the past three years have seen a sharp increase in fatalities. North Carolina experienced 566 speed-related fatalities in 2016, an increase of 37 percent since 2013. Forty percent of all fatalities in 2016 were speed-related. GHSP remains committed to supporting proven countermeasures to reduce the number of speed-related crashes and fatalities.

Law enforcement agencies in North Carolina conducted a “Speed a Little. Lose a Lot” speed enforcement campaign during April 13 – April 23, 2017. In total, 3,652 checkpoints and saturation patrols were conducted resulting in 18,369 speeding citations. In a further effort to target speed enforcement, GHSP encourages counties to adopt more systematic approaches for identifying roads that are priorities. GHSP has continued to promote training in Data-Driven Approaches to Crime and Traffic Safety (DDACTS) enforcement strategies. Additionally, GHSP has continued its long-standing partnership with the North Carolina Justice Academy, which provides training in crash investigation and speed measuring instrument certification to law enforcement officers statewide.

GHSP also evaluated an effort to reduce aggressive driving through enforcement coupled with a portable changeable message sign (PCMS). The PCMS was installed over a four-month period on a six-mile enforcement zone along I-95. The two phrases in the message shown to drivers were “do not tailgate,” and “enforced next 10 miles.” The program also included heightened enforcement by the North Carolina State Highway Patrol. The sign, in combination with enforcement, reduced the number of vehicles following too closely and traveling 10+ mph over the speed limit.

Young Drivers

Similar to national trends, young driver fatal crashes have increased noticeably in North Carolina over the past several years. In 2016, there were 187 fatal crashes involving a driver age 20 or younger, an increase of 15% from the 165 fatal crashes in 2015. Young drivers accounted for 14 percent of fatal crashes in 2016, even though they comprised just seven percent of the population in North Carolina. GHSP is committed to reducing young driver crashes and the injuries and costs associated with these crashes.

For the past four years, GHSP has supported the Vidant Health Foundation’s “PittCo Teen Safe Drivers” program. The program uses a peer-to-peer model and a variety of evidence-based strategies to create a community focused on teen safe driving. GHSP also funded the UNC Highway Safety Research Center to develop a comprehensive program to support parents of new drivers in North Carolina. The program includes an in-person parent orientation session that encourages parents to give teens a substantial amount of driving practice in a wide variety of settings, and that helps parents better communicate with their teen during supervised driving. GHSP also supports the North Carolina Teen Driver Resource Center, where communities interested in improving teen driver safety can connect with experts for help

Executive Summary

developing programs and policies, analyzing and interpreting their teen driving data, and creating focused strategies that address specific teen driving issues in their community.

During 2015, GHSP partnered with the Department of Public Instruction to request a statewide driver education curriculum assessment. The purpose of the assessment was to review the State's driver education program, identify the program's strengths and accomplishments, identify weak areas and offer suggestions for improvement. GHSP supports the recommendations of the assessment team and is working to improve the State's driver education program. The North Carolina Driver Education Advisory Committee (DEAC), which reports to the State Board of Education, has formed six subcommittees to address and implement the recommendations of the NHTSA assessment.

Motorcycle Safety

Motorcycles are an increasingly popular form of transportation in North Carolina. There were 185 motorcyclist fatalities in North Carolina in 2016, down four percent from the 192 fatalities in 2015. Motorcyclists currently account for 13 percent of all traffic fatalities in the State.

A key safety initiative to reduce motorcyclist crashes and fatalities is "BikeSafe North Carolina." BikeSafe offers training in riding techniques and discusses a variety of safety topics. The training is conducted by law enforcement motor officers in a non-threatening, non-enforcement environment. Students are typically experienced riders who are interested in improving their riding skills and the training takes place in the classroom and on the streets. During 2016, there were 43 host agencies for the BikeSafe program that conducted a total of 146 BikeSafe events with 490 attendees. Currently, there are 156 BikeSafe assessors across the state. During FY2017, GHSP funded an evaluation of the BikeSafe program by the UNC Highway Safety Research Center. The evaluation identified a number of program strengths such as highly dedicated assessors and coordinators, an excellent instructor-to-student ratio, and the unique on-road assessment. The evaluation also provided recommendations for improving BikeSafe in the areas of recruitment, behavioral goals, presentation content and delivery, and program administration.

Traffic Records

North Carolina strives to develop and implement effective programs that improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of traffic safety data. North Carolina also continues to link State data systems to each other and improve the compatibility and interoperability of North Carolina's data systems with national data systems. Such data is needed to identify priorities for Federal, State, and local highway and traffic safety programs, and to evaluate the effectiveness of these programs.

GHSP supports a variety of efforts to improve traffic records systems in North Carolina. During the past five years, GHSP has funded a Traffic Records Assessment, helped the NC Administrative Office of the Courts continue eCitation®, funded an ongoing project to discover and develop linkage between the crash reporting database and the medical databases, and assisted the NC State Highway Patrol with equipping the entire Patrol with AirCard technology to drastically improve their computer connection capability. Additionally, through the Vision Zero Analytical Program, GHSP has supported efforts to make North Carolina crash data readily available to law enforcement, the general public, media representatives and researchers.

The North Carolina Traffic Records Coordinating Committee (NC TRCC) was established in 2002. The NC TRCC has a diverse membership that includes representation from the data stewards for each primary

Executive Summary

data or information system: crash records; vehicle and driver records; roadway inventory and GIS; court, citation and adjudication systems; and medical outcome systems. The NC TRCC makes policy and program recommendations to the NC Executive Committee for Highway Safety, which then may work for further implement these recommendations. The NC TRCC also prepared a North Carolina Traffic Safety Information Systems 2017 Strategic Plan to identify needed improvements in traffic safety information systems across the State.

Other Priorities

The North Carolina Governor's Highway Safety Program funds a smaller number of projects that help North Carolina and GHSP advance the traffic safety goals set forth in the FY17 Highway Safety Plan, even though they fall outside the traditional high priority areas. These projects address issues such as older driver safety, pedestrians and bicyclists, distracted driving, and commercial motor vehicle safety. Similar to the high priority areas described above, GHSP focuses on proven countermeasures to reduce traffic-related fatalities and serious injuries.

ONGOING COMMITMENT TO IMPROVING TRAFFIC SAFETY IN NORTH CAROLINA

GHSP will continue to serve as a leader for improving traffic safety in North Carolina. GHSP is committed to funding evidence-based, innovative, and results-oriented programs to accomplish our mission of reducing crashes, saving lives, and reducing incapacitating injuries. The achievements to date have been the result of a wide range of educational, enforcement, and other safety initiatives in our State, and can be credited to the hard work and dedication of many agencies and individuals including law enforcement officers, prosecutors, judges, educators, researchers, community groups and safety advocates. We are confident that our efforts during FY2017 and beyond will continue to improve the safety of our streets and highways for all North Carolinians.

About the North Carolina Governor's Highway Safety Program

MISSION

The mission of the Governor's Highway Safety Program is to promote highway safety awareness and reduce the number of traffic crashes and fatalities in the state of North Carolina through the planning and execution of safety programs.

ORGANIZATIONAL STRUCTURE

The North Carolina Governor's Highway Safety Program (GHSP) is housed within the North Carolina Department of Transportation (DOT). However, the Governor of North Carolina appoints the Director of the Governor's Highway Safety Program as the official responsible for all aspects of the highway safety program. The Director is the ranking official having authority to administer North Carolina's highway safety program and is also designated as the Governor's Representative for Highway Safety.

The GHSP has an authorized staff of eleven professionals and two full-time and one part-time support staff. GHSP receives support from staff assigned to DOT Communications who provide oversight on marketing efforts for GHSP. The GHSP Director is responsible for the program's administration, and two Assistant Directors are responsible for office operations and functions of the agency. The Assistant Directors oversee GHSP's three sections:

Planning, Programs and Evaluation Section

The Planning, Programs and Evaluation section develops, implements, manages, monitors and evaluates a grants program that address highway safety concerns identified through an evidence-based analysis of crash, citation and other empirical data. The Planning, Programs and Evaluation section staff includes a manager and four Highway Safety Specialists (HSS). One additional specialist coordinates and oversees the law enforcement liaison network in addition to a specific program area. Every project is assigned to a specific Highway Safety Specialist. The Highway Safety Specialist is the Project Director's liaison with the GHSP, NHTSA and other highway safety agencies. Highway Safety Specialists are responsible for these project areas:

1. Traffic Records
2. Impaired Driving
3. Bicycle/Pedestrian
4. Occupant Protection
5. Youth and Young Drivers
6. Motorcycle Safety
7. Older Drivers
8. Speed

About NCGHSP

Finance and Administration Section

The Finance and Administration section manages and coordinates the financial operations and administrative support needs of the GHSP. The Finance and Administration section is currently staffed with a Finance Officer and an administrative assistant.

Public Information and Education Section

The Public Information and Education section promotes public awareness and visibility of highway safety issues. The Public Information and Education section is currently staffed with a Communications and Events Coordinator, a program assistant and a part-time program assistant. One of the Public Information Officers is jointly supported by the NC DOT Communications Office.

GHSP STAFF

Mark Ezzell	Director
Mark Scaringelli.....	Assistant Director-Internal Affairs
Cheryl Leonard.....	Assistant Director-External Affairs
Stacy Deans	Planning, Programs and Evaluation Manager
Deidra Joyner	Finance Officer
Frank Hackney.....	HSS-Traffic Records/Bicycle and Pedestrian Coordinator
David Williams.....	HSS-Impaired Driving Coordinator
Bob Stevens.....	Law Enforcement Liaison/HSS-Speed Coordinator
Kyle Van Dusen	HSS-Occupant Protection/Youth and Young Driver Coordinator
Jonathan Bandy.....	Communications and Events Coordinator
Vacant	Program Assistant
Mary Brake.....	Program Assistant
Pat Vaughn.....	Program Assistant

CONTACT INFORMATION

Name: Mark Ezzell, Director
Phone: (919) 814-3654
Email: mezzell@ncdot.gov
Address: 750 N. Greenfield Parkway, Garner, NC 27529
Website: www.ghsp.nc.gov

FUNDED PROJECTS AND ACTIVITIES

The following project helped to support planning and administration activities by GHSP under the FY2017 Highway Safety Plan:

Project Number(s): PA-17-01-01
Project Title: Planning and Administrative
Agency: Governor's Highway Safety Program
Project Description: This ongoing project provided funding for the Director and Assistant Director positions to manage the day-to-day operations of the highway safety office. This

About NCGHSP

project also provided funding for the Finance Officer, Administrative Assistant and Program Assistant positions to carry out the administrative tasks necessary for the office to function.

Contribution to Meeting Targets: This project supported salaries and associated costs of five administrative employees to manage the highway safety office.

Project Number(s): SA-17-09-01

Project Title: Programs and Operations Support

Agency: Governor's Highway Safety Program

Project Description: This ongoing project provided funding for the Planning, Programs and Evaluation Manager and Highway Safety Specialist positions responsible for administering and monitoring grants, a Law Enforcement Liaison position to coordinate and enhance law enforcement participation, a Communications and Events Coordinator (formerly referred to as the Public Information Officer) position to promote and manage events (such as the Highway Safety Symposium, State Fair Safety City display and kick-off events), and a Materials Manager position to coordinate the distribution of information and materials. This project also provided funding for other operational expenses (including the purchase of a color printer/copier) and highway safety events throughout the year.

Contribution to Meeting Targets: This project supported five highway safety specialists and one law enforcement liaison to provide oversight for grants. The highway safety specialists conducted compliance monitoring on the 87 projects funded for FY2017. This project also supported a Communications and Events Coordinator position and a temporary employee to promote highway safety campaigns through earned media. In total there were 13 campaign kickoff events as well as numerous other media events conducted through the year to draw attention to various highway safety efforts. Additionally, in lieu of hosting the Highway Safety Symposium, GHSP funded attendance to the Lifesavers national conference for approximately 500-600 law enforcement and other partners. GHSP continued outreach efforts at Safety City during the NC State Fair. This year we expanded our partnership/messaging to include WatchForMeNC, our bicycle and pedestrian safety program and Vision Zero, which conducted a public opinion survey on traffic safety attitudes.

Project Number(s): SA-17-09-03

Project Title: Highway Safety Plan and Annual Report 2017

Agency: UNC - Highway Safety Research Center

Project Description: This is an ongoing continuation project that is responsible for providing funding for the preparation of the North Carolina Highway Safety Plan and the Governor's Highway Safety Program's Annual Report.

Contribution to Meeting Targets: HSRC collaborated with GHSP to compile, write, and edit the 2017 Highway Safety Plan. This document serves as the basis for the NC application to NHTSA for funding in the 2018 grant year. The Annual Accomplishment Report for the

About NCGHSP

2016 grant year was also compiled, written, and edited by HSRC in conjunction with GHSP and presented to NHTSA for the required end of year status report.

Project Number(s): SA-17-09-10
Project Title: Vision Zero Outreach and Support
Agency: North Carolina State University
Project Description: This mid-year grant was intended to provide planning resources and support for GHSP's annual Traffic Safety Conference.
Contribution to Meeting Targets: This grant was never approved internally due to changes in the project's scope.

Project Number(s): 154AL-17-12-01 / M5BAC-17-15-04
Project Title: Breath Alcohol Testing Mobile Unit Program
Agency: Department of Health & Human Services - Forensic Tests for Alcohol Branch
Project Description: This was an ongoing project that provided funding for the Blood Alcohol Testing (BAT) program. This program provided the BAT Mobile Units stationed regionally across the state. This project provided funding for the salary for three existing BAT coordinators, the partial salary for four BAT coordinators and an additional BAT unit. This project served to enhance the program's ability to assist law enforcement agencies across the state in efforts to remove impaired drivers from the highways by providing onsite breath testing facilities during checkpoints.
Contribution to Meeting Targets: The FTA purchased one additional BAT Mobile this year. This new BAT Mobile is smaller than previously used vehicles and is used primarily in the western mountainous region of the state. The BAT program conducted 121 educational events about the dangers of drinking and driving that reached over 50,000 people statewide. The BAT program participated in 306 DWI checking stations this past fiscal year. The BAT program gained participation from 36 Law Enforcement agencies who had not participated in the program in the past.

Performance Measures and Targets

NHTSA and the Governor's Highway Safety Association (GHSA) have agreed to a minimum set of performance measures to be used by states in the development and implementation of behavioral highway safety plans and programs. North Carolina's performance measures and targets were developed by the GHSP in collaboration with a team of partner agencies including the Division of Motor Vehicles, the Traffic Safety Systems Management Unit of the North Carolina Department of Transportation, and the University of North Carolina Highway Safety Research Center.

In this section, we describe North Carolina's progress toward the targets established for the performance measures required by NHTSA and GHSA. The eleven core performance measures and one core behavior measure include:

Core performance measures

- Traffic fatalities
- Fatality rate per 100 million VMT
- Serious injuries
- Alcohol-impaired driving fatalities
- Unrestrained passenger vehicle occupant fatalities
- Speeding-related fatalities
- Motorcyclist fatalities
- Unhelmeted motorcyclist fatalities
- Drivers age 20 or younger involved in a fatal crash
- Pedestrian fatalities
- Pedalcyclist fatalities

Core behavior measure

- Seat belt use rate

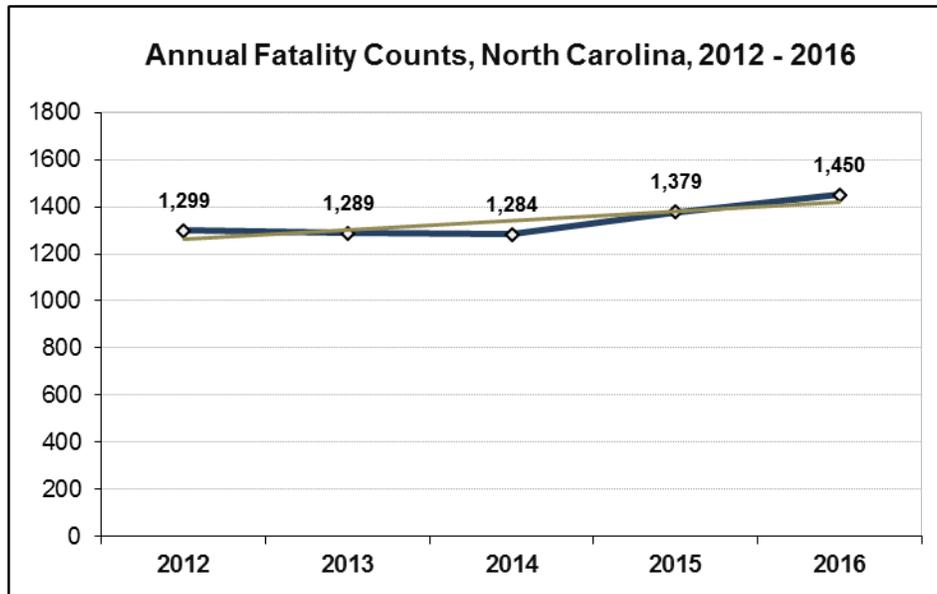
For the ten performance measures related to fatalities, the primary data source is the Fatality Analysis Reporting System (FARS). The North Carolina State Crash Data file serves as the source for serious injuries data and the annual seat belt observation survey serves as the source for the one core behavior measure, observed seat belt use. A summary of North Carolina traffic safety performance measures is presented in a table at the end of this section.

For each of the performance measures, we first present targets for 2017 and indicate whether these targets have been achieved. We then provide figures showing five-year trends for each performance measure. This is followed by a brief discussion of North Carolina's overall progress in addressing each performance measure.

TRAFFIC FATALITIES

Target: Reduce traffic-related fatalities by 20 percent from the 2010-2014 average of 1,285 to 1,028 by 2017.

Outcome: **Target not yet achieved.** There were 1,450 traffic fatalities in 2016, a 13 percent increase from the 2010-2014 average of 1,285.



North Carolina experienced a noticeable jump in traffic fatalities during 2016. Seventy-one (71) more fatalities occurred during 2016 than 2015, an increase of 5.1 percent. This mirrors national trends, which show traffic fatalities increased by 5.6 percent in the U.S. as a whole during 2016.

A number of factors likely contributed to the recent increase in traffic fatalities. Vehicle miles traveled (VMT) has risen steadily in North Carolina over the past five years. Although VMT data is not yet available for 2016, this trend has likely continued. Traffic fatalities involving lane departure (15 percent) and distracted driving (21 percent) also increased significantly. Fatalities rose more among females than males (10 percent vs. 2 percent), and more among drivers of SUVs (21 percent) and pickup trucks (16 percent) than other types of vehicles. Fatalities also increased in rural areas (8 percent), whereas they decreased in urban areas (-2 percent).

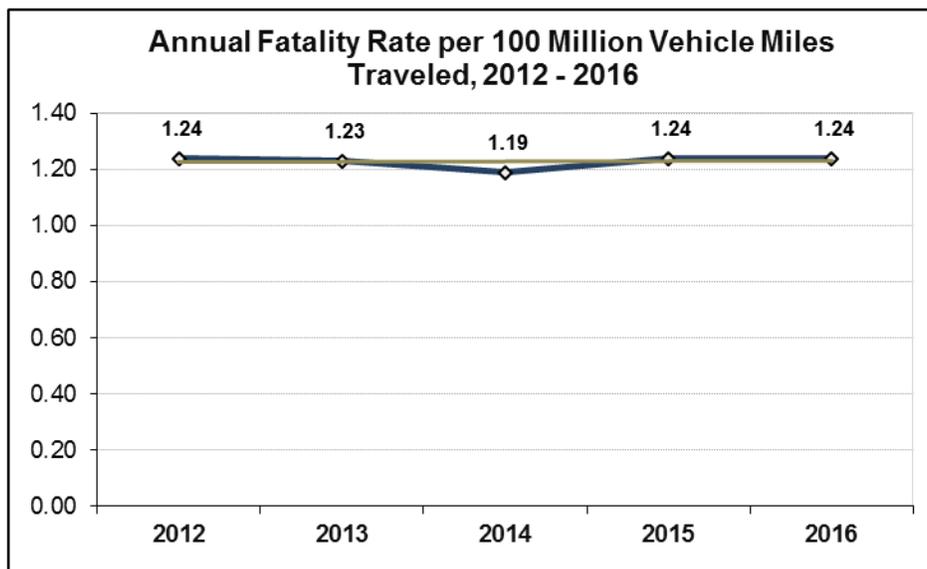
GHSP remains committed to further reducing traffic fatalities in our State. GHSP supports a variety of enforcement and educational efforts to decrease motor vehicle crashes and the resulting injuries and fatalities, as described in subsequent sections of the Annual Report.

FATALITY RATE PER 100 MILLION VMT

Target: Reduce the fatality rate per 100 million VMT by 20 percent from the 2010-2014 average of 1.23 to 0.98 by 2017.

Outcome: **Target not yet achieved.** The fatality rate per 100 million VMT was 1.24 in 2016, a one percent increase from the 2010-2014 average of 1.23.

Note: The fatality rate for 2016 is based on VMT data provided by NCDOT.

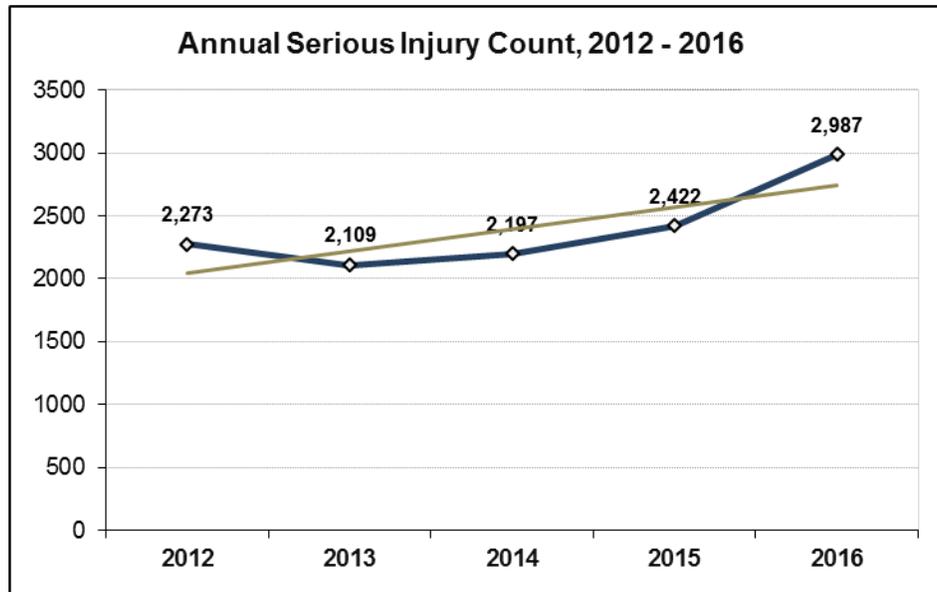


North Carolina's annual fatality rate per 100 million VMT remained at 1.24 in 2016. Although VMT increased in 2016, this was offset by the rise in total traffic fatalities. Overall, the long-term trend indicates little change in the fatality rate per 100 million VMT in North Carolina. As noted above, the fatality rate per 100 million VMT for 2016 is based on NC VMT estimates and may be adjusted once this rate is published by NHTSA.

SERIOUS INJURIES

Target: Reduce the number of serious injuries by 20 percent from the 2010-2014 average of 2,268 to 1,814 by 2017.

Outcome: **Target not yet achieved.** There were 2,987 serious injuries in 2016, a 32 percent increase from the 2010-2014 average of 2,268.



NOTE: Some of the 2016 increase may be attributed to a change in the serious-injury definition during last 3 months of 2016.

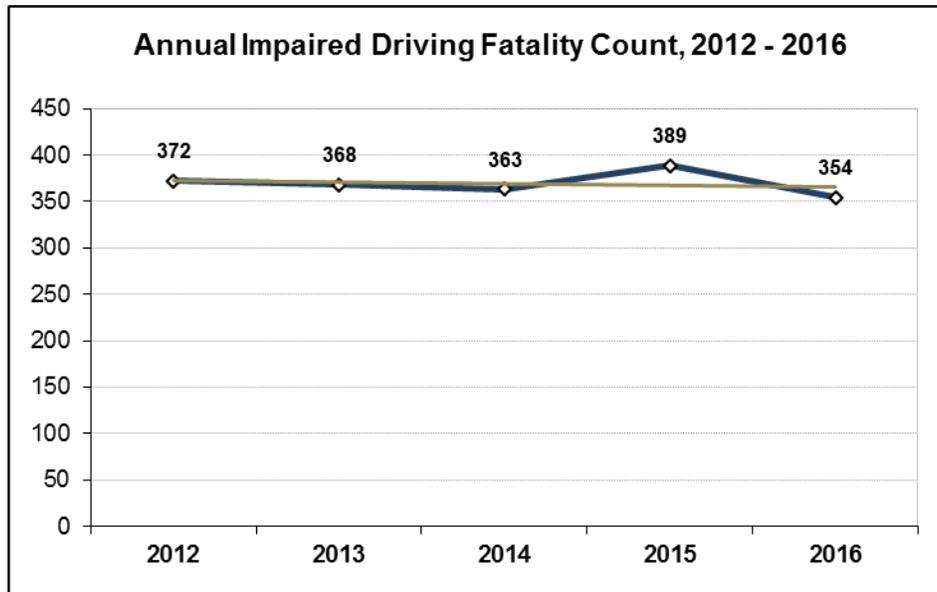
Similar to fatalities, the number of serious (“disabling”) injuries increased in North Carolina during 2016. Five hundred and sixty-five more serious injuries occurred during 2016 than 2015, an increase of 23 percent. The increase was larger among males than females (27 percent vs. 17 percent) and larger in rural areas than urban areas (32 percent versus 12 percent). Similar to the findings for fatalities, the largest increase in serious injuries was found for occupants of SUVs (21 percent) and pickup trucks (16 percent) compared to other types of vehicles.

Despite the recent increase, the number of serious injuries in North Carolina remain well below pre-recession levels. In fact, serious injuries have dropped by half (51 percent) since 2000.

ALCOHOL-IMPAIRED DRIVING FATALITIES

Target: Decrease alcohol-impaired driving fatalities 20 percent from the 2010-2014 average of 374 to 299 by 2017.

Outcome: **Target not yet achieved.** The number of fatalities involving drivers with a BAC of .08 or above was 354 in 2016, a five percent decrease from the 2010-2014 average of 374.



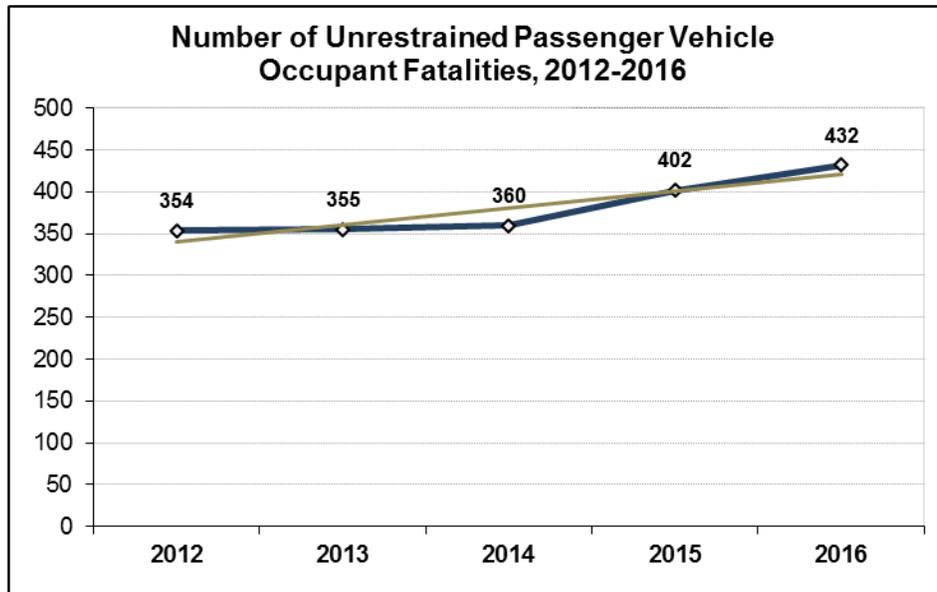
Although traffic-related fatalities increased in North Carolina in 2016, alcohol-impaired driving fatalities dropped by nine percent. The long-term trend suggests a gradual decline in alcohol-impaired driving fatalities over the past 10 years. During 2016, 24 percent of all fatalities were alcohol-related, down somewhat from 28 percent of fatalities in 2015.

North Carolina is very aggressive in the fight to remove impaired drivers from our roadways. GHSP funds a variety of efforts to educate drivers and to enforce the state's impaired driving laws. See the section of the report on Alcohol-Impaired Driving for more details.

UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES

Target: Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 10 percent from the 2010-2014 average of 373 to 335 by 2017.

Outcome: **Target not yet achieved.** The number of unrestrained passenger vehicle occupant fatalities was 432 in 2016, a sixteen percent increase from the 2010-2014 average of 373.



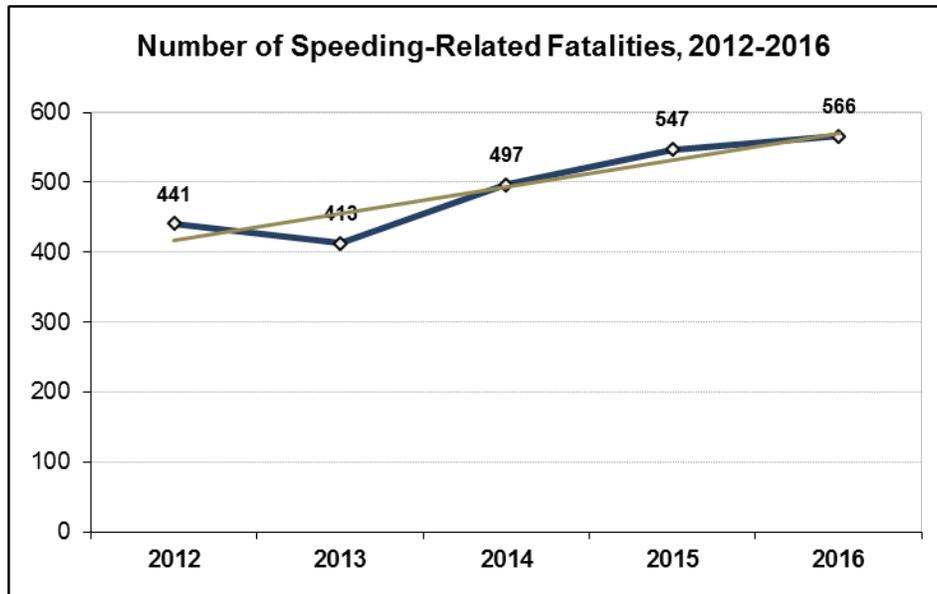
Similar to overall traffic fatalities, unrestrained passenger vehicle occupant fatalities increased in 2016. North Carolina experienced 30 more unrestrained fatalities during 2016 than 2015, an increase of seven percent. Unrestrained fatalities have risen noticeably each of the past two years. Nonetheless, unrestrained fatalities remain well below the levels recorded prior to the 2008 recession.

An estimated 600 lives are saved each year in North Carolina by passenger restraints. Approximately 100 more lives could be saved each year if all passenger vehicle occupants were properly restrained.

SPEEDING-RELATED FATALITIES

Target: Reduce speeding-related fatalities by 20 percent from the 2010-2014 average of 463 to 370 by 2017.

Outcome: **Target not yet achieved.** The number of speeding-related fatalities was 566 in 2016, a 22 percent increase from the 2010-2014 average of 463.



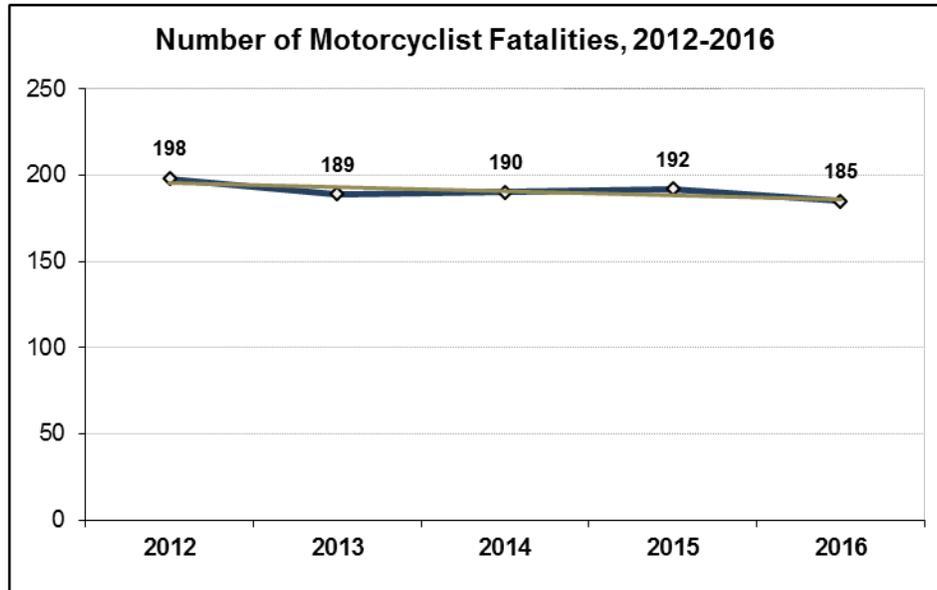
Speed-related fatalities have increased sharply over the past three years in North Carolina. Since 2013, speed-related fatalities have risen 37 percent. Almost forty percent of all fatalities in North Carolina were speed-related during 2016.

GHSP continues to be committed to supporting proven countermeasures to reduce the frequency of speed-related crashes and fatalities. See the section of the report on Police Traffic Services for more details.

MOTORCYCLIST FATALITIES

Target: Decrease motorcycle fatalities 20 percent from the 2010-2014 average of 188 to 150 by 2017.

Outcome: **Target not yet achieved.** The number of motorcyclist fatalities was 185 in 2016, a two percent decrease from the 2010-2014 average of 188.



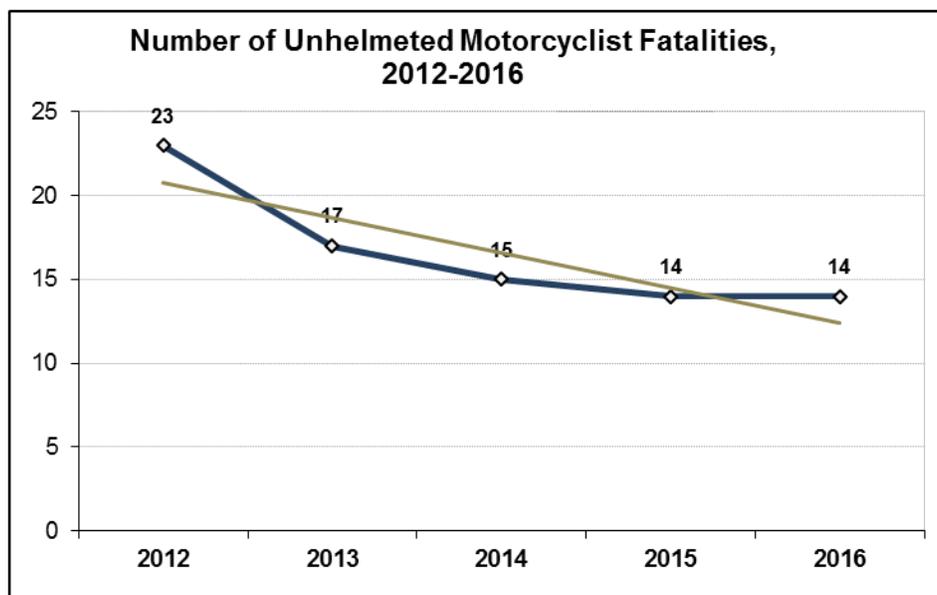
Overall, motorcyclist fatalities in North Carolina have changed very little since 2012. There were 185 motorcyclist fatalities during 2016, a decrease of four percent in comparison with 2015. Motorcyclists comprise an increasing proportion of traffic fatalities in North Carolina. During 2016, motorcyclists accounted for 13 percent of all traffic fatalities in the State, compared to just six percent of fatalities in 2000. This is due in large part to the growing popularity of motorcycle riding. There are more riders traveling more miles, resulting in more exposure of motorcyclists to other traffic and potentially dangerous conditions. Additionally, the average age of riders killed in crashes has risen. During 2016, riders age 41 and older accounted for almost half of all motorcyclist fatalities.

GHSP strongly supports efforts to provide training to help motorcyclists become safe riders. See the section of the report on Motorcycle Safety for more details.

UNHELMETED MOTORCYCLIST FATALITIES

Target: Decrease unhelmeted motorcyclist fatalities 15 percent from the 2010-2014 average of 15 to 13 by 2017.

Outcome: **Target not yet achieved.** The number of unhelmeted motorcyclist fatalities was 14 in 2016, a seven percent decrease from the 2010-2014 average of 15.

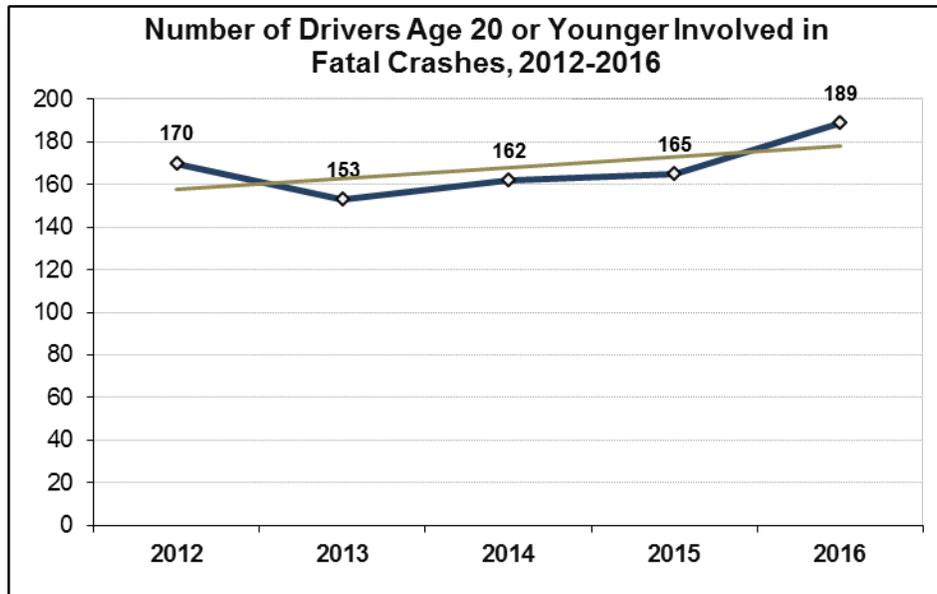


North Carolina has a universal helmet law covering all riders. Consequently, the State has a very low number of unhelmeted motorcyclist fatalities each year. During 2016, only 14 unhelmeted motorcyclists were killed in crashes. An estimated 100+ lives in North Carolina are saved each year by motorcycle helmets. Additional lives could be saved if all riders wore helmets.

DRIVERS AGE 20 OR YOUNGER INVOLVED IN A FATAL CRASH

Target: Decrease drivers age 20 or younger involved in fatal crashes 25 percent from the 2010-2014 average of 173 to 138 by 2017.

Outcome: **Target not yet achieved.** The number of young drivers involved in fatal crashes was 189 in 2016, a nine percent increase from the 2010-2014 average of 173.



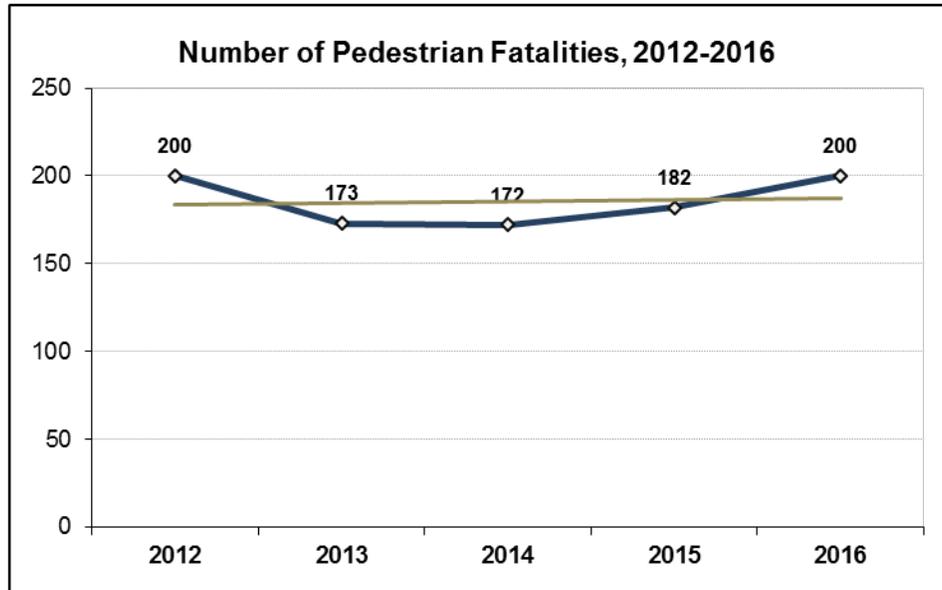
During 2016, there were 189 fatal crashes involving drivers age 20 or younger in North Carolina. This was noticeably higher than the 165 fatalities in 2015. The past three years have seen a gradual rise in young driver fatal crashes in North Carolina. This is similar to national trends. Young drivers currently account for nine percent of fatal crashes in the state.

Motor vehicle crashes are the leading cause of death among teenagers in North Carolina. GHSP is supporting and evaluating several innovative approaches to improving young driver safety. See the section of the report on Young Drivers for more details.

PEDESTRIAN FATALITIES

Target: Decrease the number of pedestrian fatalities 20 percent from the 2010-2014 average of 175 to 140 by 2017.

Outcome: **Target not yet achieved.** The number of pedestrian fatalities was 200 in 2016, a fourteen percent increase from the 2010-2014 average of 175.



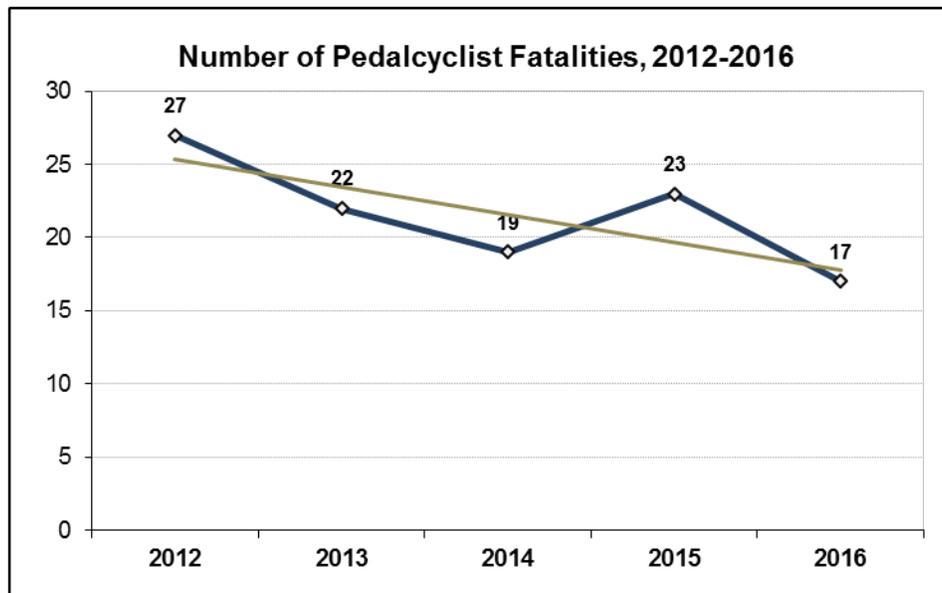
During 2016, pedestrian fatalities increased by 18 in North Carolina, from 182 to 200. However, the long-term trend suggests little change in pedestrian fatalities. Over the past five years, pedestrians have consistently accounted for about 13 percent of all traffic fatalities in North Carolina.

GHSP believes further reductions in pedestrian fatalities are possible. See the section of the report on Other Highway Safety Priorities for more details.

PEDALCYCLIST FATALITIES

Target: Decrease the number of pedalcyclist fatalities 20 percent from the 2010-2014 average of 23 to 17 by 2017.

Outcome: **Target achieved.** The number of pedalcyclist fatalities was 17 in 2016, a 20 percent decrease from the 2010-2014 annual average of 23.



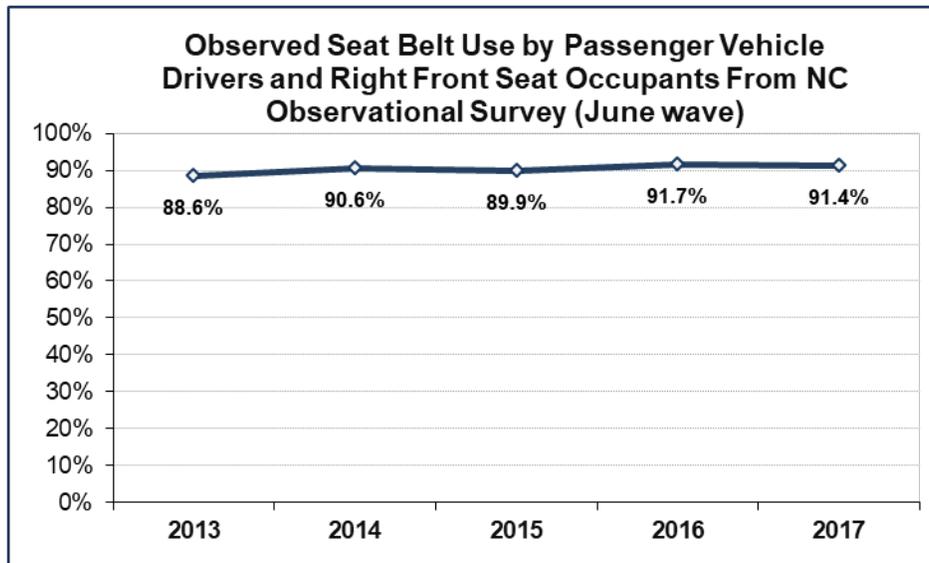
The number of pedalcyclist fatalities in North Carolina is much lower than the number of fatalities involving pedestrians, motorcyclists and other types of road users. Moreover, the overall trend suggests a decrease in pedalcyclist fatalities over the past five years. During 2016, there were 17 pedalcyclists killed in crashes in North Carolina, a decrease of six from the 23 pedalcyclists killed in 2015.

GHSP believes reductions in pedalcyclist fatalities are possible. See the section of the report on Other Highway Safety Priorities for more details.

SEAT BELT USE RATE

Target: Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles two percentage points from the 2011-2015 average usage rate of 89.2 percent to 91.2 percent by 2017.

Outcome: **Target achieved.** The observed seat belt use rate was 91.4 percent in June 2017, slightly above the target of 91.2 percent set for 2017.



North Carolina's seat belt use rate has been above the 90 percent threshold three of the past four years. Observed seat belt use among outboard occupants in passenger vehicle decreased slightly to 91.4 percent in 2017. Belt use decreased slightly for drivers (from 92.1 percent to 91.6 percent), but increased for passengers (from 90.4 percent to 91.0 percent). Generally, observed seat belt use has changed only slightly the past five years, remaining very close to 90 percent.

Increasing seat belt use continues to be one of GHSP's highest priorities. Current GHSP-funded activities are focused on nighttime belt enforcement and child passenger safety. See the section of the report on Occupant Protection for more details.

Measures and Targets

SUMMARY OF NORTH CAROLINA TRAFFIC SAFETY PERFORMANCE MEASURES

SUMMARY OF NORTH CAROLINA TRAFFIC SAFETY PERFORMANCE MEASURES: 2012-2016

Core Outcome Measures	Calendar Year				
	2012	2013	2014	2015	2016
Traffic Fatalities	1,299	1,290	1,284	1,379	1,450
Fatalities per 100 million VMT	1.24	1.23	1.19	1.24	1.24 ¹
Number of "Disabling" (A) Injuries ²	2,273	2,109	2,197	2,422	2,987
Alcohol-Impaired Driving Fatalities (BAC=.08+)	372	368	363	389	354
Unrestrained Passenger Vehicle Occupant Fatalities	354	355	360	402	432
Speeding-Related Fatalities	441	413	497	547	566
Motorcyclist Fatalities	198	189	190	192	185
Unhelmeted Motorcyclist Fatalities	23	17	15	14	14
Drivers Age 20 or Younger Involved in Fatal Crashes	170	153	162	165	189
Pedestrian Fatalities	200	174	172	182	200
Pedalcyclist Fatalities	27	22	19	23	17
Core Behavior Measure ³	Calendar Year				
	2013	2014	2015	2016	2017
Observed Seat Belt Use	88.6%	90.6%	89.9%	91.7%	91.4%
Activity Measures ⁴	Fiscal/Project Year				
	2013	2014	2015	2016	2017
Occupant Restraint Citations Issued During Grant-Funded Enforcement Activities	38,494	46,453	46,161	38,236	38,765
Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	13,142	12,899	13,856	13,462	11,883
Speeding Citations Issued During Grant-Funded Enforcement Activities	140,844	133,940	146,546	151,628	154,089

¹The fatality rate for 2016 is based on VMT data provided by NCDOT.

²Serious injury data are from the North Carolina State Crash Data files.

³Annual observational survey conducted in June.

⁴Activity measures as reported from law enforcement agencies for all enforcement campaigns.

Program Areas and Selection of Evidence-Based Countermeasures

During FY2017, GHSP used federal highway funds to fund a variety of programs, projects and activities to advance the traffic safety targets set forth in the Highway Safety Plan. GHSP focuses on evidenced-based strategies which have been proven effective in reducing motor vehicle crashes, injuries, and fatalities.

EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PLAN

The NC GHSP has developed policies and procedures to ensure that enforcement resources are used efficiently and effectively to support the goals of North Carolina's highway safety program. North Carolina incorporates an evidence-based approach in its statewide enforcement program through the components described below.

Data-driven Problem Identification

GHSP conducts an extensive problem identification process to develop and implement the most effective and efficient plan for the distribution of federal funds. A number of data sources are examined to give the most complete picture of the major traffic safety problems in the State. These include, but are not limited to, FARS data, the North Carolina Crash Database, and enforcement and adjudication data. North Carolina conducts seat belt and cell phone use observational surveys and examines these data for problem identification and evaluation purposes as well. The problem identification process helps to ensure the initiatives implemented address the crash, fatality, and injury problems within the state. This process also provides appropriate criteria for the designation of funding priorities as well as providing a benchmark for administration and evaluation of the overall highway safety plan.

The data analyses conducted in the problem identification process are designed to identify which drivers or other road users are under- or overinvolved in crashes and to determine when and where crashes are occurring. Behavioral measures, such as alcohol impairment and seat belt non-use, are also examined. In a further effort to target speed enforcement, GHSP encourages counties to adopt more systematic approaches for identifying roads that are priorities. To this end, GHSP promotes training in Data-Driven Approaches to Crime and Traffic Safety (DDACTS) enforcement strategies to assist local law enforcement agencies to develop their enforcement plans.

GHSP utilizes an in-house review team and input from partners to review project applications and prioritize the applications based on the applicants' problem identification, goals and objectives, use of evidence-based strategies and activities, budget, and past performance.

Selection of Evidence-based Countermeasures

To meet North Carolina's targets, GHSP focuses on strategies that are proven effective in reducing motor vehicle crashes, injuries, and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 8th Edition of NHTSA's *Countermeasures that Work* (CMTW). CMTW was designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.

Evidence-Based Countermeasures

Countermeasures include high-visibility enforcement of alcohol, speed, and occupant protection laws using checkpoints and saturation patrols. Associated media plans ensure these enforcement efforts are well publicized to the driving public.

Continuous Monitoring

To ensure projects remain committed to their stated plans, various tracking mechanisms are used to assist GHSP Highway Safety Specialists in monitoring the progress of each project. Quarterly progress reports are required from each agency receiving grant funding to ensure that the goals and outcomes of each project are met. Projects that fund enforcement personnel are further required to report on monthly enforcement actions taken, educational programs delivered, and hours worked. During each statewide enforcement campaign, GHSP requires law enforcement agencies with grant funding to report their citation totals online on a weekly basis. GHSP also solicits non-grant funded law enforcement agencies to participate in these campaigns and report as well. Reports of checkpoint and saturation patrol activities include data on the locations and times worked, the number of officers present, and the number and types of citations issued. Project monitoring allows GHSP to determine if adjustments to plans are necessary to provide the greatest use of resources to address targeted traffic safety problems.

PROGRAM AREAS

During FY2017, GHSP funded a variety of programs, projects, and activities with federal transportation funds to advance the traffic safety targets set forth in the Highway Safety Plan. The North Carolina Governor's Highway Safety Program has identified the following top priorities for program funding:

- Alcohol-Impaired Driving;
- Occupant Protection;
- Speeding and Police Traffic Services;
- Young Drivers;
- Motorcycles Safety;
- Traffic Records;
- Other Highway Safety Priorities: Older Drivers, School Bus Safety, Pedestrians, Bicyclists, Distracted Driving and Commercial Motor Vehicles.

The order in which the program areas are discussed in this Annual Report generally coincides with their position in the GHSP overall set of priorities, with the top priorities being alcohol-impaired driving and occupant protection.

Each program area begins with a brief background, followed by a discussion of noteworthy programs funded during FY2017. Program results are then described. Finally, future strategies are discussed and descriptions are provided of projects that were approved for funding during the year.

Alcohol-Impaired Driving

BACKGROUND AND NOTEWORTHY PROGRAMS

In 2016, there were 354 fatalities in crashes involving a driver with a BAC of .08 or above. This was a 9% decrease from the 389 alcohol-impaired driving fatalities in 2015. It is also the lowest number of alcohol-related fatalities in North Carolina since well before 1990. Alcohol involvement is more common in crashes involving males, drivers ages 21 to 29, motorcycle and motor-scooter riders, and drivers on rural roadways. Alcohol-involved crashes are also most common at nighttime, especially between the hours of 6 p.m. and 3 a.m. The counties that account for the most alcohol-related fatalities are Mecklenburg, Wake, Guilford, Cumberland, and Robeson counties. Together, these five counties comprise almost one-fourth of all alcohol-related fatalities in the state. (North Carolina has 100 counties.)

Impaired Driving Task Force

In August 2013, GHSP worked with the Governor's office to establish a Statewide Impaired Driving Task Force. The Task Force was charged with reducing the number of impaired driving fatalities in the State by developing new strategies and initiatives to address the problem. The Task Force developed an Impaired Driving Plan for the State of North Carolina in 2014. The purpose of the Impaired Driving Plan was to provide a comprehensive strategy for preventing and reducing impaired driving. The Impaired Driving Plan described North Carolina's current and future initiatives regarding enforcement, media and outreach, adjudication, and treatment and rehabilitation. The original term of the task force expired. During June 2017 GHSP assembled a new task force to review the initial plan, recommend/approve changes and reformat the plan to meet NHTSA Highway Safety Program Guideline No. 8 Impaired Driving.

High Visibility Enforcement

North Carolina has developed a comprehensive program to combat impaired driving and to maximize the likelihood of detecting, investigating, arresting, and convicting impaired drivers. The State has implemented the "Booze It & Lose It" campaign every year since 1994. This is a statewide campaign stressing enforcement and media coverage. During 2017, law enforcement participation rates increased dramatically, with many previously inactive agencies returning to support the program. The statewide



participation rate for all highway safety campaigns went up five percent to 79.8% for 2017. Specifically, during the "Booze It & Lose It" campaigns statewide participation averaged 80%. GHSP continues to utilize an online reporting system for law enforcement agencies. This system allows each department to enter their activity each week during any campaign and have their numbers immediately included in the statewide totals. GHSP uses a network of 11 Regional Law Enforcement Liaisons (LEL) working with up to 100 county coordinators (LECC) to ensure full participation throughout the state. All law enforcement

Alcohol-Impaired Driving

agencies funded by GHSP are required to participate in a minimum of one DWI checkpoint each month and in all high visibility enforcement campaigns.

Law enforcement officers in North Carolina use seven mobile breath-alcohol testing units, better known as BAT Mobiles, to increase the efficiency of on-site DWI processing. The BAT Mobiles are fully functional DWI processing centers. Each BAT Mobile is equipped with evidentiary breath test instruments, a DRE evaluation room, cellular telephones, computers, officers' workstations, magistrates' work area, lavatory, DWI checkpoint signs, traffic cones, traffic vests, search batons, screening test devices and all other necessary equipment and supplies for processing DWI suspects. Since its inception in 1996, the BAT Mobile program has participated in more than 3,969 DWI checking stations that have resulted in the arrest of 17,984 impaired drivers, 127,359 other traffic violations and 17,624 other criminal charges. The BAT Mobile Program has participated in 985 community safety awareness and education events. During FY2017, GHSP provided funding for one additional smaller 34' BAT Mobile for use in the eastern region of the state.



GHSP's annual "Booze It & Lose It" campaigns are the most intense periods of enforcement activities for the BAT Mobiles. Typically, these campaigns run during periods prone to increased drinking and driving, including the Saint Patrick's Day period, the weeks surrounding the July Fourth holiday, Labor Day holiday, Halloween period, and the pre-Christmas to New Year time period.

GHSP continues to establish DWI Enforcement Teams in counties that are overrepresented in alcohol-related crashes, injuries, and fatalities. GHSP crafted the initiative to encourage law enforcement agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers are most likely to be on the roadways – typically Thursday, Friday, and Saturday nights between 10 p.m. and 6 a.m. GHSP provided Section 154 transfer and Section 405 funds to support DWI Enforcement Teams in Buncombe, Brunswick, Forsyth, Guilford, Mecklenburg, Union, Wake and Wayne counties. GHSP also funded two State Highway Patrol DWI Enforcement Teams to work in Cumberland and Robeson counties. Collectively, these ten counties accounted for a third (34%) of the alcohol-related fatalities in North Carolina during the past five years, and they include the five counties with the highest number of fatalities. These agencies have set goals to reduce the number of alcohol-related crashes and fatalities, increase the number of officers trained to use breath testing equipment and administer field sobriety tests, and educate the public about the dangers of driving while impaired.

Adjudication, Dedicated DWI Courts, DWI Treatment Courts, Alcohol Blood Testing Labs, And Ignition Interlocks

GHSP is dedicated to the successful prosecution of impaired drivers. North Carolina has expanded the Traffic Safety Resource Prosecutor (TSRP) program with the N. C. Conference of District Attorneys. These positions act as a liaison with NHTSA, National Association of Prosecutor Coordinators (NAPC), GHSP, North Carolina State Highway Patrol, NC court system and other agencies, and provide both general and specific technical assistance to prosecutors, law enforcement, judges and other highway safety professionals. Some of their activities during FY2017 include:

- Updating and distributing a DWI Primer, Checkpoint Primer, Criminal Procedure Manual and DWI Manual for law enforcement.
- Publishing the tri-annual "For the Record," a traffic safety newsletter distributed to every prosecutor and district court judge in North Carolina, as well as many magistrates, law enforcement officers and other traffic safety professionals throughout NC and the country. The newsletter serves as a resource providing case law, important traffic safety topics, and procedural updates on highway safety issues.
- Managing a listserv known as the NC Traffic Law Forum which has over 1,080 participating law enforcement officers, prosecutors, judges and other traffic safety professionals throughout North Carolina. The NC Traffic Law Forum lets officers, prosecutors and judges obtain professional advice at any time and to track defense arguments that are being used throughout the State.
- Maintaining a webpage for Highway Safety issues that includes a training calendar for prosecutors, judges, magistrates, and law enforcement officers as well as information about publications and contact information for the TSRP.
- Providing highway safety training courses for prosecutors, law enforcement officers, magistrates, and judges. These courses include: "Lethal Weapon Vehicular Homicide," "Legal Update Courses," "New Prosecutors School-DWI/Highway Safety," "Transition to Superior Court," regional multi-disciplinary highway safety trainings, and various topics involving impaired driving issues at both the Summer and Fall Association Meetings for District Attorneys.
- Presenting at numerous conferences for law enforcement, prosecutors, magistrates, judicial officials, victim advocates, and other highway safety professionals. These include regional Motorcycle Safety Summits; regional magistrate trainings; ARIDE, SFST and DRE Schools; and local trainings for law enforcement and service organizations when invited.

The Conference of District Attorneys has hired and filled all five positions for the regionally based TSRP's. These new TSRP's are regionally based throughout the state. They will continue to assist with prosecuting cases, providing technical assistance and training prosecutors, law enforcement, judicial officials and other allied professionals in their assigned regions.

Additionally, GHSP continued working with the North Carolina Conference of District Attorneys to create dedicated DWI treatment courts. During FY2017, GHSP supported dedicated DWI treatment courts in Buncombe and Cumberland counties. Research shows these courts result in quicker disposition of DWI cases, significantly higher conviction rates, and lower rates of offender recidivism. These DWI treatment courts are designed and operated according to the guidelines set by the National Association of Drug Court Professionals. The DWI treatment court identifies DWI offenders for participation in the program. The overall goal of the DWI treatment court is to reduce the recidivism rate for the habitual DWI offenders.

Alcohol-Impaired Driving

During FY2017, GHSP continued support for a DRE coordinator, who scheduled trainings across the state to help officers detect impaired driving suspects under the influence of drugs. The DRE coordinator also provided training for DRE's and DRE instructors to ensure state-of-the-art training for all certified DRE personnel in North Carolina.

Though the North Carolina State Bureau of Investigation (SBI) laboratory does the blood alcohol testing for the majority of law enforcement agencies in North Carolina, other labs exist as well. During FY2017, GHSP funded blood alcohol testing labs in Wake County, Pitt County and Wilmington to expand their existing blood alcohol testing facilities and to expedite the blood alcohol analysis. Due to a court decision that requires the right to confront your accuser, the length between when a blood analysis request is submitted to the state to the time it takes for the technician to testify in court is up to 18 months. Because of the increased time many of these cases were dismissed in court before they could come to trial. With the establishment of the regional blood alcohol testing labs, the turnaround time for a blood analysis is less than 30 days in participating counties.

For the past several years GHSP has funded the NC Division of Motor Vehicles (NCDMV) to properly train their Administrative Hearing Officers, who oversee hearings about driving privilege restorations after convictions for driving while impaired, driving while license revoked, and licensees required to drive with ignition interlock devices. At present, there are 11,592 drivers in the ignition interlock program. The Division's hearing officers are expected to conduct administrative hearings, make evidentiary findings, draft findings of facts, and reach and draft conclusions of law. The findings of fact and conclusions of law made by the hearing officers are subject to judicial review. It is imperative that the hearing officers receive training on conducting fair and impartial administrative hearings and drafting orders that will withstand judicial scrutiny. The National Judicial College (NJC) offers certification in Administrative Law Adjudication Skills, Dispute Resolution Skills, General Jurisdiction Trial Skills, and Special Court Trial Skills. The certification program is typically completed over the course of a two-week period on-site at the NJC campus. As a cost saving measure the NJC sends instructors to North Carolina to conduct the training. In addition to the training and instruction provided by the NJC, they also trained their hearing officers and support staff on legislative changes, policy and procedure changes, and recent judicial decisions pertinent to their work. The NCDMV found that it was more effective to deliver this message to all hearing officers and support staff simultaneously.

Currently, 11,529 ignition interlocks are installed in the vehicles of DWI offenders in North Carolina. GHSP previously provided funding to DMV for a web-based reporting system for all approved ignition interlock service providers in North Carolina. Prior to implementation of the web-based system, the NCDMV had been implementing the ignition interlock program through labor intensive, manual processes.

Highway Safety Symposium/Lifesavers National Conference on Highway Safety Priorities

Each year, GHSP partners with Mothers Against Drunk Driving and the North Carolina Conference of District Attorneys (CDA) to hold a Highway Safety Symposium. During 2017, the Symposium was deferred because the 2017 Lifesavers Conference was held in Charlotte, NC. Lifesavers was attended by almost 2,000 highway safety professionals from all 50 states. GHSP funded the attendance of 500-600 participants to the Lifesavers conference, including a large contingent of law enforcement personnel in lieu of conducting the annual symposium.

PROGRAM RESULTS

Booze It & Lose It

During FY2017, law enforcement agencies in North Carolina conducted five “Booze It & Lose It” campaigns:

- Halloween Booze It & Lose It (October 28 – 31, 2016)
- Holiday Booze It & Lose It (December 9, 2016 – January 1, 2017)
- St. Patrick’s Day Booze It & Lose It (March 16 – 19, 2017)
- Booze It & Lose It, Operation Firecracker (June 30 – July 9, 2017)
- Labor Day Booze It & Lose It (August 18 – September 4, 2017)

During these five campaigns, law enforcement officers conducted 24,060 checkpoints and saturation patrols, yielding 7,666 DWI arrests and over 227,000 other traffic violations. Additionally, officers arrested 8,954 fugitives, recovered 675 stolen vehicles, discovered 11,155 drug violations, and made a total of 47,006 criminal arrests. Detailed results from “Booze It & Lose It” activities in FY2017 are presented below.

RESULTS OF “BOOZE IT & LOSE IT” ACTIVITIES DURING FY2017

	Campaign					Totals
	Halloween Booze It & Lose It	Holiday Booze It & Lose It	St. Patrick’s Day Booze It & Lose It	Booze It & Lose It: Operation Firecracker	Labor Day Booze It & Lose It	
Checkpoints	314	1,408	382	1,019	1,831	4,954
Saturation patrols	1,804	7,031	1,215	3,094	5,962	19,106
Total checkpoints and patrols	2,118	8,439	1,597	4,113	7,793	24,060
Under 21 DWI charges	72	240	57	135	224	728
21 and over DWI charges	485	2,160	464	1,187	1,969	6,265
DWI Drugs	48	264	37	127	197	673
Total DWI charges	605	2,664	558	1,449	2,390	7,666
Safety belt violations	846	5,181	1,485	3,577	5,338	16,427
Child passenger safety	131	827	218	638	945	2,759
Total occupant restraint charges	977	6,008	1,703	4,215	6,293	19,196
Drug violations	657	4,302	876	1,890	3,430	11,155
Stolen vehicles recovered	53	228	46	149	199	675
Fugitives arrested	621	3,278	547	1,562	2,946	8,954
Felony arrests	437	2,336	338	873	1,658	5,642
Other criminal violations	1,482	7,888	1,184	3,874	6,152	20,580
Total criminal violations	3,250	18,032	2,991	8,348	14,385	47,006
Total other traffic violations ¹	14,460	82,247	18,305	43,203	69,323	227,538
Total traffic & criminal violations	17,710	100,279	21,296	51,551	83,708	274,544

Note: Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies.

¹Total Other Traffic Violations include speeding, DWLR, GDL, work zone violations and other traffic violations.

FUTURE STRATEGIES

North Carolina will continue to operate “Booze It & Lose It” campaigns in FY2017 and beyond. During FY2018, five statewide campaigns are scheduled:

- Halloween Booze It & Lose It (October 27-31, 2017)
- Holiday Booze It & Lose It (December 8, 2017 - January 1, 2018)
- St. Patrick’s Day Booze It & Lose It (March 15-18, 2018)
- Booze It & Lose It, Operation Firecracker (June 28 – July 8, 2018)
- Labor Day Booze It & Lose It (August 23 – September 3, 2018)

GHSP will continue to establish DWI Enforcement Teams in counties that were overrepresented in alcohol-related fatalities. During FY2018, GHSP is funding DWI Enforcement Teams in Buncombe, Forsyth, Guilford, Mecklenburg, Union, Wake and Wayne counties. GHSP will also fund two State Highway Patrol DWI Enforcement Teams to work in Cumberland and Robeson counties. By focusing proven enforcement strategies in this select group of counties, GHSP expects to maximize the impact with the resources available. GHSP will encourage more communities that are overrepresented in alcohol-related fatalities to be involved in the DWI Enforcement Team approach.

North Carolina’s Blood Alcohol Testing (BAT) program is housed in the Forensic Tests for Alcohol Branch (FTA) and provides BAT Mobile Units for DWI activities across the state. The state has seven mobile testing units currently in use. The FTA will continue to diversify the fleet which now has two smaller versions: one for the mountain region to better navigate the terrain and a recently acquired unit stationed in the eastern area of the state. Upon request from law enforcement agencies the BAT program has the capability to provide assistance across the state with efforts to remove DWI drivers from the highways during checkpoints. During FY2018, GHSP is funding one new BAT Mobile Unit to meet demand for on-site impaired driver processing by law enforcement.

GHSP is dedicated to the continued prosecution of impaired drivers and will support the North Carolina Conference of District Attorneys’ (CDA) efforts to train more prosecutors and law enforcement officers statewide. GHSP continues to fund DWI treatment courts to address the recurring problem of repeat offenders that have chemical dependence issues. During FY2018, GHSP will continue to support a Drug Recognition Expert (DRE) coordinator, who will schedule trainings across the state to help officers detect impaired driving suspects under the influence of drugs. The DRE coordinator will also provide training for DRE’s and DRE instructors to ensure state of the art training for all certified DRE personnel in North Carolina.

GHSP will continue to refine paid media through highly targeted marketing efforts. GHSP, along with our new agency of record, will continually reassess paid media efforts ensuring the strategic use of limited funding.

FUNDED PROJECTS AND ACTIVITIES

The following alcohol-impaired driving related projects and activities were funded by GHSP under the FY2017 Highway Safety Plan:

Alcohol-Impaired Driving

Project Number(s): 154AL-17-12-02 / M5HVE-17-15-17
Project Title: NC SHP "Booze It & Lose It" Project 2017
Agency: Department of Public Safety - State Highway Patrol
Project Description: This was a continuation project that provided funding for overtime enforcement of driving while impaired offenses. The goal of the project was to reduce the number of alcohol related fatalities and serious injuries. The State Highway Patrol strategically placed Troopers in the top 10 counties for impaired driving fatalities during the "Booze It & Lose It" campaigns. The enforcement efforts focused on impaired drivers during the peak night time hours and on the weekends.
Contribution to Meeting Targets: The SHP worked DWI overtime enforcement in selected counties with high impaired driving fatalities. The overtime enforcement resulted in the arrest of 254 impaired drivers and 3,054 total charges.

Project Number(s): 154AL-17-12-03 / M5HVE-17-15-15
Project Title: NCSHP-DWI TASK Force-Robeson County
Agency: Department of Public Safety - State Highway Patrol
Project Description: This was the third year of a project providing funding for four Troopers and one Sergeant to staff a DWI Task Force assigned to Robeson county. Robeson County ranked 5th for alcohol-related fatalities in the state. The goal of the project was to reduce the number of alcohol-related fatalities and serious injuries in Robeson county. The enforcement efforts focused on driving while impaired during the peak night time hours and on the weekends.
Contribution to Meeting Targets: The Task Force worked in Robeson County to arrest impaired drivers. The Task Force made 445 DWI arrests and issued 304 occupant protection citations. The DWI Task force participated in 57 DWI checking stations.

Project Number(s): 154AL-17-12-04 / M5HVE-17-15-16
Project Title: NCSHP DWI Task Force-Cumberland County
Agency: NCSHP DWI Task Force-Cumberland County
Project Description: This was the third year of a project consisting of four Troopers and one Sergeant with the State Highway Patrol for a DWI Task Force. This DWI Task Force was assigned to Cumberland County which is ranked third in alcohol-related fatalities. The Task Force focused on driving while impaired during the peak night time hours and on the weekends. The goal of the project was to reduce the number of alcohol-related fatalities and serious injuries.
Contribution to Meeting Targets: The North Carolina State Highway Patrol DWI Task Force in Cumberland County successfully reduced alcohol related fatalities from the average of 15 to 7 in FY 2017 and reduced the alcohol related serious injuries from 15 to 14 during the FY 2017. Their enforcement activity included 409 DWI charges, 744 speeding

Alcohol-Impaired Driving

charges, 435 Driving While License Revoked charges, and a total of 2,889 traffic citations issued.

Project Number(s): 154AL-17-12-05 / M5BAC-17-15-05

Project Title: Science Program

Agency: Department of Health & Human Services - Forensic Tests for Alcohol Branch

Project Description: This was an ongoing project that provided funding for the Science Program. The Science Program project provides and maintains the breath alcohol testing instruments statewide. The project also conducted all the training for law enforcement officers on these instruments.

Contribution to Meeting Targets: The FTA made available repair and service at no cost for more than 7,900 ASTD's used in DWI enforcement. The FTA maintained 182 test sites housing 292 EC/IR II breath testing instruments and 114 backup instruments. The FTA completed the following training: Held 61 EC/IR II Operator Training Classes with 928 officers trained, held 199 EC/IR Operator Recertification Classes with 2,392 officers trained, and 57 ASTD Basic School with 7,671 officers trained.

Project Number(s): AL-17-02-01

Project Title: Impaired Driving Program Support

Agency: Governor's Highway Safety Program

Project Description: This ongoing project provided funding for impaired driving programs and events. The Governor's Highway Safety Program (GHSP) continued to plan and implement "Booze It & Lose It" events and activities, including the annual "Tree of Life" event which focused attention on victims of impaired driving crashes. GHSP will continue to develop and update materials as needed to enhance the "Booze It & Lose It" highway safety message.

Contribution to Meeting Targets: GHSP conducted earned media events to kick off the Booze It & Lose It campaigns during October (Halloween), December/January (Holiday), March (St. Patrick's Day), June/July (Operation Firecracker) and August/September (Labor Day). Additionally, the Tree of Life media event was conducted in conjunction with Mothers Against Drunk Drivers in December. A revised Booze It & Lose It brochure is under development and scheduled for completion in FY2018. GHSP conducted a law enforcement public information officer (PIO) Summit in August. The 50 PIOs in attendance were educated on how to gain earned and paid media for impaired driving messaging through social media campaigns and media outreach. Additionally, this project supported outreach efforts such as Safety City at the State Fair.

Project Number(s): AL-17-02-03

Project Title: Keys to Life/Mobile Enforcement Grant 2016-2017

Agency: Department of Public Safety - Alcohol Law Enforcement

Alcohol-Impaired Driving

Project Description: This was the fifth year of a project providing funding for the Keys to Life and Mobile Enforcement project. The North Carolina Department of Public Safety Alcohol Law Enforcement Division conducted Keys to Life as an educational program targeting high school and younger college students during times of the year associated with underage drinking, including prom, spring break, and graduation. In addition, Mobile Enforcement projects with saturated patrols and alcohol compliance checks were conducted throughout the state at events with a higher likelihood of underage drinking, including festivals, back-to-school events, and concerts. The goal of this project was to reduce underage consumption and alcohol-related crashes by conducting 20 public information programs and 15 Mobile Enforcement Operations.

Contribution to Meeting Targets: The N.C. ALE presented 463 public information programs, 42 Keys to Life programs for underage youth, and 18 Mobile Enforcement Operations.

Project Number(s): AL-17-02-04 / PT-17-06-22

Project Title: Administrative Hearings Training

Agency: Division of Motor Vehicles

Project Description: This was a continuation project that provided funding to train hearing officers on the skills required to conduct professional and thorough hearings that balance an individual's privilege to drive with highway safety concerns. The hearing officers were also educated on any and all law changes (case law and statutes) to ensure they conducted and held hearings in accordance with all applicable laws. This project also provided funding for attendance at the Association of Ignition Interlock Program Administrators (AIIPA) conference and board meetings.

Contribution to Meeting Targets: The DMV trained all 100 Hearing Officers and support staff on conducting professional and thorough hearings. They were also provided a legal update on all the applicable laws for driving while impaired. The DMV reduced the total number of hearing officer decisions overturned by judicial review from 18 the previous year to just three this past fiscal year.

Project Number(s): AL-17-02-04 / PT-17-06-22 / M5TR-17-15-03

Project Title: Administrative Hearings Training

Agency: Division of Motor Vehicles

Project Description: This was a continuation project that provided funding to train hearing officers on the skills required to conduct professional and thorough hearings that balance an individual's privilege to drive with highway safety concerns. The hearing officers were also educated on any and all law changes (case law and statutes) to ensure they conducted and held hearings in accordance with all applicable laws. This project also provided funding for attendance at the Association of Ignition Interlock Program Administrators (AIIPA) conference and board meetings.

Contribution to Meeting Targets: The DMV trained all 100 Hearing Officers and support staff on conducting professional and thorough hearings. They were also provided a legal update on all the applicable laws for driving while impaired. The DMV reduced the total

Alcohol-Impaired Driving

number of hearing officer decisions overturned by judicial review from 18 the previous year to just three this past fiscal year.

Project Number(s): M2HVE-17-13-02 / M5HVE-17-15-08
Project Title: Cornelius Police Department Traffic Unit
Agency: Cornelius Police Department
Project Description: This was the second year of a project that provided funding for two traffic officers to expand the current three officer dedicated traffic team to a total of five traffic officers. Mecklenburg County was ranked 2nd for overall fatalities, 1st for alcohol-related fatalities and 3rd for unrestrained fatalities. The goal of the project was to reduce fatalities through enforcement and education efforts. The traffic team worked in conjunction with the Charlotte-Mecklenburg Police Department DWI Task Force on special DWI enforcement campaigns.
Contribution to Meeting Targets: The Cornelius Police Department made 38 DWI arrests and issued 258 occupant protection citations. The traffic team officers conducted high visibility enforcement, worked days and nights, on the weekends and holidays. They hosted and or supported 40 checking stations.

Project Number(s): M2HVE-17-13-04 / M5HVE-17-15-10
Project Title: DWI Task Force
Agency: Guilford County Sheriff's Office
Project Description: This was the fifth year of an impaired driving enforcement project to fund five positions. Guilford County ranked fifth in overall fatalities, fifth in alcohol-related fatalities and fourth in unrestrained fatalities. This project continued the funding for a multi-agency DWI Task Force (Guilford County Sheriff's Office, Greensboro Police Department and High Point Police Department). The Task Force maintained a high level of impaired driving arrests through strict enforcement and increased daytime and night time checkpoints with the goal to reduce alcohol-related fatalities. In addition to impaired driving enforcement ,this project used a zero tolerance approach in its focus of increasing countywide seat belt use above 90 percent with the goal of reducing unrestrained fatalities.
Contribution to Meeting Targets: This was the fifth year for this project. The Guilford County DWI Task Force arrested 854 impaired drivers, issued 177 occupant protection citations and conducted 36 checking stations for seat belt and impaired driving.

Project Number(s): M2HVE-17-13-06 / M5HVE-17-15-13
Project Title: DWI/SB Enforcement Unit
Agency: Brunswick County Sheriff's Office
Project Description: This was the fourth year of a project to fund four DWI/SB enforcement deputies that are a part of a six deputy unit. The Brunswick County Sheriff's Office DWI/SB Enforcement Team deployed during the peak night time hours when impaired

Alcohol-Impaired Driving

drivers are known to be on the road. In conjunction with DWI enforcement, the deputies also targeted unrestrained occupants since the fatality rate of unrestrained occupants is higher during the night time hours. Brunswick County ranked 15th in alcohol-related fatalities and 11th in unrestrained fatalities. The Sheriff's Office continued to play a key role in coordinating multi-agency enforcement activities within the region. The unit aimed to decrease the number of alcohol-related and unrestrained fatalities in Brunswick County.

Contribution to Meeting Targets: The Brunswick County Sheriff's Office traffic team made 248 DWI arrests and issued 766 OP citations during FY2017, and conducted 191 checking stations.

Project Number(s): M5BAC-17-15-01

Project Title: Wilmington Police Department

Agency: Wilmington Police Department

Project Description: This was the fourth year of project with the Wilmington Police Department for blood alcohol analysis. New Hanover County was ranked 23rd for alcohol-related fatalities. The North Carolina State Bureau of Investigation (SBI) laboratory conducts blood alcohol testing for the majority of law enforcement agencies in our state. Due to a variety of logistical and legal reasons, it often took longer than eighteen months to receive blood analysis results from the SBI lab. Currently, the Wilmington blood laboratory has a turnaround time of less than 10 days for the blood alcohol testing results. The Wilmington Police Blood Laboratory expanded the blood alcohol testing to the Tri-County region and provided analysis for several counties. The expanded laboratory increased the local and state agencies served from 16 to 34 agencies covering the counties of New Hanover, Brunswick and Pender. The goal of the project was to increase the agencies served by the lab by expanding blood analysis services to Duplin, Onslow and Cumberland counties.

Contribution to Meeting Targets: During the FY 2017 year, the services of the Wilmington Police Department Laboratory service were offered to all 6 counties in the district. As a result, the number of agencies using their service increased from 35 to 45. The laboratory successfully conducted 17.5 tests per month with those tests averaging an overall turnaround time of 21 days, despite a three month downtime due to equipment issues. Lab personnel were called to provide courtroom testimony over 100 times during FY2017.

Project Number(s): M5BAC-17-15-02

Project Title: Raleigh/Wake City-County Bureau of Identification

Agency: Raleigh/Wake City-County Bureau of Identification

Project Description: This was the third year of a project that provided funding for a blood alcohol analysis laboratory. Wake County DWI Blood Analysis offers an avenue to receive blood alcohol test results much quicker than the State Crime Laboratory can provide them with two full-time chemists. The goal of the project remained to continue expedited analysis of blood alcohol cases, reduce the number of

Alcohol-Impaired Driving

alcohol-related crashed by repeat offenders, and increase efficiency in the laboratory with additional personnel and backup instrumentation.

Contribution to Meeting Targets: The CCBI Blood Lab accomplished their goal of processing blood alcohol tests results within 30 days of submission. The two chemists funded by this grant project completed blood alcohol only analysis on 375 out of 376 requests for this type of service during grant period. Over the span of this project, the average number of days for completion of blood alcohol reports for this type of request was 19 days.

Project Number(s): M5BAC-17-15-03

Project Title: Pitt County Impaired Driving Laboratory Analysis Program

Agency: Pitt County Sheriff's Office

Project Description: This was the fourth year of a project for blood alcohol analysis with the Pitt County Sheriff's Office. The North Carolina State Bureau of Investigation laboratory does the blood alcohol testing for the majority of law enforcement agencies in our state. Because of a recent court decision that provided the accused the right to confront lab technicians in open court, the turnaround time for blood analysis reached up to eighteen months. Valuable time was spent traveling between counties statewide to testify on the analysis procedures and the results. The goal of this project was to provide a blood alcohol testing facility for Pitt County. The lab expedited the adjudication process by offering the court system the immediate availability of the lab technician that conducted the blood testing. The goal of the project was to reduce the blood alcohol analysis time frame from 12-18 months to 1 month and expand by one additional judicial district.

Contribution to Meeting Targets: During FY 2017, the Pitt County laboratory experienced some difficulties with their equipment but was still able to begin offering their services to a second judicial district. The laboratory has effectively reduced their turnaround time to approximately 30 days. The staff continues to coordinate efforts with the are working with the Wilmington laboratory to further expand their services to more counties and agencies.

Project Number(s): M5CS-17-15-01

Project Title: Cumberland County Sobriety Court Coordinator/Community Liaison

Agency: Cumberland County

Project Description: This was an ongoing project for the Cumberland County DWI Treatment Court. Cumberland County was ranked fourth in overall fatalities and fourth in alcohol-related fatalities. Cumberland County had one of the highest per capita arrest rates for DWI in North Carolina. Cumberland County continued to aggressively target repeat offenders with a DWI Treatment Court. Part of the overall process was to identify Level 1 and Level 2 offenders who were eligible to participate in the program. The goals of the project were to maintain pretrial monitoring

Alcohol-Impaired Driving

between 100-150 high-risk pretrial defendants and maintain treatment monitoring between 10-20 high-risk treatment defendants.

Contribution to Meeting Targets: Pretrial participants were reduced from 120 to 80. Monitoring of high risk treatment defendants was reduced from 20 to 17 with 4 in Aftercare. An active educational program was continued in the Cumberland County community and with the Fort Bragg Educational Unit Leadership Prevention Course.

Project Number(s): M5CS-17-15-02 / 154AL-17-12-07

Project Title: Buncombe County DWI Treatment & Prevention Court

Agency: Judicial Department - Administrative Office of the Courts

Project Description: This was an ongoing project that funded a Legal Assistant to work in conjunction with the Buncombe County DWI Treatment Court Coordinator. Buncombe County was the 7th most populated County in North Carolina; however the county had a higher conviction rate for habitual DWI offenders in comparison with other counties larger populations. Buncombe County ranked 21st for alcohol-related fatalities. Buncombe County aggressively targeted repeat offenders with a DWI Treatment Court, which is similar to their Drug Treatment Court. Part of the overall process was to identify Level 1 and 2 offenders and facilitate entry into the program. The goal of the project was to reduce recidivism of DWI offenders and was a companion project with Buncombe County M5CS-17-15-03.

Contribution to Meeting Targets: The Buncombe County DWI Court currently had 40 active participants in the program and did not have to remove any participant this past year from the program for failure to comply. The DWI court reviewed a total of 998 DWI arrests this past year.

Project Number(s): M5CS-17-15-03

Project Title: Buncombe County DWI Treatment Court

Agency: Buncombe County

Project Description: This is a continuation project that funds a DWI Treatment Court Coordinator to work in conjunction with the Buncombe County Legal Assistant. Buncombe County was the 7th most populated County in North Carolina; however the county had a higher conviction rate for habitual DWI offenders in comparison with other counties which have a larger population. Buncombe County was ranked 21st in alcohol-related fatalities. Buncombe County was aggressively targeting repeat offenders with a DWI Treatment Court. Part of the overall process was to identify Level 1 and Level 2 offenders eligible for the program. The DWI Treatment Court Coordinator was responsible for contacting these individuals. The goal of the project was to reduce the recidivism rate of DWI offenders and was a companion project to the Administrative Office of the Courts project M5CS-17-15-02.

Alcohol-Impaired Driving

Contribution to Meeting Targets: The Buncombe County DWI Court received 25 referrals over the past year and has 26 active DWI court participants currently in the program. One hundred percent of participants have remained sober while in the program.

Project Number(s): M5CS-17-15-04 / PT-17-06-17

Project Title: Traffic Safety Resource Prosecutors

Agency: Judicial Department - Conference of District Attorneys

Project Description: This was an ongoing project that provided funds for six Traffic Safety Resource Prosecutors (TSRP) and a Traffic Safety Legal Assistant that provided highway safety related information, technical support and training to law enforcement, prosecutors, magistrates and judges. This training was provided through individualized and joint training sessions as well as publications and technical support. Five the TSRP's were to be assigned regionally and provide technical assistance, train prosecutor's, law enforcement, judicial officials, and other allied officials in support of the counties where DWI Task Forces have been created.

Contribution to Meeting Targets: The Conference of District Attorneys, Traffic Safety Resource Prosecutors conducted training courses for Prosecutors, Law Enforcement, Magistrates, Judges, and other traffic safety professionals. These courses included Prosecuting the Drugged Driver, Legal Updates, Evidence training, New Prosecutors School, NCSHP training academy, DRE school, LEL meetings and Lifesavers National Conference. The Traffic Safety Resource Prosecutor (TSRP) responded to 205 direct requests for technical assistance, including briefs. The three (3) (Regional) RTSRP's disposed of 632 DWI cases in district court, 152 in superior court, and 1,199 other traffic cases.

Project Number(s): M5HVE-17-15-01 / 154AL-17-12-06

Project Title: DWI Task Force

Agency: Charlotte-Mecklenburg Police Department

Project Description: This was the fourth year of a project that provides funding for seven DWI Task force officers and a Sergeant. Mecklenburg County was ranked 2nd for overall fatalities and 1st for alcohol-related fatalities. The goal of the project was to reduce alcohol-related fatalities, traffic crashes, and injuries through enforcement and education efforts. Enforcement efforts targeted impaired drivers by conducting saturation patrols and DWI checking stations during peak night time hours, holidays, and weekends. The Task Force worked closely with the local teen safe driving project to educate teens and the citizens of Mecklenburg County about the dangers of drinking and driving.

Contribution to Meeting Targets: This was the fourth year for this project. The Charlotte-Mecklenburg Police Department DWI team made 570 DWI arrests, 160 occupant protection citations, and issued 3,678 citations for other traffic charges. The DWI Task Force participated in 145 DWI checking stations and a total of 226 checking stations.

Alcohol-Impaired Driving

Project Number(s): M5HVE-17-15-02 / M2HVE-17-13-01
Project Title: Wilson Police Department Traffic Unit Expansion
Agency: Wilson Police Department
Project Description: This was the third year of a project to provide two additional officers to address the growing traffic problem caused by the impaired driver. Wilson County ranked 31st in alcohol-related fatalities and 48th in unrestrained fatalities. These officers complimented the existing traffic officers to address these problems. This traffic unit was the primary provider of traffic enforcement in the county. The goals of the project were to reduce the number of traffic related fatalities, reduce the number of alcohol-related crashes and serious injuries.
Contribution to Meeting Targets: The Wilson Police Department experienced an increase in the number of traffic related fatalities from 4 to 6 but was able to reduce the number of alcohol related crashes from 87 to 63. The number of serious injury/alcohol related crashes were reduced from 6 to 4. Enforcement efforts yielded 29 DWI charges and 77 seatbelt and child passenger safety citations. A total of 994 traffic citations were issued on 729 traffic stops. The agency participated in 30 checkpoints.

Project Number(s): M5HVE-17-15-03
Project Title: DWI Enforcement Officer
Agency: Garner Police Department
Project Description: This was the fourth year of a project that provided funding for a DWI enforcement officer. Wake County was ranked 2nd for alcohol-related fatalities. The DWI officer was deployed during the peak night time and weekend hours when impaired drivers were known to be on the road. The goal of the project was to reduce the number of alcohol-related fatalities in Wake County.
Contribution to Meeting Targets: This was the fourth year of the project. The Garner Police Department DWI Officer arrested 43 impaired drivers, and issued 32 occupant protection citations. The DWI officer conducted traffic safety seminars at Garner Magnet High School on the dangers of underage driving and driving while impaired.

Project Number(s): M5HVE-17-15-04
Project Title: DWI Task Force Educator
Agency: Guilford County Sheriff's Office
Project Description: This was the third year of a project for the DWI Task Force Educators position. Guilford County ranked fifth in both overall fatalities and alcohol-related fatalities. This position worked in conjunction with the Guilford County DWI Task Force to educate the public regarding impaired driving.
Contribution to Meeting Targets: This was the third year of the project. The Guilford County Sheriff's Office Task Force educator reached 8201 people through 87 presentations and 44 displays educating the public on DWI and other traffic related issues.

Alcohol-Impaired Driving

Project Number(s): M5HVE-17-15-05 / 154AL-17-12-10
Project Title: Wake County DWI Team
Agency: Wake County Sheriff's Office
Project Description: This was the fourth year of a project that provided funding for a five Deputy DWI team. Wake County was ranked 2nd in alcohol-related fatalities. The Wake County Sheriff's DWI team was deployed during the peak night time and weekend hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the officers also targeted unrestrained occupants. The goal of the project was to reduce the number of alcohol-related fatalities.
Contribution to Meeting Targets: The Wake County Sheriffs Office DWI Team conducted 96 checking stations during the year and worked multiple weekends conducting saturation patrols and individual DWI operations. These enforcement efforts yielded 189 DWI charges, 374 Driving While License Revoked charges, and 1,230 speeding citations for a total of 3,321 traffic violations charged during 3,145 stops. Wake County did not see a reduction in alcohol related fatalities nor in alcohol related injury crashes, partly because of the explosive population growth the county has been experiencing for the last couple of years.

Project Number(s): M5HVE-17-15-06
Project Title: Raleigh Police Department DWI Squad Year 4
Agency: Raleigh Police Department
Project Description: This was the fourth year of a project that provided funding for a five officer DWI Squad. Wake County was ranked 2nd in alcohol-related fatalities. The DWI Squad was deployed during the peak night time and weekend hours when impaired drivers are known to be on the road. Along with enforcement efforts, informational presentations were planned for Driver's Education classes. The unit aimed to reduce the number of alcohol-related fatalities.
Contribution to Meeting Targets: Raleigh PD was able to reduce the number of impaired driving collisions from 772 in 2015 to 673 in FY 2017, a 12% decrease. Impaired driving fatalities decreased from an average of 15 (2013-2015) to 7 in FY 2017, a 53% decrease.

Project Number(s): M5HVE-17-15-07
Project Title: Forsyth County DWI Task Force
Agency: Winston-Salem Police Department
Project Description: This was a continuation project to fund the Forsyth County DWI Task Force. Forsyth County was ranked sixth in impaired driving related fatalities and seventh in the number of unrestrained fatalities. This Task Force was a multi-agency effort between the police departments of Kernersville and Winston-Salem and the Forsyth County Sheriff's Office. The goals of the project were to

Alcohol-Impaired Driving

reduce the number of alcohol-related crashes and fatalities. The Task Force also instructs the IMPACT (Consequences of DWI) Program for all Winston-Salem/Forsyth County Drivers Education students. Between 2011-2015 Forsyth County had 54 alcohol-related vehicle fatalities and 44 fatalities resulting from unrestrained motorists. These totals reflected an average of 10.8 alcohol-related fatalities per year and an average of 8.6 unrestrained fatalities per year.

Contribution to Meeting Targets: This was an on going project. The Forsyth County DWI Task Force arrested 519 impaired drivers and issued 53 occupant protection citations. They also held 36 Impact classes and reached 1,899 students.

Project Number(s): M5HVE-17-15-09
Project Title: Forsyth County DWI Task Force Expansion
Agency: Kernersville Police Department

Project Description: This was a second year of a project to fund a traffic officer as part of the expansion of the Forsyth County DWI Task Force. Forsyth County was ranked sixth in impaired driving related fatalities. This Task Force was a multi-agency effort between the police departments of Kernersville and Winston-Salem and the Forsyth County Sheriff's Office. The goals of the project were to reduce the number of alcohol-related crashes and fatalities.

Contribution to Meeting Targets: This was the second year of the project. The Forsyth County DWI Task Force arrested 519 impaired drivers and issued 53 occupant protection citations. They also held 36 Impact classes and reached 1,899 students.

Project Number(s): M5HVE-17-15-11 / PT-17-06-13
Project Title: Asheville Buncombe DWI Task Force
Agency: Asheville Police Department

Project Description: This was the fourth year of a project that provides funding for six DWI Task force officers (four with the Asheville Police Department including a Sergeant and two with the Buncombe County Sheriff's Office). Buncombe County was ranked 8th for overall fatalities, 21st for alcohol-related fatalities, 8th for unrestrained fatalities and 7th for young driver fatal crashes. The goal of the project was to reduce alcohol-related fatalities, crashes and injuries through enforcement and education efforts. Enforcement efforts targeted those drivers by conducting saturation patrols and by holding DWI checking stations on peak night time hours, holidays, and weekends. The Task Force worked closely with the local MADD chapter to educate the citizens of Buncombe County about the dangers of drinking and driving.

Contribution to Meeting Targets: This was the fourth year for this project. The Buncombe County DWI Task Force made 538 impaired driving arrests and issued 2140 citations for other traffic charges. The DWI Task Force participated in 215 DWI checking stations and a total of 294 checking stations. The Buncombe County DWI Task Force remained actively involved with the Buncombe County Sobriety Court. The DWI team

Alcohol-Impaired Driving

continued the Sober Hero campaign to educate the driving public about the importance of driving sober.

Project Number(s): M5HVE-17-15-12
Project Title: Wayne County DWI Task Force
Agency: Wayne County Sheriff's Office
Project Description: This was the second year of a project for a DWI Task Force in Wayne County consisting of four deputies to address impaired driving. Wayne County was ranked 12th in overall fatalities, 17th in alcohol-related fatalities and fourth in young-driver fatalities. Wayne County is the home to Seymour Johnson Air Force Base resulting in a large population of younger drivers. Therefore special enforcement and education efforts were aimed at the 18 - 25 age group . The goals of the project were to reduce the number of alcohol-related crashes and fatalities as well as reducing the number of young driver-involved crashes.
Contribution to Meeting Targets: The Wayne County DWI Task Force had 299 DWI charges and participated in 48 checking stations. The unit also participated in multiple educational events within the community and on the Seymour Johnson Air Force Base. As a result, the county realized a reduction in alcohol related fatalities from the average of 33 to less than 15 during the grant year. The Task Force completed multiple saturation patrols and educational events aimed at the younger driver (age 20 and younger) in and around the city of Goldsboro and Seymour Johnson Air Force Base.

Project Number(s): M5HVE-17-15-14 / 154AL-17-12-09
Project Title: Union County DWI Task Force
Agency: Union County Sheriff's Office
Project Description: This was the second year of a project that provided funding for five DWI Task force officers (four Deputies and a sergeant). Union County was ranked 18th for overall fatalities and 20th for alcohol-related fatalities. The goal of the project was to reduce alcohol-related fatalities, traffic crashes and injuries through enforcement and education efforts. Enforcement efforts included conducting saturation patrols and DWI checking stations during peak night time hours, holidays, and weekends. The Task Force worked to educate the citizens of Union County about the dangers of drinking and driving through outreach/educational events.
Contribution to Meeting Targets: This was the second year for this project. The Union County Sheriff's Office Task Force Deputies made 344 DWI arrests, they issued 285 occupant protection citations and issued 3,518 citations for other traffic. The sheriff's office conducted high visibility enforcement, worked primarily nights and weekends, and hosted or supported 37 multi-agency DWI checking stations.

Project Number(s): M5TR-17-15-01
Project Title: Standardized Field Sobriety Testing Program

Alcohol-Impaired Driving

Agency: Department of Health & Human Services - Forensic Tests for Alcohol Branch

Project Description: This was an ongoing project that provided funding for the Standardized Field Sobriety Testing (SFST) Program. This project provided training to law enforcement officers for SFST and Advanced Roadside Impaired Driving Enforcement (ARIDE) across the state.

Contribution to Meeting Targets: The FTA conducted 72 basic SFST practitioner courses training 760 officers. The grant held 162 SFST refresher courses training 1,325 officers and two initial SFST instructor course training 24 new SFST instructors. The grant also held seven SFST instructor refresher courses training 83 instructors for recertification.

Project Number(s): M5TR-17-15-02

Project Title: Drug Recognition Expert Program

Agency: Department of Health & Human Services - Forensic Tests for Alcohol Branch

Project Description: This was an ongoing project that provided funding for the Drug Recognition Expert (DRE) Program. This project included funding for the DRE coordinator responsible for scheduling training across the state to help officers detect impaired suspects under the influence of drugs. The coordinator also provided instruction for DRE's and DRE instructors to ensure state of the art training for all certified DRE personnel.

Contribution to Meeting Targets: The FTA conducted two DRE schools training 20 students and conducted 23 advanced Roadside Impaired Driving Enforcement (ARIDE) classes training 277 officers. The FTA held their annual DRE in-service training class training 104 students.

Project Number(s): M5X-17-15-01 / 154AL-17-12-08

Project Title: Drunk Driving and Underage Drinking Prevention

Agency: MADD North Carolina

Project Description: This was an ongoing project that provided funding for a Program Specialist and Court Monitor Specialist in addition to educational materials and events. MADD North Carolina trains and educates the public about the destructive decisions associated with drinking and driving through programs such as Power of the Parent. The main duty of the Court Monitor Specialist was to train volunteers to observe pending DWI cases and note their outcomes. The project's goals were to significantly reduce alcohol-related fatalities and injuries, instances of impaired driving, and to continue educating the youth on highway safety issues and making positive choices/decisions.

Contribution to Meeting Targets: MADD continued to expand their Power of The Parent program by reaching over 10,000 students statewide. MADD currently has 13 active MADD chapters in the state serving 31 counties and added three chapters this past year. MADD currently has 42 court monitors working in 20 counties in the state. MADD held two regional law enforcement recognition events and a state event to recognize officers from across the state.

Alcohol-Impaired Driving

Project Number(s): M5X-17-15-02
Project Title: Impaired Driving Summit and Training
Agency: Governor's Highway Safety Program
Project Description: This was an ongoing project that provided funding for a DWI Task Force Summit to provide training and information for the DWI teams. These teams are an innovative and creative concept to form local task forces which work primarily nights and weekends to focus on removing impaired drivers from the roadways. The primary purpose of the summit was to have the teams from all over the state to collaborate and share their individual successes, accomplishments and lessons learned. Other agencies interested in forming a task force were also invited to attend. The goal of the project was to reduce alcohol related fatalities.
Contribution to Meeting Targets: GHSP conducted the annual DWI Summit in November 2016 bringing together all of the DWI Task Forces along with representatives from other state offices in NHTSA Region 3. The summit included training as well as discussion on current impaired driving issues. The Summit had over 80 participants to attend the training.

Project Number(s): M5X-17-15-03
Project Title: ABC Commission - Fake Identification Data and Outreach Program
Agency: Department of Public Safety - ABC Commission
Project Description: This was the third year of a project providing funding for a fraudulent identification position. The goal of the project was to decrease the frequency of underage drinking. The project evaluated the current process to track underage alcohol-related fraudulent identification data. The project collected data from supporting agencies in the state, i.e., Division of Motor Vehicles, Bureau of Licensing and Theft, etc. This data will help determine the best way to track false identifications and to prevent the use of fake identifications used by minors to purchase alcohol.
Contribution to Meeting Targets: The ABC Commission's Fake ID analysts collected fraudulent ID's throughout the state. Once collected, the analysts compiled data and shared that information with law enforcement agencies within the state. A total of 282 law enforcement representatives were communicated with throughout the year. The information was beneficial to law enforcement to prevent the use of fake identifications by minors trying to purchase alcohol. There were also an additional 42 college/university representatives communicated with regarding the trends in fake identification use.

Project Number(s): PT-17-06-19
Project Title: Lumberton Police Department DWI/OP Enforcement Team
Agency: Lumberton Police Department

Alcohol-Impaired Driving

Project Description: This was the third year of a project that funded two traffic officers. Robeson county was ranked 5th for alcohol-related fatalities and 1st for unrestrained fatalities. Enforcement efforts occurred during the peak night time hours when impaired drivers were known to be on the road. The officers collaborated with other agencies and municipalities within Robeson County. Along with their enforcement efforts, the officers educated students by teaching fatal vision courses to high schools and attended driver education classes around the county. The goal of the project was to reduce the number of alcohol-related and unrestrained fatalities in Robeson County.

Contribution to Meeting Targets: This was the third year for this project. The Lumberton Police Department Officers made 105 DWI arrests (26.6% decrease from previous fiscal year), issued 276 (6.8% decrease) occupant protection citations, and issued 1822 (slight increase from 1815) citations for other traffic. The officers conducted high visibility enforcement, worked primarily nights and weekends, and hosted or supported 144 checking stations.

Occupant Protection

BACKGROUND AND NOTEWORTHY PROGRAMS

In 2016, there were 1,450 motor vehicle crash fatalities in North Carolina. Of these, 999 were passenger vehicle drivers or occupants and 432 (43%) were unrestrained. Although the number of unrestrained fatalities increased from 402 in 2015, the percent of fatalities who were unrestrained remained essentially the same as was seen in 2015 when 42% of passenger vehicle fatalities were reported to be unrestrained. The number of unrestrained passenger vehicle occupant fatalities has decreased substantially in North Carolina during the past decade. Since 2007, there has been a 20% decrease (from 541 to 432) in the number of unrestrained fatalities. The 2017 observed belt use rate for drivers and front seat occupants for North Carolina was 91.4 percent. North Carolina's belt usage rate has remained close to 90 percent for the past ten years but has increased from 88.8% in 2007 to over 90% in 2014, 2016, and 2017.

During FY2017, both law enforcement and media have focused on enforcing NC's seat belt law. GHSP law enforcement grantees are required to conduct a minimum of one nighttime seat belt enforcement effort each month. GHSP also encouraged nighttime seat belt enforcement in counties that are overrepresented in unbelted fatalities. GHSP also educated law enforcement agencies on the importance of improving seat belt compliance rates and their role in reducing unrestrained fatalities and injuries, and GHSP gave law enforcement agencies a guide with descriptions of both the Child Passenger Safety Law and the Seat Belt Law. This guide provided law enforcement officers, particularly those with little to no training in child passenger safety, a clear outline of how to enforce the law.



GHSP also educated law enforcement agencies on the importance of improving seat belt compliance rates and their role in reducing unrestrained fatalities and injuries, and GHSP gave law enforcement agencies a guide with descriptions of both the Child Passenger Safety Law and the Seat Belt Law. This guide provided law enforcement officers, particularly those with little to no training in child passenger safety, a clear outline of how to enforce the law.

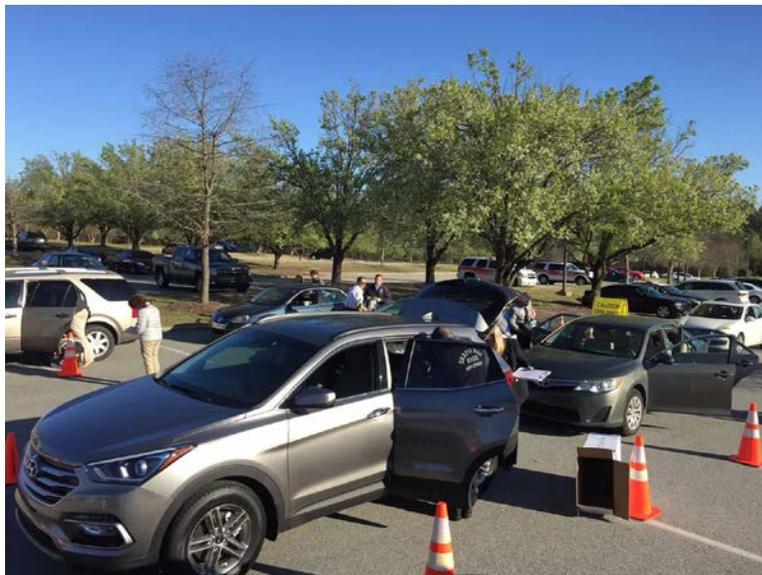
In an effort to increase occupant protection enforcement and impact the fatality and seat belt usage rates in North Carolina, the GHSP partnered with the North Carolina State Highway Patrol to conduct Special Operation Projects in designated high-risk counties. Selected enforcement days and times corresponded with data that showed when unrestrained fatalities were occurring. The Special Operation Projects were conducted for eight weeks throughout FY2017 and covered Buncombe, Columbus, Davidson, Gaston, Gates, Guilford, Hertford, Iredell, Nash, Pitt, Randolph, Robeson and Wayne Counties. These projects resulted in 4,766 seat belt and 234 child passenger safety citations. A total of 7,585 citations were written, including 354 for speeding. Overtime enforcement was conducted for a total of 4,151 hours.

North Carolina law specifies that a person shall not be convicted of a child passenger safety law violation if they show satisfactory proof to the court that an appropriate child restraint has been acquired for the

Occupant Protection

vehicle in which the child is most frequently transported. In light of this law, a pilot program was started in FY 2010 in three counties to increase enforcement of the child passenger safety law and to provide optional education to drivers who violate the law. Since FY 2010, over 80 counties have either implemented the program or held initial planning meetings. In communities where this program is active, drivers who receive a ticket for violating the child passenger safety law are given the option to visit a designated permanent car seat checking station with their child restraint and child to receive education and installation help by a certified child passenger safety technician. Once the technician is comfortable with the driver's understanding on how to properly use their child restraint, they give the driver a form to take to the District Attorney's office to have the ticket dismissed. This program encourages law enforcement officers to be proactive in enforcing child passenger safety violations, and provides education and installation assistance to drivers charged with these violations. The diversion program seeks to increase the number of children who are riding properly restrained in an age and size appropriate restraint. In FY2017, a multi-use diversion video was created. The video will improve law enforcement participation, inform parents and caregivers of the program; and increase awareness of both the program and importance of children being properly restrained. The diversion program has continued to thrive in 51 counties and the number of counties participating has increased during FY2017.

North Carolina remains very active in child passenger safety training, education and assistance. North Carolina offers two county (or region) based programs to assist parents and other caregivers with child



passenger safety needs: Permanent Car Seat Checking Stations (PCS) and Safe Kids coalitions. Certified Child Passenger Safety Technicians are essential to both these programs. As noted below in the "CPS Certification" section, North Carolina conducts child passenger safety certification training classes that provide "hands-on" assistance and education by CPS Technicians to caregivers through these programs.

North Carolina's Permanent Car Seat Checking Stations (PCS) are locations where parents/caregivers can receive information from Certified CPS

Technicians about child passenger safety and have their child restraints and seat belts checked to be sure they are installed and used correctly. At the end of FY2017, there were 183 Permanent Checking Station programs operating 239 service locations in 85 counties, and these programs checked a total of 8,240 car seats during the year.

Finally, North Carolina has a number of Safe Kids coalitions affiliated with Safe Kids Worldwide. Many coalitions partner with GHSP supported programs and activities to focus on reducing accidental child fatalities and injuries caused by traffic incidents, fire/burns, drowning, falls, poisonings, and choking/suffocation. Local Safe Kids coalitions conduct child passenger safety clinics and educational events throughout the year. There are currently 46 Safe Kids coalitions covering 71 counties.

Occupant Protection

PROGRAM RESULTS

Click It or Ticket

During FY2017, law enforcement agencies in North Carolina conducted two statewide waves of the “Click It or Ticket” campaign plus a special enforcement campaign held during Child Passenger Safety Week:

- Thanksgiving Click It or Ticket (November 21-27, 2016)
- Spring Click It or Ticket (May 22 – June 4, 2017)
- Child Passenger Safety Week (September 17-24, 2017).

During these three waves, law enforcement officers conducted 11,070 checkpoints and saturation patrols, resulting in 13,901 safety belt citations and 1,676 child passenger safety violations. In addition to the occupant protection violations, 3,054 DWI arrests were made, 346 stolen vehicles were recovered, 4,545 wanted persons were apprehended, 5,118 drug charges were issued, 46,537 speeding charges were issued, 11,643 driving while license revoked and 3,459 reckless driving charges were issued, and over 53,000 citations were issued for other traffic violations. Detailed results from “Click It or Ticket” activities in FY2017 are presented in the table below.

RESULTS OF “CLICK IT OR TICKET” ACTIVITIES DURING FY2017¹

	Campaign			Totals
	Thanksgiving 2016 Click It or Ticket	Spring 2017 Click It or Ticket	Sept. 2017 Child Passenger Safety Week	
Number of Checkpoints	393	1,165	391	1,949
Saturation and Random Patrols	2,393	4,544	2,184	9,121
Total Checkpoints & Patrols	2,786	5,709	2,575	11,070
Safety Belt Violations	1,961	8,101	3,839	13,901
Child Passenger Safety Violations	340	899	437	1,676
Total Occupant Restraint Violations	2,301	9,000	4,276	15,577
Under 21 DWI Charges	50	152	61	263
21 And Over DWI Charges	512	1,445	586	2,543
DWI Drug Charges	54	127	67	248
Total DWI Charges	616	1,724	714	3,054
Speeding	13,624	22,744	10,169	46,537
DWLR	2,535	6,173	2,935	11,643
Reckless Driving	1,095	1,702	662	3,459
Other Traffic Violations ²	12,377	27,237	13,769	53,383
Total Traffic Violations	32,548	68,580	32,525	133,653
Drug Violations	1,065	2,654	1,399	5,118
Stolen Vehicles Recovered	87	147	112	346

Occupant Protection

RESULTS OF "CLICK IT OR TICKET" ACTIVITIES DURING FY2017¹

	Campaign			Totals
	Thanksgiving 2016 Click It or Ticket	Spring 2017 Click It or Ticket	Sept. 2017 Child Passenger Safety Week	
Wanted Persons Apprehended	1,005	2,331	1,209	4,545
Felony Arrests	634	1,445	702	2,781
Other, Not Listed Criminal Violations	2,144	4,458	2,887	9,489
Total Criminal Violations	4,935	11,035	6,309	22,279
Total Traffic & Criminal Violations	37,483	79,615	38,834	155,932

¹ Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies.

²Total Other Traffic Violations includes GDL, work zone violation, uninsured motorists, and other traffic violations not listed.

CPS Certification

In FY2017, a total of 27 Child Passenger Safety Certification and four Certification Renewal classes were held through which 519 new CPS Technicians were certified through the Certification classes and 36 were recertified through the Renewal classes for a total of 555 individuals certified or recertified. These courses were held in locations throughout the state. In addition to newly certified/recertified Technicians, three Technicians applied for and completed their Instructor Candidacy during FY2017.

At the end of FY2017 North Carolina had 48 Certified Instructors and 2,907 Certified Technicians for a total of 2,955 CPS certified persons. North Carolina has established a strong Technician Proxy Program with 82 Certified Technicians also being Technician Proxies authorized to assist with technical skills verifications required for recertification. Many of the Technician Proxies are in more rural parts of the State with no Instructors nearby to sign-off on these skills verifications.

There was at least one currently certified technician in all but two of North Carolina's 100 counties (Bertie and Hyde are the exceptions). Throughout FY2017, North Carolina maintained a Technician recertification rate in the 35% - 72% range.

North Carolina Certified CPS Technicians*	
Certification Type	Number
Instructor	48
Instructor Candidate	0
Tech Proxy	82
Technician	2,825
Total Certified	2,955
Expired	5,818
Total Ever Certified	8,773

*As of October 2, 2017

Occupant Protection

At the end of September 2017, 998 out of 1,471 eligible Technicians opted for recertification. The FY2017 Technician recertification rate of 67.8% for North Carolina was the sixth highest of all States while having the highest number eligible for recertification.

Child Restraint Inspection Stations

In FY2017 more than 10,200 children were served and 10,314 child restraints were checked at North Carolina car seat checking stations. Half of these restraints were for children younger than one. Most of the others (40%) were for one to five year olds.

North Carolina Occupant Protection Task Force

GHSP hosted a NHTSA facilitated assessment of the NC occupant protection programs April 17-22, 2016. This assessment, was conducted to provide GHSP with a review of the occupant protection programs in North Carolina. The assessment, conducted by traffic safety experts from around the nation, examined current programs and policies regarding seat belts and occupant protection for children in North Carolina. The assessment identified the program's strengths, accomplishments, and challenges, and then offered suggestions for improvement, especially in efforts to target persistent seat belt non-users more effectively.

The North Carolina Occupant Protection (OP) Task Force was formed in the spring of 2014. Members of the OP Task Force, comprised of state agency representatives, university research centers, law enforcement officers and healthcare professionals, developed a Strategic Occupant Protection Plan for North Carolina.

The Strategic Occupant Protection Plan provides data on occupant protection related issues in North Carolina, monitors ongoing initiatives to address various aspects of the problem, and presents potential strategies for progress. This plan was developed in accordance with NHTSA's Occupant Protection Guidelines for:

- Program management
- Legislation, regulation and policy
- Enforcement program
- Communication program
- Occupant protection for children program
- Outreach program
- Data and program evaluation

The North Carolina Occupant Protection Task Force met one time in FY2017. During this May 2017 meeting, the OP Task Force reviewed the recommendations from the July 2016 OP Assessment, reviewed the 2017 Seat Belt Survey sample re-selection, discussed CPS initiatives around the state, reviewed progress toward the primary enforcement for rear passengers, and discussed the upcoming "Click It or Ticket" campaign. Topics that had been worked on since the 2016 assessment include youth programs, CPS Diversion, driver education, increasing enforcement, as well as other areas of concern.

FUTURE STRATEGIES

During FY18, NC GHSP will continue to review the recommendations from the 2016 OP assessment and use them as a basis for strengthening the North Carolina occupant protection program. These Key Recommendations include programmatic improvements such as:

Occupant Protection

- Re-engage the Statewide Occupant Protection Task Force for regularly scheduled face-to-face meetings.
- Add an electronic data reporting page to the existing buckleupnc.org website to be able to capture data from as many checking stations/events as possible for a more accurate snapshot of activities, non-use, misuse, and correct use.
- Implement occupant protection enforcement efforts specifically focused on young males, the cohort identified within the data as the least likely to wear seat belts. Law enforcement agencies will support such initiatives only if they are not perceived to constitute profiling.
- Explore with key law enforcement partners the possibility of implementing a monitoring system for occupant protection citations and written warnings for their officers.
- Prioritize support for the Click It or Ticket mobilizations with messages that direct public attention to the increased number of law enforcement patrols that are taking place, using the national high visibility enforcement model.
- Conduct message research to determine if unrestrained motorists understand the message of the law enforcement focused advertisements.
- Design seat belt and child passenger safety education curricula for school personnel and traffic safety stakeholders that also meets the state standard curriculum requirements.

The assessment also included several recommendations that would require policy action, including legislative changes, such as:

- Allow primary enforcement for passengers 16 and older in the rear seating position of all vehicles.
- Require all children to be properly restrained at all times in passenger vehicles with no exception for available seated positions.
- Dedicate a portion of court costs for violation of an occupant protection law to programs designed to increase occupant protection, including the purchase and distribution of car seats for children in need.
- Enable and require tracking of warnings and dismissed citations to track repeat offenders.
- Evaluate and consider expanding the network of court diversion programs which would provide a less costly alternative for unrestrained motorists who get cited.
- Identify the extent of the practice of allowing seat belt law violators to plead down their citations to a lesser back seat violation.
- Coordinate the use of the traffic records data to help standardize its use by the numerous highway safety partners in the State.

These recommendations will play a major role in the NC GHSP occupant protection strategies during the coming years. Goals for the FY18 Occupant Protection Plan include continued administration of the North Carolina Occupant Protection Task Force, implementation of the Strategic Occupant Protection Plan, and possibly reinvigorating the “mini-mobilizations” conducted in previous years in lower belt use counties.

The FY18 national “Click It or Ticket” campaign is scheduled for May 21-June 3, 2018. GHSP will participate in this effort which will complement the earlier statewide “Click It or Ticket” campaign encompassing the 2017 Thanksgiving holiday. NC GHSP will explore innovative approaches such as the Statewide Traffic Enforcement Program to ramp up efforts in target counties.

Occupant Protection

GHSP may complement the statewide “Click It or Ticket” mobilization efforts with mini-mobilization efforts during the spring of 2018. The mini-mobilizations would precede the national “Click It or Ticket” campaign and would focus on the following counties: Mecklenburg, Robeson, Wake, Guilford, Cumberland, Davidson, Gaston, Forsyth, Johnston, Columbus, Rowan, Buncombe, Wayne, Nash, Randolph, Durham, Alamance, Harnett, Sampson, Union, Pitt, Duplin and Brunswick. According to state data these counties represent the 25 counties with the highest number of unrestrained fatalities from 2012-2016. GHSP recognizes that mini-mobilizations may place an additional strain on the law enforcement staffing in the aforementioned counties. Feedback from law enforcement previously indicated a need for a break before enforcement ramps up during the “Click It or Ticket” campaign period. GHSP will solicit feedback from LELs and other local law enforcement partners before reaching any final decision about mini-mobilizations.

GHSP will continue partnering with the NC State Highway Patrol by funding overtime enforcement special operations projects in high priority counties with a low usage rate or a high rate of unrestrained fatalities. This enforcement will take place throughout the year, especially during the “Click It or Ticket” campaigns.

As part of our statewide educational efforts all LEL regions have seatbelt convickers for use at community events, school presentations and other venues. Due to consistent use and popularity at such events, Ayden PD (Region 2), the New Hanover County Sheriff’s Office (Region 3), and the Orange County Sheriff’s Office (Region 5) acquired new seatbelt convickers in FY2017.

GHSP will support FY18 seat belt mobilization efforts with earned and/or paid media to draw attention to each of the campaigns. As demonstrated in the “Paid Media Plan” section, North Carolina utilizes a variety of media modes to raise awareness for enforcement efforts in the state.

ANNUAL SEAT BELT SURVEY

The 2018 Seat Belt Survey will be conducted in Alamance, Buncombe, Catawba, Cleveland, Columbus, Durham, Forsyth, Guilford, Mecklenburg, Nash, Pender, Robeson, Sampson, Wake and Wilkes Counties.

FUNDED PROJECTS AND ACTIVITIES

The occupant protection related projects and activities listed on the following pages were funded by GHSP under the FY2017 Highway Safety Plan:

Project Number(s): M1CPS-17-13-01
Project Title: Safe Transportation for All Children/Occupant Protection For All Ages 2016-2017
Agency: Western NC Safe Kids
Project Description: This was a continuation project that provided funding for Safe Kids Western North Carolina (Safe Kids WNC) to provide leadership for the State to increase and maintain the base of CPS Technicians trained in Special Needs Transportation. Safe Kids WNC continued to serve as the referral resource for families of children with special health care needs and offered the “Transporting

Occupant Protection

Children with Special Needs” CPS enrichment course two times per year in different regions of the state. This project allowed Safe Kids WNC to attend several conferences including BuckleUpNC, Safe Kids NC, and Lifesavers. Partnerships with law enforcement continued to grow while participating in local “Click It or Ticket” enforcement activities and the CPS Diversion Program. The project educated tweens and teens through program objectives to become a safe passenger now, as well as in the future as drivers.

Contribution to Meeting Targets: Safe Kids WNC provided seats to children with special health care needs, and consulted with caregivers and therapists from across the state on safe transportation options for people with special health care needs. They held four CPS certification classes, one renewal class, and six refresher classes.

Project Number(s): M2CPS-17-13-01

Project Title: Occupant Protection for the Family - CPS and More

Agency: Department of Insurance

Project Description: This was an ongoing project that will provided funding for the Office of State Fire Marshal (OSFM)/Safe Kids NC to continue child passenger safety efforts. The goal of the project was to increase the usage of child restraints, booster seats and seat belts in order to reduce the number of injuries and deaths to motor vehicle occupants. OSFM sought to accomplish this by collaborating with local and state child passenger safety and occupant protection programs. This project restructured and reinforced the child passenger safety diversion program through partnerships with the Governor's Highway Safety Program, District Attorneys' Offices, child passenger safety programs and law enforcement.

Contribution to Meeting Targets: The North Carolina Child Passenger Safety Program coordinated 22 National Child Passenger Safety (CPS) Technician certification classes and seven renewal classes which resulted in certification of 519 new technicians. The FY2017 recertification rate for North Carolina was 67.4% compared to the national average of 57.6%. At of the end of FY2017, North Carolina had 2,825 Technicians, 82 Technician Proxies, and 48 Instructors for a total of 2,955 individuals being CPS Certified. At the end of FY2017, there were 239 permanent checking station service locations throughout North Carolina. More than 10,216 children were served and 10,314 child restraints were checked at North Carolina car seat checking stations in FY2017.

Project Number(s): M2HVE-17-13-02 / M5HVE-17-15-08

Project Title: Cornelius Police Department Traffic Unit

Agency: Cornelius Police Department

Project Description: This was the second year of a project that provided funding for two traffic officers to expand the current three officer dedicated traffic team to a total of five traffic officers. Mecklenburg County was ranked 2nd for overall fatalities, 1st for alcohol-related fatalities and 3rd for unrestrained fatalities. The goal of the project was to reduce fatalities through enforcement and education efforts. The

Occupant Protection

traffic team worked in conjunction with the Charlotte-Mecklenburg Police Department DWI Task Force on special DWI enforcement campaigns.

Contribution to Meeting Targets: The Cornelius Police Department made 38 DWI arrests and issued 258 occupant protection citations. The traffic team officers conducted high visibility enforcement, worked days and nights, on the weekends and holidays. They hosted and or supported 40 checking stations.

Project Number(s): M2HVE-17-13-03
Project Title: 2017 North Carolina Observational Survey of Seat Belt Use
Agency: NC State University - Institute of Transportation Research and Education
Project Description: This project provided funding to fulfill all reporting requirements for North Carolina's Observational Survey of Seat Belt Use for 2017 with respect to NHTSA's guidelines and guidance. In order to successfully fulfill the annual reporting specifications, this project followed all procedures for NHTSA approval of an updated sampling frame and survey design that meets the 5-year observation site reselection requirement. The project collected seat belt use data June 2017 to use for determining an estimate of the statewide seat belt use rate.

Contribution to Meeting Targets: ITRE completed the statewide, 15 county, 120-site survey with a result of a 91.4% seat belt usage rate for front seat occupants.

Project Number(s): M2HVE-17-13-03 M1HVE-17-13-01
Project Title: NC SHP "Click It or Ticket" Project 2017
Agency: Department of Public Safety - State Highway Patrol
Project Description: This was an ongoing continuation project that provides funding for overtime enforcement for occupant restraint violations. The project provided increased and sustained enforcement efforts in the 25 Occupant Protection Focus Counties. Select waves of overtime enforcement were conducted during the May "Click It or Ticket" campaign and at other times throughout the year. With increased high visibility enforcement, the goal of the project was to reduce unrestrained fatalities and serious injuries, while also increasing the seat belt usage rate.

Contribution to Meeting Targets: The State Highway Patrol issued 96,642 seat belt citations and 8,801 child passenger safety citations in FY2017. In the seven counties where overtime enforcement occurred, there were 4,766 seat belt citations and 234 child passenger safety citations. A total of 7,585 charges were made during the special operation projects.

Project Number(s): M2HVE-17-13-04 / M5HVE-17-15-10
Project Title: DWI Task Force
Agency: Guilford County Sheriff's Office

Occupant Protection

Project Description: This was the fifth year of an impaired driving enforcement project to fund five positions. Guilford County ranked fifth in overall fatalities, fifth in alcohol-related fatalities and fourth in unrestrained fatalities. This project continued the funding for a multi-agency DWI Task Force (Guilford County Sheriff's Office, Greensboro Police Department and High Point Police Department). The Task Force maintained a high level of impaired driving arrests through strict enforcement and increased daytime and night time checkpoints with the goal to reduce alcohol-related fatalities. In addition to impaired driving enforcement, this project used a zero tolerance approach in its focus of increasing countywide seat belt use above 90 percent with the goal of reducing unrestrained fatalities.

Contribution to Meeting Targets: This was the fifth year for this project. The Guilford County DWI Task Force arrested 854 impaired drivers, issued 177 occupant protection citations and conducted 36 checking stations for seat belt and impaired driving.

Project Number(s): M2HVE-17-13-06 / M5HVE-17-15-13

Project Title: DWI/SB Enforcement Unit

Agency: Brunswick County Sheriff's Office

Project Description: This was the fourth year of a project to fund four DWI/SB enforcement deputies that are a part of a six deputy unit. The Brunswick County Sheriff's Office DWI/SB Enforcement Team deployed during the peak night time hours when impaired drivers are known to be on the road. In conjunction with DWI enforcement, the deputies also targeted unrestrained occupants since the fatality rate of unrestrained occupants is higher during the night time hours. Brunswick County ranked 15th in alcohol-related fatalities and 11th in unrestrained fatalities. The Sheriff's Office continued to play a key role in coordinating multi-agency enforcement activities within the region. The unit aimed to decrease the number of alcohol-related and unrestrained fatalities in Brunswick County.

Contribution to Meeting Targets: The Brunswick County Sheriff's Office traffic team made 248 DWI arrests and issued 766 OP citations during FY2017, and conducted 191 checking stations.

Project Number(s): M5HVE-17-15-02 / M2HVE-17-13-01

Project Title: Wilson Police Department Traffic Unit Expansion

Agency: Wilson Police Department

Project Description: This was the third year of a project to provide two additional officers to address the growing traffic problem caused by the impaired driver. Wilson County ranked 31st in alcohol-related fatalities and 48th in unrestrained fatalities. These officers complimented the existing traffic officers to address these problems. This traffic unit was the primary provider of traffic enforcement in the county. The goals of the project were to reduce the number of traffic related fatalities, reduce the number of alcohol-related crashes and serious injuries.

Contribution to Meeting Targets: The Wilson Police Department experienced an increase in the number of traffic related fatalities from 4 to 6 but was able to reduce the number of alcohol related crashes from 87 to 63. The number of serious injury/alcohol related

Occupant Protection

crashes were reduced from 6 to 4. Enforcement efforts yielded 29 DWI charges and 77 seatbelt and child passenger safety citations. A total of 994 traffic citations were issued on 729 traffic stops. The agency participated in 30 checkpoints.

Project Number(s): M5HVE-17-15-11 / PT-17-06-13

Project Title: Asheville Buncombe DWI Task Force

Agency: Asheville Police Department

Project Description: This was the fourth year of a project that provides funding for six DWI Task force officers (four with the Asheville Police Department including a Sergeant and two with the Buncombe County Sheriff's Office). Buncombe County was ranked 8th for overall fatalities, 21st for alcohol-related fatalities, 8th for unrestrained fatalities and 7th for young driver fatal crashes. The goal of the project was to reduce alcohol-related fatalities, crashes and injuries through enforcement and education efforts. Enforcement efforts targeted those drivers by conducting saturation patrols and by holding DWI checking stations on peak night time hours, holidays, and weekends. The Task Force worked closely with the local MADD chapter to educate the citizens of Buncombe County about the dangers of drinking and driving.

Contribution to Meeting Targets: This was the fourth year for this project. The Buncombe County DWI Task Force made 538 impaired driving arrests and issued 2140 citations for other traffic charges. The DWI Task Force participated in 215 DWI checking stations and a total of 294 checking stations. The Buncombe County DWI Task Force remained actively involved with the Buncombe County Sobriety Court. The DWI team continued the Sober Hero campaign to educate the driving public about the importance of driving sober.

Project Number(s): OP-17-04-01

Project Title: Occupant Protection Program Support

Agency: Governor's Highway Safety Program

7Project Description: This was an ongoing project to provide funding for occupant restraint programs and events. The Governor's Highway Safety Program (GHSP) continued to plan and implement "Click It or Ticket" events and activities. GHSP developed and updated materials as needed to enhance the "Click It or Ticket" highway safety message.

Contribution to Meeting Targets: GHSP conducted earned media evens to kick off the Click It or Ticket campaigns during November and May as well as the Child Passenger Safety Week efforts in Spetember. A revised Click It or Ticket brochure is under development and scheduled for completion in FY2018. GHSPconducted a law enforcement public information officer (PIO) Summit in August. The 50 PIOs in attendance were educated on how to gain earned and paid media for occupant protection messaging through social media campaigns and media outreach. Additionally, this project supported outreach efforts such as Safety City at the State Fair.

Occupant Protection

Project Number(s): OP-17-04-03

Project Title: Continued Development of the BuckleUpNC Resource Center

Agency: UNC - Highway Safety Research Center

Project Description: This was a continuation project that provided funding to maintain and update the BuckleUpNC website (www.buckleupnc.org). This project provided consumer information to the public through a toll free number, website, brochures and flyers. The project provided program and technical assistance to CPS advocates and administrators. The Highway Safety Research Center also supported the North Carolina Occupant Protection Task Force and continued to collaborate with GHSP and the Office of the State Fire Marshal on Occupant Protection issues throughout the year.

Contribution to Meeting Targets: HSRC provided information to the public through the toll-free phone line, email inquires, and the buckleupnc.org website. The website averaged over 600 visits per day. HSRC continued to assist with the coordination, scheduling, and registration of certification classes. At the end of FY2017, North Carolina had 2,825 Technicians, 82 Technician Proxies, 48 Instructors for a total of 2,955 individuals CPS Certified and 239 permanent checking station service locations. More than 10,216 children were served and 10,314 child restraints were checked at North Carolina car seat checking stations in FY2017.

Project Number(s): PT-17-06-19

Project Title: Lumberton Police Department DWI/OP Enforcement Team

Agency: Lumberton Police Department

Project Description: This was the third year of a project that funded two traffic officers. Robeson county was ranked 5th for alcohol-related fatalities and 1st for unrestrained fatalities. Enforcement efforts occurred during the peak night time hours when impaired drivers were known to be on the road. The officers collaborated with other agencies and municipalities within Robeson County. Along with their enforcement efforts, the officers educated students by teaching fatal vision courses to high schools and attended driver education classes around the county. The goal of the project was to reduce the number of alcohol-related and unrestrained fatalities in Robeson County.

Contribution to Meeting Targets: This was the third year for this project. The Lumberton Police Department Officers made 105 DWI arrests (26.6% decrease from previous fiscal year), issued 276 (6.8% decrease) occupant protection citations, and issued 1822 (slight increase from 1815) citations for other traffic. The officers conducted high visibility enforcement, worked primarily nights and weekends, and hosted or supported 144 checking stations.

Police Traffic Services

BACKGROUND AND NOTEWORTHY PROGRAMS

After a decade of steady progress in reducing speed-related fatalities in North Carolina, the past three years have seen a sharp increase in fatalities. North Carolina experienced 566 speed-related fatalities in 2016, an increase of 37% since 2013. Forty percent of all fatalities in 2016 were speed-related. Speed involvement in crashes is highest among males, young drivers, motorcycle riders, and drivers on rural roadways. Speed also plays a role in a large percentage of nighttime crashes. Mecklenburg, Wake, Guilford, Robeson and Cumberland counties account for most of the speed involved fatalities. Overall, speeding continues to be a major cause of injuries and fatalities on North Carolina roadways and has significant economic, social, and personal costs for North Carolinians.



In June 2006 GHSP introduced the safety campaign, “No Need 2 Speed,” to encourage drivers to slow down and obey the speed limit. The initial pilot project was conducted in Robeson, Cumberland, Harnett, and Johnston counties. Since that time, the effort has grown substantially. During FY2017, GHSP introduced a new statewide campaign: “Speed a Little. Lose a Lot.” The campaign, which ran from April 13-23, 2017, reminds drivers there is no reason to speed because the consequences could be more than just getting a ticket. The campaign complements the NC Vision Zero initiative, which seeks to reach zero traffic-related

fatalities through coordinated agency-to-agency efforts that help reduce risky driving behaviors by changing the overall traffic safety culture. No loss of life is acceptable.

In an effort to target speed enforcement, GHSP encourages counties to adopt more systematic approaches for identifying roads that are priorities. To this end, GHSP has continued to promote training in Data-Driven Approaches to Crime and Traffic Safety (DDACTS) enforcement strategies. Additionally, GHSP has continued its long-standing partnership with the North Carolina Justice Academy, which provides training in crash investigation and speed measuring instrument certification to law enforcement officers statewide. Other traffic safety related training, such as legal updates for Sheriffs and Deputies, is provided through a partnership with the North Carolina Sheriff’s Association. During each session of the North Carolina General Assembly, a large number of motor vehicle laws are passed, changed or amended that have a direct impact on the ability of law enforcement officers to perform their duties. Hence, regular training is important to ensure officers understand and properly enforce these laws.

Police Traffic Services

GHSP also funded an effort to reduce aggressive driving through enforcement coupled with a portable changeable message sign (PCMS). The PCMS was installed over a four-month period on a six-mile enforcement zone along I-95. The two phrases in the message shown to drivers were “do not tailgate,” and “enforced next 10 miles.” The North Carolina State Highway Patrol conducted heightened enforcement during a one-week wave. Driver behavior was monitored at two interchanges downstream of the enforcement zone. The sign, in combination with enforcement, reduced the number of vehicles following too closely, although the sign alone did not change driver behavior. Results were somewhat stronger for speeding. The sign alone reduced the number of vehicles traveling 10+ mph over the speed limit, and an even greater reduction was found when the sign was combined with enforcement. Finally, there was some indication the intervention effects lasted up to one month after the enforcement activity was discontinued.



PROGRAM RESULTS

Speed a Little. Lose a Lot

Law enforcement agencies in North Carolina conducted the “Speed a Little. Lose a Lot” campaign during April 13 – 23, 2017. In total, 3,652 checkpoints and saturation patrols were conducted resulting in 18,369 speeding citations. Additionally, the campaign produced 1,163 DWI arrests, 4,002 safety belt and child passenger violations, 1,946 drug violations, and 1,317 fugitives captured. Detailed results from campaign activities in FY2017 are presented below.

RESULTS OF “SPEED A LITTLE. LOSE A LOT” SPEED ENFORCEMENT CAMPAIGN ACTIVITIES DURING FY2017	
Checkpoints	596
Saturation patrols	3,056
Total Checkpoints and Saturation Patrols	3,652
Under 21 DWI charges	109
21 and over DWI charges	939
Other DWI charges	115
Total DWI Charges	1,152
Safety belt violations	3,397
Child passenger safety	605
Total Occupant Restraint Charges	4,002

Police Traffic Services

RESULTS OF "SPEED A LITTLE. LOSE A LOT" SPEED ENFORCEMENT CAMPAIGN ACTIVITIES DURING FY2017

Drug violations	1,946
Other criminal violations	2,986
Total criminal violations	4,932
Speeding	18,369
Reckless driving	1,322
All other traffic violations	23,647
Total Traffic Violations ¹	43,338
Stolen vehicles recovered	80
Fugitives arrested	1,317
Felony arrests	863
Total Traffic and Criminal Violations	55,684

Note: Data for enhanced enforcement periods is reported directly to GHSP from participating law enforcement agencies.

¹Total Other Traffic Violations includes DWLR, GDL, work zone violation, uninsured motorists and other traffic violations.

FUTURE STRATEGIES

GHSP remains committed to supporting proven countermeasures to reduce the frequency of speed-related crashes and fatalities. GHSP will continue to support the national campaign with its own statewide campaign, "Speed a Little. Lose a Lot." This campaign is planned for March 26, 2018 through April 1, 2018. The strategy is to hold this campaign annually and to look for continued growth in future years. In addition, GHSP will focus law enforcement and media attention on the enforcing speed laws at night. GHSP will also continue to share data with all agencies, particularly in counties overrepresented in speeding fatalities. This data will include the locations of speed related crashes, day of the week and the time of day they are occurring, and other enforcement data. The analytical and mapping tools of the GHSP funded Vision Zero efforts will provide this information in a timely manner. GHSP will seek buy in from the agencies to address the problem locations and GHSP will provide funding as needed to enhance the enforcement efforts. The new Statewide Traffic Enforcement Program mainly focuses on speed enforcement and thus will provide additional enforcement efforts to address the overall speeding problem.

FUNDED PROJECTS AND ACTIVITIES

The police traffic services related projects and activities listed below were funded by GHSP under the FY2017 Highway Safety Plan:

Project Number(s): AL-17-02-04 / PT-17-06-22 / M5TR-17-15-03

Project Title: Administrative Hearings Training

Police Traffic Services

Agency: Division of Motor Vehicles

Project Description: This was a continuation project that provided funding to train hearing officers on the skills required to conduct professional and thorough hearings that balance an individual's privilege to drive with highway safety concerns. The hearing officers were also educated on any and all law changes (case law and statutes) to ensure they conducted and held hearings in accordance with all applicable laws. This project also provided funding for attendance at the Association of Ignition Interlock Program Administrators (AIIPA) conference and board meetings.

Contribution to Meeting Targets: The DMV trained all 100 Hearing Officers and support staff on conducting professional and thorough hearings. They were also provided a legal update on all the applicable laws for driving while impaired. The DMV reduced the total number of hearing officer decisions overturned by judicial review from 18 the previous year to just three this past fiscal year.

Project Number(s): M5CS-17-15-04 / PT-17-06-17

Project Title: Traffic Safety Resource Prosecutors

Agency: Judicial Department - Conference of District Attorneys

Project Description: This was an ongoing project that provided funds for six Traffic Safety Resource Prosecutors (TSRP) and a Traffic Safety Legal Assistant that provided highway safety related information, technical support and training to law enforcement, prosecutors, magistrates and judges. This training was provided through individualized and joint training sessions as well as publications and technical support. Five the TSRP's were to be assigned regionally and provide technical assistance, train prosecutor's, law enforcement, judicial officials, and other allied officials in support of the counties where DWI Task Forces have been created.

Contribution to Meeting Targets: The Conference of District Attorneys, Traffic Safety Resource Prosecutors conducted training courses for Prosecutors, Law Enforcement, Magistrates, Judges, and other traffic safety professionals. These courses included Prosecuting the Drugged Driver, Legal Updates, Evidence training, New Prosecutors School, NCSHP training academy, DRE school, LEL meetings and Lifesavers National Conference. The Traffic Safety Resource Prosecutor (TSRP) responded to 205 direct requests for technical assistance, including briefs. The three (3) (Regional) RTSRP's disposed of 632 DWI cases in district court, 152 in superior court, and 1,199 other traffic cases.

Project Number(s): M5HVE-17-15-11 / PT-17-06-13

Project Title: Asheville Buncombe DWI Task Force

Agency: Asheville Police Department

Project Description: This was the fourth year of a project that provides funding for six DWI Task force officers (four with the Asheville Police Department including a Sergeant and two with the Buncombe County Sheriff's Office). Buncombe County was ranked 8th for overall fatalities, 21st for alcohol-related fatalities, 8th for unrestrained fatalities and 7th for young driver fatal crashes. The goal of the project was to

Police Traffic Services

reduce alcohol-related fatalities, crashes and injuries through enforcement and education efforts. Enforcement efforts targeted those drivers by conducting saturation patrols and by holding DWI checking stations on peak night time hours, holidays, and weekends. The Task Force worked closely with the local MADD chapter to educate the citizens of Buncombe County about the dangers of drinking and driving.

Contribution to Meeting Targets: This was the fourth year for this project. The Buncombe County DWI Task Force made 538 impaired driving arrests and issued 2140 citations for other traffic charges. The DWI Task Force participated in 215 DWI checking stations and a total of 294 checking stations. The Buncombe County DWI Task Force remained actively involved with the Buncombe County Sobriety Court. The DWI team continued the Sober Hero campaign to educate the driving public about the importance of driving sober.

Project Number(s): PT-17-06-01

Project Title: GHSP Statewide Traffic Enforcement Program

Agency: Governor's Highway Safety Program

Project Description: This was an ongoing project to fund a program for traffic safety equipment for use in a statewide enforcement and education program. The Governor's Highway Safety Program (GHSP) conducted various enforcement efforts throughout the year including several "Booze It & Lose It" and "Click It or Ticket" campaigns. GHSP encouraged law enforcement agencies to participate and report their citation totals via online reporting on a weekly basis during each campaign as well as at other times during the year. Agencies participating and reporting were able to obtain highway safety equipment which is then used as part of a statewide enforcement and education program. This project funded the cost of the equipment.

Contribution to Meeting Targets: The statewide participation reporting rate was 79 percent for the year. This is an increase of five percent over last year. During the year, there were eight campaigns for which an excess of 80 percent statewide reporting was achieved. The highest weekly reporting rate achieved was 84.3% during the fourth week of the Holiday Booze It and Lose It campaign.

Project Number(s): PT-17-06-02

Project Title: Region 4 LEL

Agency: Tarboro Police Department

Project Description: This was an ongoing project for the Region 4 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 4 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

Police Traffic Services

Contribution to Meeting Targets: Region 4 achieved a participation reporting rate of 88 percent this year. This is an increase of 4 percent from the previous year. Nash County, the only survey county in Region 4, had a seat belt usage rate of 90%.

Project Number(s): PT-17-06-03

Project Title: Region 2 LEL

Agency: Ayden Police Department

Project Description: This was an ongoing project for the Region 2 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 2 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

Contribution to Meeting Targets: Region 2 achieved a participation reporting rate of 83 percent this year. This is up 8 percent from last year. Region 2 had 100% reporting in the final campaign week of the year.

Project Number(s): PT-17-06-04

Project Title: Region 5 LEL

Agency: Orange County Sheriff's Office

Project Description: This was an ongoing project for the Region 5 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 5 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

Contribution to Meeting Targets: Region 5 achieved a participation reporting rate of 83 percent. This was a decrease of two percent from the previous year. Wake County had a seat belt usage rate of over 90% while Durham County's usage rate was 88%.

Project Number(s): PT-17-06-05

Project Title: Region 1 LEL

Agency: Kitty Hawk Police Department

Project Description: This was an ongoing project for the Region 1 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 1 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

Contribution to Meeting Targets: Region 1 achieved a participation reporting rate of 81 percent, an increase of 14%. The region had over 80 percent reporting during eight campaign weeks.

Police Traffic Services

Project Number(s): PT-17-06-06
Project Title: Region 3 LEL
Agency: New Hanover County Sheriff's Office
Project Description: This was an ongoing project for the Region 3 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 3 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.
Contribution to Meeting Targets: Region 3 achieved a participation reporting rate of 64 percent, an increase of 8%. Sampson County had a seat belt usage rate over 90%. Columbus, Pender, and Robeson counties all had usage rates above 85%.

Project Number(s): PT-17-06-07
Project Title: Region 6 LEL
Agency: Rockingham Police Department
Project Description: This was an ongoing project for the Region 6 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 6 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.
Contribution to Meeting Targets: Region 6 achieved a participation reporting rate of 86 percent. This was a 2 percent increase.

Project Number(s): PT-17-06-08
Project Title: Region 10 LEL
Agency: Asheville Police Department
Project Description: This was an ongoing project for the Region 10 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 10 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.
Contribution to Meeting Targets: Region 10 achieved a participation reporting rate of 87 percent. This was an increase of 9% from last year. Buncombe county had a seat belt usage rate of over 92 percent

Project Number(s): PT-17-06-09

Police Traffic Services

Project Title: Region 7 LEL
Agency: Guilford County Sheriff's Office
Project Description: This was an ongoing project for the Region 7 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 7 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.
Contribution to Meeting Targets: Region 7 achieved a participation reporting rate of 93 percent, the highest in the State and a 2% increase from the previous year. The Guilford County seatbelt usage rate was 92 percent. Alamance County's usage rate was nearly 94% and Forsyth County's usage rate of 95.5% led the State.

Project Number(s): PT-17-06-10
Project Title: Region 8 LEL
Agency: Charlotte-Mecklenburg Police Department
Project Description: This was an ongoing project for the Region 8 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 8 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.
Contribution to Meeting Targets: Region 8 achieved a participation reporting rate of 80 percent. This was a 7% increase from the previous year. The Mecklenburg County seat belt usage rate was 93%. Catawba and Cleveland counties, both in Region 8, had usage rates above 90%. The Region 8 LEL was selected as LEL of the year in NC.

Project Number(s): PT-17-06-11
Project Title: Region 11 LEL
Agency: Jackson County Sheriff's Office
Project Description: This was an ongoing project for the Region 11 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 11 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.
Contribution to Meeting Targets: Region 11 achieved a participation reporting rate of 53 percent. This was a decrease of 10 percent from the previous year.

Project Number(s): PT-17-06-12
Project Title: Region 9 LEL

Police Traffic Services

Agency: Marion Police Department

Project Description: This was an ongoing project for the Region 9 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 9 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting highway safety within this region and work with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

Contribution to Meeting Targets: Region 9 achieved a participation reporting rate of 75 percent. This was an increase of 4 percent from the previous year. Wilkes county, located in region 9, had a seatbelt usage rate of over 90 percent.

Project Number(s): PT-17-06-14

Project Title: Traffic Enforcement Program

Agency: Fayetteville Police Department

Project Description: This was the third year of a project providing funding for four officers for traffic enforcement in Fayetteville. Cumberland County was ranked fourth in overall fatalities, fourth in alcohol-related fatalities and sixth in unrestrained fatalities. With a growing population due to the military presence, these officers were a major influence for the county as a whole. The goal of the project was to reduce overall fatalities, alcohol-related fatalities, and motorcycle fatalities.

Contribution to Meeting Targets: The Fayetteville Police Department's efforts aided in a reduction in fatalities from 42 in 2015 to 36 in FY 2017 and a reduction in alcohol related fatalities from 11 in 2015 to 7 in FY 2017. Their enforcement effort yielded 144 DWI charges, 424 seatbelt charges, 3,600 speeding charges, and 626 Driving While License Revoked charges for a total of 12,225 traffic charges made while conducting 11,073 stops. The unit also participated in 104 checkpoints.

Project Number(s): PT-17-06-15

Project Title: Heightened Enforcement of Aggressive Traffic (HEAT)

Agency: Waxhaw Police Department

Project Description: This was the third year of a project that provided funding for a traffic officer. Union County was ranked 20th for alcohol-related fatalities, 28th for unrestrained fatalities and 8th for young driver fatal crashes. The goal of the project was to reduce teen, alcohol-related and unrestrained traffic crashes and injuries through enforcement and education efforts. Enforcement efforts included conducting seat belt initiatives and holding checking stations during the day and nighttime.

Contribution to Meeting Targets: This was the third year for this project. The Waxhaw Police Department concentrated on teen traffic crashes and traffic crashes involving serious injuries. They were able to lower the alcohol related traffic crashes from 13 the previous year to 0 this past year. The Waxhaw Police Department reduced injuries from traffic crashes by 2% this past fiscal year. The Traffic Officer issued a total of 459

Police Traffic Services

traffic citations. The Waxhaw Police Department hosted or participated in 40 checking stations.

Project Number(s): PT-17-06-16
Project Title: Collision Investigation and Traffic Enforcement Detail
Agency: Dunn Police Department
Project Description: This was the second year of a project that provided funding for a traffic unit with two officers. Harnett County was ranked 11th in overall fatalities. The Traffic Enforcement Team I conducted targeted enforcement in high crash locations during peak hours. In addition to enforcement efforts, the team conducted education and outreach in the community to increase awareness of traffic safety issues, including seatbelt use and speed. The goal of the project was to reduce the traffic-related injuries.
Contribution to Meeting Targets: Dunn failed to meet their first goal which was the reduction in injury crashes by 10%. Their target was 112 injury crashes; they reported 190. Overall, the number of speed related crashes decreased during the year, but the overall number of crashes increased. The increase was credited to including parking lot crashes this year and not counting them in the past. Seat belt usage was increased to 91% from 89% the year prior.

Project Number(s): PT-17-06-18
Project Title: Highway Safety Enforcement Officer Training Program
Agency: Department of Justice - Justice Academy
Project Description: This was a continuation project that provided funding for training to law enforcement officers statewide for crash investigation and radar instructor certification. The Justice Academy delivered multiple courses taught by the instructional staff of nationally recognized training facilities to provide a highly advanced level of training to officers. The Justice Academy's goal was to seek out experts in the crash investigation and radar instruction fields to supplement the training programs offered to North Carolina law enforcement officers.
Contribution to Meeting Targets: The Justice Academy conducted 56 different training opportunities and trained 945 officers in crash investigation, radar operator, and emergency driver operator courses. The Academy purchased RADAR and LIDAR instruments to continue the necessary training on speed measuring instruments.

Project Number(s): PT-17-06-19
Project Title: Lumberton Police Department DWI/OP Enforcement Team
Agency: Lumberton Police Department
Project Description: This was the third year of a project that funded two traffic officers. Robeson county was ranked 5th for alcohol-related fatalities and 1st for unrestrained

Police Traffic Services

fatalities. Enforcement efforts occurred during the peak night time hours when impaired drivers were known to be on the road. The officers collaborated with other agencies and municipalities within Robeson County. Along with their enforcement efforts, the officers educated students by teaching fatal vision courses to high schools and attended driver education classes around the county. The goal of the project was to reduce the number of alcohol-related and unrestrained fatalities in Robeson County.

Contribution to Meeting Targets: This was the third year for this project. The Lumberton Police Department Officers made 105 DWI arrests (26.6% decrease from previous fiscal year), issued 276 (6.8% decrease) occupant protection citations, and issued 1822 (slight increase from 1815) citations for other traffic. The officers conducted high visibility enforcement, worked primarily nights and weekends, and hosted or supported 144 checking stations.

Project Number(s): PT-17-06-20

Project Title: Holly Springs Police Traffic Safety Team

Agency: Holly Springs Police Department

Project Description: This was the third year of a project that provided funding for a two officer traffic enforcement team. Wake County was ranked 1st in overall fatalities. This project conducted targeted enforcement by increasing patrols in high traffic areas, conduct day and nighttime seatbelt initiatives, host and participate in DWI checking stations, and conduct education outreach in the community. The goal of the project was to reduce the crashes.

Contribution to Meeting Targets: This was the third year of the project. The Holly Springs Police Department arrested 35 impaired drivers, issued 44 occupant protection citations and participated in or hosted 30 seat belt initiatives. The traffic team also taught seven driver's education classes.

Project Number(s): PT-17-06-21

Project Title: Tabor City Traffic Safety Unit

Agency: Tabor City Police Department

Project Description: This was the third year of a personnel project that continued to fund a dedicated traffic enforcement officer. The Tabor City Police Department teamed with other agencies in Columbus County in enforcement and education activities. Columbus County ranked 20th in overall fatalities, 12th in alcohol-related fatalities and 12th in unrestrained fatalities. The goals of the project were to increase the seat belt usage rate, reduce the number of overall and unrestrained fatalities in Columbus County.

Contribution to Meeting Targets: The funded traffic officer conducted 18 checkpoints, made 420 traffic stops, and responded to 25 automobile crashes. These enforcement activities resulted in 34 seatbelt citations, 4 child passenger safety citations, 41 Driving While License Revoked charges, and 85 speeding citations. This one officer was responsible for 549 charges during the year.

Police Traffic Services

Project Number(s): PT-17-06-23
Project Title: Legislative Update Training
Agency: NC Sheriff's Association
Project Description: This was an ongoing project that funded a legislative update to the newly appointed Sheriff's in North Carolina . The North Carolina General Assembly made a substantial number of changes to the state's Motor Vehicle Law. To help provide local law enforcement officers with the knowledge of these changes to effectively enforce the new laws, the North Carolina Sheriffs' Association conducted statewide training classes not offered through any other resource to support training on new legislation for law enforcement officers.
Contribution to Meeting Targets: This was an ongoing project. The North Carolina Sheriffs' Association conducted six sessions and trained over 800 law enforcement officers in North Carolina educating the officers on changes to traffic safety and DWI laws in the state of North Carolina.

Project Number(s): PT-17-06-24
Project Title: Traffic Enforcement/Education Vehicle
Agency: Holly Springs Police Department
Project Description: This was a project to fund a patrol vehicle for use in traffic enforcement and education. Wake County ranked 1st in traffic fatalities, 2nd in alcohol-related fatalities, 4th in unrestrained fatalities, 4th speed-related fatalities and 1st in young-driver involved fatal crashes. The Police Department planned to utilize the vehicle to conduct enforcement and educational efforts associate with these identified problems. The Holly Springs Police Department aimed to decrease the number of crashes in Wake County.
Contribution to Meeting Targets: This project was not funded this past year because the agency declined the award.

Project Number(s): PT-17-06-25
Project Title: Traffic Enforcement/Education Vehicle
Agency: Columbus Police Department
Project Description: This was a project to fund a patrol vehicle for use in traffic enforcement and education. The Police Department planned on utilizing the vehicle to target speeding violations, occupant restraint violations and impaired drivers. The Columbus Police Department aimed to decrease the number of traffic crashes in Polk County.
Contribution to Meeting Targets: The Columbus Police Department reduced the traffic collisions from a three year average of 113 to 94 this past fiscal year. The Columbus Police Department issued 131 occupant protection citations this past fiscal year. This was a increase from the past three year average of 57 for occupant protection citations.

Police Traffic Services

Project Number(s): PT-17-06-26

Project Title: 2017 STEP Program Traffic Education Vehicles and Traffic Enforcement

Agency: Brunswick County Sheriff's Office

Project Description: This was a project to fund two patrol vehicles for use in traffic enforcement and education. Brunswick County ranked 15th in alcohol-related fatalities and 11th in unrestrained fatalities. The Sheriff's Office continued to play a key role in the coordinating multi-agency enforcement activities within the region. The Brunswick County Sheriff's Office aimed to decrease the number of alcohol-related and unrestrained fatalities in Brunswick County.

Contribution to Meeting Targets: The Brunswick County Sheriff's Office traffic team made 248 DWI arrests and issued 766 OP citations during FY2017. Brunswick County had nine (9) alcohol related fatalities and thirteen (13) unrestrained fatalities in FY2017. The vehicles obtained with this grant were put into service in August of 2017. The officers utilizing these vehicles made 106 traffic charges and six (6) DWI arrests. The STEP vehicles were put on display at the annual NC Sheriff's Association conference. The STEP vehicles participated in the "Hands Across The Border" event in August and issued 103 citations with six impaired driving arrests.

Project Number(s): PT-17-06-27

Project Title: Traffic Enforcement/Education Vehicle

Agency: New Bern Police Department

Project Description: This was a project to fund a patrol motorcycle for use in traffic enforcement and education including the BikeSafe program. Craven County ranked 28th in traffic fatalities, 24th in speed-related fatalities and 24th motorcyclist-involved fatalities. The Police Department was to utilize the vehicle to target speeding violations and as part of the BikeSafe program. The New Bern Police Department aimed to decrease the number of speed-related and motorcycle involved fatalities in Craven County.

Contribution to Meeting Targets: This project was not funded this past year because the agency declined the award.

Project Number(s): PT-17-06-28

Project Title: Traffic Enforcement/Education Vehicle

Agency: Macon County Sheriff's Office

Project Description: This was a project to fund a patrol vehicle for use in traffic enforcement and education. The Sheriff's Office planned to utilize the vehicle to conduct selective traffic enforcement duties and participate in GHSP events. The Macon County Sheriff's Office aimed to decrease the number of traffic crashes in Macon County.

Police Traffic Services

Contribution to Meeting Targets: This project was not funded due the agency not completing all required paperwork on time.

Project Number(s): PT-17-06-29

Project Title: Repeat Offenders in North Carolina

Agency: UNC - Highway Safety Research Center

Project Description: This was the first year of a two year project to better understand the contribution of repeat offenders to traffic crashes, injuries and fatalities, and to identify approaches to mitigate this problem. Repeat offenders can include drinking drivers, speeders, aggressive drivers and those who show a general disregard of traffic laws.

Contribution to Meeting Targets: This grant was not funded in FY2017 due to administrative issues.

Project Number(s): SA-17-09-02

Project Title: GHSP Campaign and Enforcement Reporting

Agency: UNC - Highway Safety Research Center

Project Description: This was the third year of a project that provided funding for the upgrade and continued maintenance of the reporting system. The grant includes periodic "fixes" to the program, automated report summaries, and housing the database.

Contribution to Meeting Targets: HSRC maintained the online 2017 Equipment Evaluation & Resource Allocation system, otherwise known as the Statewide Traffic Enforcement Program.. Over 170 agencies participated in the program this year. Statewide campaign participation was 79%, up from 74% the previous year. The system is not an incentive based program and agencies are given credits for their participation in GHSP programs.

Young Drivers

BACKGROUND AND NOTEWORTHY PROGRAMS

Similar to national trends, young driver fatal crashes have increased noticeably in North Carolina over the past several years. In 2016, there were 187 fatal crashes involving a driver age 20 or younger, an increase of 15% from the 165 fatal crashes in 2015. Young drivers accounted for 14 percent of fatal crashes in 2016, even though they comprised just seven percent of the population in North Carolina. Wake, Mecklenburg, Guilford, Cumberland and Robeson counties accounted for the highest number of young driver fatal crashes.

Approximately one-third of teens killed in crashes in North Carolina during 2016 were unrestrained. The Governor’s Highway Safety Program has transitioned away from the **“Click It or Ticket, Securing Your Future”** program, which required drivers and passengers at participating schools to buckle their seat belts before leaving school property or risk losing on campus parking privileges. Participating schools were provided exit signs, a citation booklet, and brochures that have parent/student agreements. In 2017, NC Vision Zero will launch the new teen driver program in local high schools all over North Carolina. The Visionaries program is peer-based and will encourage schools to complete traffic safety activities.



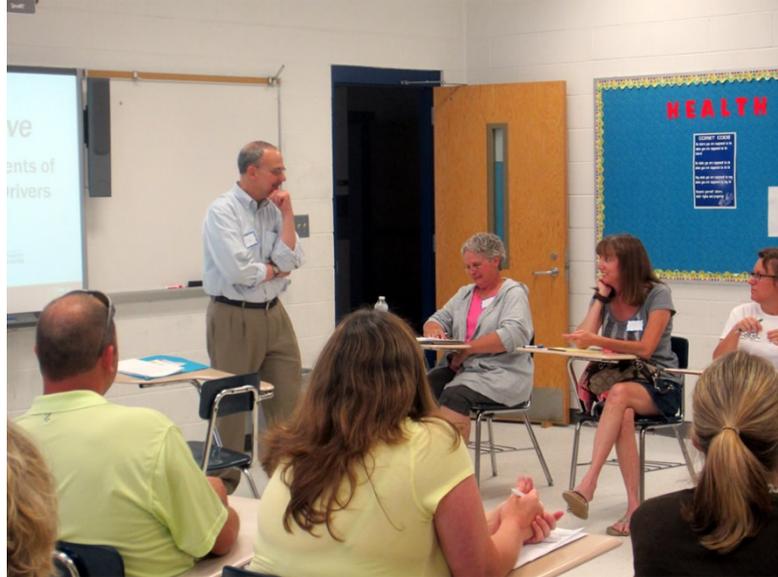
For the past four years, GHSP has supported the Pitt Memorial Hospital Foundation’s **“PittCo Teen Safe Drivers”** program. The program uses a peer-to-peer model and a variety of evidence-based strategies to create a community focused on teen safe driving. The fourth year of the project expanded to two additional public high schools—JH Rose and North Pitt—with the goal of increasing seatbelt use and reduce impaired driving. The program held the Teen Safe Drivers Summit in Greenville, North Carolina in May 2017. The Summit was organized by the Eastern Carolina Injury Prevention Program with the

assistance of the Greenville Police Department, the Pitt County Sheriff’s Office, the North Carolina State Highway Patrol, Pitt County EMS, and community leaders. The Summit featured many demonstrations including a “seatbelt convincer,” “impairment goggles,” and a high-speed crash in a realistic driving simulator. Notably, a student group from North Pitt High School won three awards at the National Student Safety Program Conference in Sacramento, California including Program of the Year.

GHSP is also funding the UNC Highway Safety Research Center to develop a comprehensive program to support parents of new drivers in North Carolina. The program will provide parents of new drivers with:

Young Drivers

- An in-person parent coaching session that encourages parents to give teens a substantial amount of driving practice in a wide variety of settings, and that helps parents better communicate with their teen during supervised driving;
- A debriefing form for driver education instructors to inform parents of the progress and proficiency of their teen driver, and to remind parents of their role and responsibility in helping their teen to become a safe driver;
- Tools for parents, such as an inventory they can use to assess their teen's readiness to drive without supervision and to determine the types of settings/environments in which the teen still needs practice;
- A written driving agreement to be developed by parents and teens together at the outset of the intermediate licensing stage that reflects expectations for both teens and parents.



This guidance will address the recommendations of the NHTSA Assessment mentioned below and will assist the Driver Education Advisory Committee in meeting its goals and objectives.

Finally, GHSP has continued to support the **North Carolina Teen Driver Resource Center (TDRC)**, an online portal where communities interested in improving teen driver safety can connect with experts for help developing programs and policies, analyzing and interpreting their teen driving data, and creating focused strategies that address specific teen driving issues in their community. The Center also has helpful information about teen driving safety and the Graduated Driver License program. The Center is operated by researchers at the University of North Carolina Highway Safety Research Center.

PROGRAM RESULTS

Driver Education Program Assessment

GHSP partnered with the Department of Public Instruction (NC DPI) in FY2015 to request a statewide driver education curriculum assessment. The purpose of the assessment was to review the State's driver education program, identify the program's strengths and accomplishments, identify weak areas and offer suggestions for improvement. The assessment consisted of interviews with NCDPI staff, State and community level driver education program managers, trainers, public and commercial (private) instructors, law enforcement, a traffic safety resource prosecutor (TSRP), a district attorney, researchers, parents and students. The assessment team's report included recommendations for improving the driver education program in North Carolina (including 10 high priority recommendations). The North Carolina Driver Education Advisory Committee (DEAC), which reports to the State Board of

Young Drivers

Education, has formed six subcommittees to address and implement the recommendations of the NHTSA assessment.

North Carolina Teen Driver Resource Center

Housed within HSRC, the North Carolina Teen Driver Resource Center provides information and guidance for those in the State who are working to improve teen driver safety. During this past year, researchers at the Center provided personal assistance to communities and organizations in North Carolina that are developing policies or programs including:

- The NC Child Fatality Task Force,
- The NC Division of Motor Vehicles (DMV),
- Leaders of teen driver safety programs in Wake, Mecklenburg and Cleveland Counties,
- Leaders of statewide teen advanced driving skills programs (StreetSafe, BRAKES), and
- Leaders of the NC Driver Education community.

They also organized and participated in teen driver safety workshops at the 2017 Lifesavers Conference held in Charlotte, and gave presentations at a variety of symposiums and meetings across the State.

FUTURE STRATEGIES

GHSP is committed to exploring and evaluating innovative approaches to improving young driver safety. GHSP will continue to fund programs that include educational presentation activities and hands on driver training. During FY2018, GHSP is funding teen driver safety initiatives led by PittCo Safe Teen Drivers, the University of North Carolina Highway Safety Research Center and StreetSafe. Additionally, GHSP plans to use the Driver Education Program Assessment Report as the basis for planning driver education program improvements, assessing legislative priorities, considering additional training, and evaluating funding priorities. The Driver Education Advisory Committee is also utilizing the Assessment to make changes and improvements in the quality, availability, content, and delivery of driver education.

FUNDED PROJECTS AND ACTIVITIES

The young driver-related projects and activities listed below were funded by GHSP under the FY2017 Highway Safety Plan:

Project Number(s): DE-17-08-01

Project Title: North Carolina Teen Driver Safety Initiative

Agency: UNC - Highway Safety Research Center

Project Description: This was an ongoing project to provide funding for the Teen Driver Resource Center. This project included a revision of a parent coaching session based on evaluative findings from FY15. HSRC also aimed to continue providing guidance and assistance to various stakeholder groups with interest in improving teen driver and passenger safety throughout North Carolina.

Contribution to Meeting Targets: The Highway Safety Research Center maintained and updated the Teen Driver Resource Center website where community representatives can consult with experts to identify and address the challenges teen drivers face in their

Young Drivers

community. Presentations were made at three highway safety related conferences around the state.

Project Number(s): SA-17-09-04

Project Title: Pitt Co Teen Safe Drivers

Agency: Pitt Memorial Hospital Foundation

Project Description: This was the fourth year of a project that funded a program specialist and partially funded a project manager to manage the PittCo Teen Safe Driver Program. The program coordinated efforts to effectively reduce the crash rate among Pitt County teen drivers. The PittCo Teen Safe Drivers Program used a peer-to-peer model and a variety of evidence-based strategies to create a community focused on safe driving. The project focused on expanding to the remaining two high schools in the county, JH Rose and North Pitt. The goal of the project was to increase seatbelt usage among teen drivers and reduce impaired driving among teen drivers.

Contribution to Meeting Targets: Pitt Memorial coordinated student-led safe driving initiatives at two area high schools to increase seat belt usage. The seat belt usage rate at one high school increased from 72% to 83%. Pitt Memorial also coordinated pre-prom safety programs in six different Pitt County high schools, reaching more than 7,000 students and parents. Pitt Memorial coordinated the PittCo Teen Safe Drivers Summit educating parents and teens about safe driving. This summit reached 163 parents, teens, and community partners.

Project Number(s): SA-17-09-05

Project Title: WIN BIG Year Four

Agency: Carolinas Medical Center

Project Description: This was the fourth year of a project that provided funding for a Traffic Educator to effectively reduce the crash rate among Mecklenburg County teen drivers. Mecklenburg County ranked 2nd in young driver-involved fatal crashes. This project used evidence-based programming and a peer-to-peer delivery model to change motor vehicle safety habits of motor vehicle passengers and drivers. The goal of the project was to reduce young driver fatal crashes.

Contribution to Meeting Targets: Carolinas Medical Center convened different partners and stakeholders in the Charlotte Mecklenburg area to address a variety of teen highway safety concerns. They expanded the young rider/driver program into 12 local high schools who conducted seatbelt assessments and instituted student-led initiatives to increase seatbelt usage. They engaged with universities in the area to address speeding on campuses and impaired driving among college age students. They also partnered with Watch for Me NC and the Charlotte-Mecklenburg Police Department for pedestrian safety/enforcement and education initiatives.

Project Number(s): SA-17-09-06

Project Title: NC SADD Leadership Conference

Agency: Department of Administration

Project Description: This was an ongoing project to provide funding to support the North Carolina Students Against Destructive Decisions (SADD) conference. The conference was to train 250+ youth and youth leaders in proven peer intervention techniques in an effort to enable them to conduct effective highway safety programs and initiatives in their schools and communities. SADD aimed to reduce the number of young (age 20 and under) driver involved fatal crashes in North Carolina.

Contribution to Meeting Targets: The SADD Leadership Training Conference took place in November 2016 and brought together 232 students and chapter advisors from across the state to participate in three days of prevention training and activities. At the conference, a total of 22 SADD chapters were trained in highway safety. A follow up survey of conference attendees determined that many of the students were beginning to implement what they learned back in their schools. Projects included seat belt checks on school grounds and assemblies.

Motorcycle Safety

BACKGROUND AND NOTEWORTHY PROGRAMS

North Carolina experienced 185 motorcyclist fatalities in 2016, which is down 4% from the 192 fatalities in 2015. Overall, motorcyclist fatalities have changed little over the past five years. Motorcyclists currently account for 13% of all traffic fatalities in the State. The vast majority of crash-involved and fatally-injured motorcycle riders are male. The average age of riders killed in crashes has risen, with almost half of riders involved in crashes being age 41 or older. The peak time of crashes is 3 to 6 p.m., although fatal crashes are most common between 6 and 9 p.m. Five counties in North Carolina—Wake, Mecklenburg, Cumberland, Guilford, and Robeson—account for almost 25 percent of the State’s motorcyclist fatalities. However, many of the counties with the highest crash rates per registered motorcycle are located in the less populated, mountainous part of the state.

In North Carolina, all operators and passengers on motorcycles and mopeds are required to wear a helmet that complies with Federal Motor Vehicle Safety Standard (FMVSS) 218. Research shows that a motorcycle rider who is not wearing a helmet is five times more likely to sustain a critical head injury than a helmeted rider. In North Carolina, the vast majority of fatally or seriously injured motorcyclists were wearing a helmet when they crashed. Only 14 fatally injured motorcycle riders in 2016 were not wearing a helmet. This is consistent with the very low number of unhelmeted fatalities over the past decade in North Carolina. NHTSA estimates that more than 100 lives are saved each year in North Carolina by helmets, and that more lives could be saved if all riders wore helmets.



A key safety initiative to reduce motorcyclist crashes and fatalities is ***“BikeSafe North Carolina.”*** Sponsored by the Governor’s Highway Safety Program, BikeSafe offers training in riding techniques and discusses safety topics. The training is conducted by law enforcement motor officers in a non-threatening, non-enforcement environment. Students are typically experienced riders who are interested in improving their riding skills. The training takes place in the classroom and on the streets. On the road, each student is paired with a motorcycle officer who observes the

student’s riding techniques. The motorcycle officer then provides feedback and instruction on how the student can improve his/her riding techniques to enhance rider safety. After receiving feedback, the assessment is repeated and feedback and instruction are provided a second time. GHSP supports the BikeSafe program through Section 402 and Section 405 motorcycle safety incentive funds.

Motorcycle Safety

During National Motorcycle Safety Awareness Month in May, GHSP steps up efforts to train motorcyclists and educate motorists about the importance of motorcycle safety and awareness. GHSP partners with law enforcement agencies to conduct BikeSafe motorcycle safety rider training courses across the state and promotes motorcycle training and awareness through paid and earned media.

PROGRAM RESULTS

BikeSafe North Carolina

Section 402 and Section 405 motorcycle safety incentive funding has enabled BikeSafe to expand in recent years. During 2016, there were 43 host agencies for the BikeSafe program. These agencies conducted a total of 146 BikeSafe events with 490 attendees. By comparison, there were 65 BikeSafe events with 417 attendees during 2012. Currently, there are 156 BikeSafe assessors across the state.

During FY2017, GHSP funded an evaluation of the BikeSafe program. Researchers with the University of North Carolina Highway Safety Research Center reviewed program materials including advertising and promotional items, classroom materials, and survey and assessment tools. Additionally, the researchers attended BikeSafe classes in a number of locations and conducted interviews with program participants. The evaluation identified a number of program strengths including:

- Highly dedicated assessors and coordinators;
- Excellent instructor-to-student ratio;
- Addresses the need for training beyond raw beginners;
- Participants greatly enjoy the class;
- The on-road assessment is unique;
- Discussion allows sharing of riders' experiences.



The evaluation also provided recommendations for improving BikeSafe in the areas of recruitment, behavioral goals, presentation content and delivery, and program administration. BikeSafe currently reaches approximately 500 riders per year, which is a relatively small percentage of motorcyclists in North Carolina. The average BikeSafe participant is age 45 or older and has been riding at least 10 years. The behavior of this experienced group will be difficult to change, and because of their experience they are less likely to be involved in crashes. The evaluation included strategies for reaching more riders, especially young and inexperienced riders most in need of this training. The report concluded that BikeSafe is well-positioned to build on its existing strengths to enhance its reach and effectiveness.

Motorcycle Safety

Motorcycle Safety Awareness Month

During 2017, Governor Roy Cooper issued a proclamation declaring May as Motorcycle Safety Awareness Month. The Governor cited the popularity of motorcycle riding as a form of recreation and transportation for thousands of citizens across North Carolina and the United States. He urged all motorists to recognize the importance of motorcycle safety and of sharing the roadways with motorcycles. He also noted the importance of motorcycle rider training, knowledge of traffic laws, and licensing requirements.

BikeSafe instructors consisting of State and local law enforcement officers conducted 17 BikeSafe classes and instructed 58 students during the month of May. There were numerous Motorcycle Safety Awareness education events promoting motorcycle safety and awareness. GHSP continues to utilize earned media and paid media when feasible to promote the free training and enhance motorist awareness.

FUTURE STRATEGIES

BikeSafe North Carolina has grown in popularity. To help expand agency participation across the state, the BikeSafe program will expand from five to six regions: Great Smoky Mountain, Triad, Piedmont, Triangle, Eastern, and Southeast region. Each region has a Regional Coordinator who is dedicated to promoting the BikeSafe program and recruiting other agencies in the area to become involved. North Carolina currently has 156 trained BikeSafe assessors and is continually seeks to expand to the military and other municipal motor units.

GHSP will again conduct kickoff events for Motorcycle Safety Awareness Month in May 2018. GHSP will seek earned media attention gained from partnerships with NC DOT Communications Office, State Highway Patrol, local law enforcement and rider groups. Typically, the kickoff event will feature the GHSP Director, along with state and local law enforcement. BikeSafe typically conducts a training session in conjunction with the event. GHSP plans to kick off Motorcycle Safety Awareness Month in Maggie Valley at the Wheels Through Time Motorcycle Museum with an opening media event. The museum is home to the world's premier collection of rare & historic American Vintage Motorcycles.

GHSP plans to continue a partnership with Capital City Bikefest held in Raleigh in September each year. The event draws approximately 100,000 attendees. A majority of the attendees are riders or are interested in becoming riders. GHSP will promote rider safety and the various rider education and training opportunities available to riders in North Carolina.

GHSP plans to conduct a Motorcycle Safety Summit for law enforcement motor officers statewide during 2018. The summit will focus on motorcycle specific laws, issues, and enforcement efforts. In previous years, these summits were well received by law enforcement motor officers. GHSP plans to continue these summits in future years.

FUNDED PROJECTS AND ACTIVITIES

The motorcycle safety-related projects and activities listed below were funded by GHSP under the FY2017 Highway Safety Plan:

Motorcycle Safety

Project Number(s): M9MT-17-16-01
Project Title: BikeSafe NC LEL
Agency: Guilford County Sheriff's Office
Project Description: This was an ongoing project to fund the BikeSafe NC initiative of Governor's Highway Safety Program (GHSP). BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent 2.5 percent of all registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. GHSP established a database of statistical information and a contact list of Motor Officers in law enforcement departments throughout the state using five Regional BikeSafe NC Liaisons. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funded equipment to continue the BikeSafe Program and encouraged additional law enforcement agencies to participate.
Contribution to Meeting Targets: This was an ongoing project. The Guilford Co. Sheriff's Office hosted six BikeSafe classes and hosted three BikeSafe Assessor classes. They trained 24 motorcyclists and assisted in 3 classes.

Project Number(s): M9MT-17-16-02
Project Title: BikeSafe NC LEL
Agency: Hendersonville Police Department
Project Description: This was an ongoing project to fund the BikeSafe NC initiative of Governor's Highway Safety Program (GHSP). BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent 2.5 percent of all registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. GHSP established a database of statistical information and a contact list of Motor Officers in law enforcement departments throughout the state using five Regional BikeSafe NC Liaisons. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funded equipment to continue the BikeSafe Program and encouraged additional law enforcement agencies to participate.
Contribution to Meeting Targets: This was an ongoing project. The Hendersonville Police Department hosted two BikeSafe classes, trained 10 motorcyclists and assisted in six classes.

Project Number(s): M9MT-17-16-03
Project Title: Evaluation of North Carolina's BikeSafe Program
Agency: UNC - Highway Safety Research Center

Motorcycle Safety

Project Description: This was the second year of this project to evaluate the BikeSafe program to determine whether it had a lasting, beneficial effect on rider behavior and safety. In North Carolina, motorcyclists account for about 15% of all traffic fatalities compared to 10% of fatalities in 2005. To address this growing problem, North Carolina implemented a rider training program called "BikeSafe NC." Sponsored by the Governor's Highway Safety Program, BikeSafe offers training in riding techniques and covers safety topics. The training is conducted by law enforcement officers in a non-threatening, non-enforcement environment. Program participants are typically experienced riders who are interested in improving their riding skills. BikeSafe is a unique rider program in that training takes place on the streets as well as in the classroom.

Contribution to Meeting Targets: This was the second year of the project. The Highway Safety Research Team met with the GHSP in November 2016 to discuss the evaluation plan. They met with the NC BikeSafe state and regional coordinators on July 11, 2017 for a detailed discussion of North Carolina's BikeSafe program. Members of the project team attended the regional BikeSafe coordinators meeting in September 2017.

Project Number(s): M9MT-17-16-04

Project Title: BikeSafe NC LEL

Agency: New Bern Police Department

Project Description: This was an ongoing project to fund the BikeSafe NC initiative of Governor's Highway Safety Program (GHSP). BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent 2.5 percent of all registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. GHSP established a database of statistical information and a contact list of Motor Officers in law enforcement departments throughout the state using five Regional BikeSafe NC Liaisons. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funded equipment to continue the BikeSafe Program and encouraged additional law enforcement agencies to participate.

Contribution to Meeting Targets: This was an ongoing project. The New Bern Police Department hosted one BikeSafe class and attended two BikeSafe Assessor classes. They trained 20 motorcyclists and assisted in 2 classes.

Project Number(s): M9MT-17-16-05

Project Title: BikeSafe NC LEL

Agency: Jacksonville Police Department

Project Description: This was an ongoing project to fund the BikeSafe NC initiative of Governor's Highway Safety Program (GHSP). BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle

Motorcycle Safety

crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent 2.5 percent of all registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. GHSP established a database of statistical information and a contact list of Motor Officers in law enforcement departments throughout the state using five Regional BikeSafe NC Liaisons. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funded equipment to continue the BikeSafe Program and encouraged additional law enforcement agencies to participate.

Contribution to Meeting Targets: This was an ongoing project. The Jacksonville Police Department hosted three BikeSafe classes that trained 14 motorcyclists and assisted in seven classes that trained 45 motorcyclist.

Project Number(s): MC-17-03-01

Project Title: BikeSafe NC LEL

Agency: Governor's Highway Safety Program

Project Description: This was an ongoing project to support the BikeSafe NC program. The Governor's Highway Safety Program (GHSP) remains committed to maintaining a high rate of awareness regarding motorcycle safety through the BikeSafe Program. GHSP planned a public information and education campaign through earned media and paid media. The GHSP was responsible for educating the public on motorcycle safety issues and reducing the number of fatal motorcycle crashes. The BikeSafe program currently was hosted by 45 law enforcement agencies. Due to high demand for classes – and to help expand agency participation across the state – the BikeSafe program is divided into five regions: Great Smoky Mountain, Triad, Triangle, Eastern, and Southeast region. Each region has a Regional Coordinator to promote BikeSafe and recruit other agencies in the area. In addition to media efforts, this project funded development of website functionality and training for law enforcement agencies involved in the BikeSafe program.

Contribution to Meeting Targets:

Project Number(s): MC-17-03-02

Project Title: Motorcycle Safety Equipment/Training

Agency: Lenoir Community College

Project Description: This was an ongoing project that allows the North Carolina Motorcycle Safety Education Program (NCMSEP) to offer rider training to meet the needs of a growing population of motorcyclists. Motorcycle registrations have increased and many military personnel are coming to NC and are required to complete a MSF class. North Carolina is also requiring anyone under 18 to have the class in order to receive a motorcycle endorsement. NCMSEP continues to train more

Motorcycle Safety

students and offer more classes. This project also trained Rider Coaches to address attrition due to retirement. This project trained enough Rider Coaches to maintain a balance between the number of Rider Coaches and the number of classes needed to meet student demand. In 2014, there were 144 motorcycle related fatalities in North Carolina.

Contribution to Meeting Targets: A team of Rider Coaches was trained in the updated 3-wheel BRC curriculum during FY2017. Two teams of new students were trained to be Rider Coaches. The grant funded the purchase of 30 training motorcycles to support efforts in motorcycle safety.

Project Number(s): MC-17-03-03

Project Title: Motorcycle Safety Education Program Summer Update

Agency: Lenoir Community College

Project Description: This was an ongoing project to provide quality training to help minimize motorcycle crashes and fatalities through the Quality Assurance team and the summer Rider Coach instructor update. The Motorcycle Safety Foundation required evaluation and repainting of the motorcycle driving ranges so that all the lines are completely visible to the students. There are currently 36 total community college sites that conduct rider training. This project funded a portion of the cost of the evaluation and repainting.

Contribution to Meeting Targets: The Motorcycle Safety Education Program conducted 58 site and instructor quality assurance reviews and held a motorcycle safety conference.

Project Number(s): MC-17-03-04

Project Title: BikeSafe LEL

Agency: Raleigh Police Department

Project Description: This was an ongoing project to fund the BikeSafe NC initiative of Governor's Highway Safety Program (GHSP). BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent 2.5 percent of all registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. GHSP established a database of statistical information and a contact list of Motor Officers in law enforcement departments throughout the state using five Regional BikeSafe NC Liaisons. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funded equipment to continue the BikeSafe Program and encouraged additional law enforcement agencies to participate.

Contribution to Meeting Targets: This was an ongoing project. The Raleigh Police Department hosted three BikeSafe classes, trained 24 motorcyclists and assisted in 3 classes. They also hosted the regional Bike Safe Coordinators quarterly meeting. The Raleigh Police Department also attended the New Assessor School for BikeSafe instructors.

Project Number(s): MC-17-03-05

Project Title: BikeSafe NC

Agency: Department of Public Safety - State Highway Patrol

Project Description: This was an ongoing project that allows the North Carolina State Highway Patrol to continue to work towards reducing the number of fatalities and serious injury crashes involving motorcycles in our state. According to data obtained from GHSP, the average number of motorcycle fatalities in our state from 2010-2014 was 187 and the number of motorcycle related serious injuries during the same time frame was 401. Bike Safe invited motorcyclist to participate in Rider Skill Days, which offered assessment on present driving skills and advice to make their experience as a motorcyclist safer and more enjoyable, therefore striving to reduce the number of motorcycle fatalities and serious injury crashes.

Contribution to Meeting Targets: This was an ongoing project. The State Highway Patrol BikeSafe had 146 events with a total of 17 departments and 534 students attending the classes.

Traffic Records

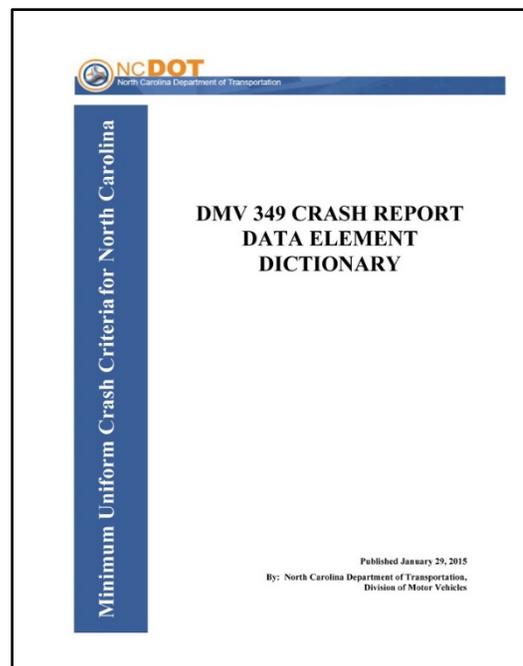
BACKGROUND AND NOTEWORTHY PROGRAMS

North Carolina strives to develop and implement effective programs that improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of traffic safety data. North Carolina also continues to link State data systems to each other and improve the compatibility and interoperability of North Carolina's data systems with national data systems. Such data is needed to identify priorities for Federal, State, and local highway and traffic safety programs, and evaluate the effectiveness of these programs.

GHSP uses Section 402 and Section 405(c) funds to support a variety of efforts to improve traffic records systems in North Carolina. Each year, GHSP provides an updated Highway Safety Plan (HSP) which analyzes the most recent data available to help set priorities for the coming year (with an eye on the coming five years). For the past five years, North Carolina has funded a Traffic Records Assessment, helped the NC Administrative Office of the Courts continue eCitation® (described below), funded an ongoing project to discover and develop linkage between the crash reporting database and the medical databases, and assisted the NC State Highway Patrol with equipping the entire Patrol with AirCard technology to drastically improve their computer connection capability. Additionally, through the Vision Zero Analytical Program GHSP has supported efforts to make NC crash data readily available to law enforcement, the general public, media representatives and researchers.

A number of traffic safety information systems are available and widely used in North Carolina. Some of the key information systems include:

- **The Traffic Engineering Accident Analysis System (TEAAS)** is the main tool used by the Traffic Engineering and Safety Systems Branch (TESSB) of the NCDOT to analyze and report on crashes that occur in the state. TEAAS is often used to help support policies and decisions at the state and federal levels.
- **NC Geographic Information System** provides quality mapping of state maintained system of highways and produces computer generated images of proposed NCDOT projects. This information is used in the planning, funding, construction, and maintenance of transportation facilities throughout the state, helping to provide an efficient and cost-effective state transportation system.
- **NC Crash Data** is a database maintained by the North Carolina Division of Motor Vehicles (NCDMV) that contains information on all reported crashes in the state. The database serves as a single electronic repository for all crash data.



Traffic Records

- **Traffic and Criminal Software (TRaCS)** is a national model software package used by NCDMV for electronic crash reporting. TRaCS enables access by stakeholders to data in a more timely fashion and with increased accuracy from multiple locations.
- **NCAWARE (North Carolina Warrant Repository)** is a custom-developed, web-based system that was designed, developed, and implemented by the North Carolina Administrative Office of the Courts (NCAOC). The system maintains detailed information about criminal processes, such as warrants, magistrate orders, citations that lead to an arrest, criminal summons, orders for arrest, release orders, and appearance bonds.
- **eCITATION®** automates the issuing of cite-and-release citations in North Carolina. Using existing wireless connections, eCitation® allows officers to create citations and schedule court dates electronically from the patrol car. A portable printer produces the copy of the citation for the cited person. After issuance of the eCitation®, the officer transmits the data directly to NCAOC where it can be immediately accessed statewide in the Automated Criminal Infraction System (ACIS). eCITATION® is the first system in the nation that fully automates the citation process.

North Carolina Traffic Records Coordinating Committee (NC TRCC)

The North Carolina TRCC was established in 2002. The mission of the NC TRCC is to:

Provide leadership to establish and maintain a level of coordination, communication and cooperation between agencies and stakeholders to maximize utilization and improve functionality, data accuracy, timeliness and linkages, and to advance electronic data collection, protect privacy, minimize redundancies in traffic records systems and better accomplish individual agencies' goals.

The NC TRCC makes policy and program recommendations to the NC Executive Committee for Highway Safety, which then may work for further implement these recommendations. The NC TRCC met on three times in FY 2017.

The NC TRCC has a diverse membership that includes representation from the data stewards for each primary data or information system-crash records; vehicle and driver records; roadway inventory and GIS; court, citation and adjudication systems; and medical outcome systems. Several key stakeholder agencies serve in membership roles on the committee, including state highway patrol and municipal law enforcement, NCDOT Traffic Safety Unit, GHSP, and two university research centers. The most recent strategic plan contains a list of current members of the committee and is available at: <https://connect.ncdot.gov/groups/NCTRCC/Pages/default.aspx>.

Frank Hackney from NC GHSP serves as the State Traffic Safety Data Coordinator, and is also a primary point of contact for information on the Traffic Safety Systems for the National Highway Traffic Safety Administration, the state of North Carolina and the North Carolina TRCC.

For FY2017, the key TRCC contacts are:

- Brian Mayhew (NC TRCC Co-chairperson), NCDOT, Traffic Safety Unit
- Eric Rodgman (NC TRCC Co-chairperson), UNC HSRC

Traffic Records

- Alan Dellapenna, NCDPH, Injury and Violence Prevention Branch
- Greg Ferrara, ITRE*
- Jonathon Puryear, NCDOT DMV*
- Cindy Blackwell, NC AOC, Technology Services Division
- Eric Bellamy, NCDOT-DMV*
- Frank Hackney (State Traffic Records Coordinator), NC GHSP
- Brian Murphy, NC DOT Safety Planning Group*
- Eric Schaberg, NCSHP
- Vish Tharuvesanchi, DOT-IT*
- Anna Waller, UNC Department of Emergency Medicine, Carolina Center for Health Informatics; IPRC*

* These are additional new members who may not have been confirmed.

State Traffic Records Strategic Plan

The North Carolina Traffic Safety Information Systems 2017 Strategic Plan was updated by the UNC Highway Safety Research Center in collaboration with the N.C. Traffic Records Coordinating Committee. It was submitted to GHSP in late June 2017 and to NHTSA on July 1, 2017.

On May 8, 2017, the NC TRCC received the updated NC TR Assessment from NHTSA based on the results of the online assessment conducted in the spring of 2017. The report is available on the web-link: <https://connect.ncdot.gov/groups/NCTRCC/Documents/2017%20NC%20Final%20Traffic%20Records%20Assessment%20Report.pdf>. This year's Strategic Plan used the main recommendations for each data area to help update the goals and performance measures in the current 2017 TR Strategic Plan. Details of the assessment process and all the results of that process are contained in the May 5, 2017 Report.

The Strategic Plan describes the organizational structure of NC TRCC, provides descriptive summaries of the traffic safety information systems that are available in North Carolina, shares the vision, mission, goals and objectives of the NC TRCC, and describes the process that is currently used by the NC TRCC to provide input to GHSP on the selection of projects for funding using Section 405(c) funds, as well as a listing of funded projects. Additionally, the Strategic Plan includes the following:

- Describes specific, quantifiable and measurable improvements anticipated in the State's core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases.
- For any identified performance measure, uses the formats set forth in the Model Performance Measures for State Traffic Record Systems.
- Includes a list of all recommendations from its most recent highway safety data and traffic records systems assessment.
- Identifies which recommendations the State intends to implement and the performance measures to be used to demonstrate quantifiable and measurable progress.

An overall goal was established for the NC TRCC as an entity and individual goals were established for each of the six primary data systems that are required for addressing traffic safety in the State: crash information systems, citation/adjudication systems, injury surveillance systems, roadway information systems, driver information systems, and vehicle information systems. For each of the seven goals, specific objectives were developed that represent the priorities for each group/system along with corresponding performance measures/targets.

Traffic Records

For example, for crash information systems:

- The goal is to maintain the crash data system and expand the capabilities of the system to allow the state to use this data to track crash injury/fatality experience for use in court cases, safety improvement studies and evaluating State driving statuses.
- The first objective within this goal is to continue to enhance and expand electronic crash reporting by all enforcement agencies in the State.
- Performance measures/targets for this objective are: 1) the number or percentage of law enforcement agencies submitting to the electronic crash reporting system; 2) the number or percentage of reportable crashes submitted via the electronic crash reporting system; and 3) the integration and use of additional features or options for crash reporting (*example: geolocating*).

See the 2017 Strategic Plan for a full listing of goals, objectives and performance measures/targets (available at:

<https://connect.ncdot.gov/groups/NCTRCC/Documents/2017%20TRCC%20Strategic%20Plan.pdf>).

The strategic plan was intended to address improvements in traffic safety information systems over a five-year period. However, the plan is reviewed on an annual cycle and modified as necessary to ensure that progress is being made in each area and that new objectives are added to address changes in the State and take advantage of improvements that may lead to better systems.

FUTURE STRATEGIES

For the last six years, NC has overseen the creation of a basic NC traffic records strategic plan document which served as the application to NHTSA for an allocation of NHTSA Section 408/405(c) Data Improvement monies set aside by Congress for all the states. These application/reports have been compiled through the NC Data Coordinator, along with input from the entire NC TRCC membership. As a result, NC has been awarded monies for the NC Data Coordinator to allocate as needed to continue Traffic Record Data Improvements projects

Future projects will increase the number of law enforcement officers utilizing eCitation®, with the long-term vision of 100 percent use by law enforcement. GHSP is using Section 405(c) funds for programmers to develop an interface between eCitation® and NCAWARE for arrestable offenses. This would allow law enforcement and magistrates to process on site arrests much more quickly and would allow law enforcement to return to their patrol duties much faster.

FUNDED PROJECTS AND ACTIVITIES

The traffic records related projects and activities listed below were funded by GHSP under the FY2017 Highway Safety Plan:

Project Number(s): M3DA-17-14-01

Project Title: eCitation Printers

Agency: Judicial Department - Administrative Office of the Courts

Traffic Records

Project Description: This remains an ongoing project that provided printers to law enforcement agencies to increase the number of agencies and officers on eCitation thus increasing the percentage of eCitations versus paper citations in support of the Traffic Safety Information Systems Strategic Plan goals.

Contribution to Meeting Targets: Funds were utilized to purchase over 800 printers for distribution. As a result of ongoing efforts, the percentage of citations received electronically increased from 86% to 87.3% and increased the number of participating agencies from 448 to 478.

Project Number(s): M3DA-17-14-02

Project Title: eCitation Upgrade to NCAWARE Interface

Agency: Judicial Department - Administrative Office of the Courts

Project Description: This was the third year of a project to implement the first major upgrade of the eCitation software in 17 years. The eCitation system allows law enforcement agencies to issue citations electronically from their vehicle directly into the AOC system. This upgrade was designed bring the system up-to-date with current technology. The new software will then be linked to the NCAWARE program for live linkage for all stakeholders.

Contribution to Meeting Targets: The eCitation 5.0 statewide release was completed with 100% adoption by all participating agencies. The linkage interface with NCAWARE was 90% completed with all analysis and coding completed. The remaining 10% of final testing, training, and roll out will be completed by the end of the 2017 calendar year.

Project Number(s): M3DA-17-14-03 / SA-17-09-10

Project Title: Vision Zero - NC's Fatality Reduction Program

Agency: NC State University - Institute of Transportation Research and Education

Project Description: This was an ongoing project to promote North Carolina's Vision Zero efforts and to provide updated information and analytical capabilities to all stakeholders and the public on crash statistics. The website was updated monthly as new crash data is received from the state database. This project was increased from \$386,707 to \$422,231. This change request added midyear planning and support functions to better promote Vision Zero and handle logistics for the expanded the Traffic Safety Conference and Expo (former Symposium) and other events.

Contribution to Meeting Targets: The Vision Zero (VZ) Program maintained and improved the VZ analytics for enforcement and safety planning. ITRE maintained and updated the NC VZ website for conveying the NC VZ program content to the public and maintained an uptime availability of 99.9%. ITRE continued to extend the reach of VZ to public stakeholders through collaborative planning, newsletters and social media posts and continued to organize and engage internal stakeholders through the NC VZ Task Force, feedback collection and, ECHS collaboration. A mid-year revision adding funds to this grant to further planning and outreach efforts related to the expanded Traffic Safety Conference was approved. However, those additions subsequently failed to receive approval internally.

Traffic Records

Project Number(s): M3DA-17-14-04
Project Title: Linking Crash Reports to Medical Data in NC: A Strategic Implementation Plan
Agency: UNC - Injury Prevention Research Center
Project Description: This was the third year of a project to describe Motor Vehicle Traffic Crash (MVTC) injury in Wake County and to use this information to expand the collection and linkage of the data on a regional basis. This project through analysis was to determine best linkage methods to all traffic data sources. This project was to develop baseline data to determine the best way to merge crash data with injury data statewide.
Contribution to Meeting Targets: In an ongoing effort to link crash reports to medical data in North Carolina, IPRC identified over 30 agencies/organizations/entities as stakeholders. Numerous meetings were held with interested stakeholders. Multiple sessions were held within targeted areas of interest. A NHTSA GO Team has been empaneled to assist in this endeavor and an implementation plan is being developed for the linkage based on outcomes of these meetings. The execution of the Implementation Plan is scheduled to start in the second year of the grant (FY 2018).

Project Number(s): TR-17-07-01
Project Title: Traffic Records
Agency: Governor's Highway Safety Program
Project Description: This was an ongoing project to provide partial funding for the state Traffic Records Coordinator position. The project also provided funding for members of the Traffic Records Coordinating Committee (TRCC) to attend Association of Transportation Safety Information Professionals (ATSIP) and other conferences. This position acted as the liaison to the TRCC and other state agencies as well as stakeholders in NC, other states and NHTSA.
Contribution to Meeting Targets: This grant provided salary, benefits and other expenses for 60% of one grant management specialist to serve as the state traffic records coordinator and work with the TRCC. This specialist attended all TRCC meetings, conferred weekly with the TRCC in an effort to keep them abreast of information from GHSP and to seek their input on topics of interest. The specialist worked with all stakeholders on 2017 data grants and all interested parties on future funding opportunities.

Project Number(s): TR-17-07-02
Project Title: Quick Response
Agency: UNC - Highway Safety Research Center
Project Description: This was an ongoing project that provides "quick" access to traffic records and data to all stakeholders. HSRC has maintained this service for GHSP for almost twenty years providing an invaluable source of information and assistance to

Traffic Records

anyone needing information regarding, crashes, fatalities, or any information on traffic data.

Contribution to Meeting Targets: HSRC continues to provide "quick access" to traffic data. HSRC responded to over 150 such requests from the public, law enforcement, media, researchers, etc. HSRC continues to work with GHSP on providing data for multiple areas of interest dealing with traffic safety on the local and state level.

Project Number(s): TR-17-07-03

Project Title: 2017 NC Traffic Safety Information Systems Plan Update

Agency: UNC - Highway Safety Research Center

Project Description: This was an ongoing project to provide technical and logistical support to the Traffic Records Coordinating Committee (TRCC) to enable coordination, communication and cooperation among the TRCC membership and other stakeholders and to update the NC Strategic Plan for Traffic Safety Information Systems.

Contribution to Meeting Targets: HSRC provided technical and logistical support to the TRCC and participated in all meetings of the TRCC. They were a major provider of assistance in the NHTSA Assessment in 2017 of the Traffic Records systems in NC and using that assessment data they worked with the TRCC to update the Traffic Safety Information Systems Plan.

Other Highway Safety Priorities

The North Carolina Governor's Highway Safety Program funds projects and activities that do not fit in the previous sections of this Annual Report. These other traffic safety priorities are discussed in this section.

OLDER DRIVERS

Analyses of 2012-2016 North Carolina crash data reveals that an average of approximately 37,000 drivers of passenger vehicles age 65 or older are involved in crashes each year. This includes nearly 13,000 drivers age 75 or older. The number of crash-involved drivers age 65 or older is expected to increase as the “baby boom” generation continues to turn 65 and enters the ranks of “older drivers.” In addition to the potential for increasing crash involvement, older adults are more vulnerable to injury when they are involved in a crash. The percentage of drivers killed in crashes has consistently been two to three times higher for older drivers than for drivers less than 65 years of age.



There is no simple solution for meeting the transportation needs of an aging driver population. To reduce crashes and fatalities involving older drivers, most safety experts recommend a comprehensive approach that includes, among other things, improvements to the driving environment and driver licensing practices, increased public awareness, and greater access to alternative modes of transportation. Since the spring of 2004, GHSP has collaborated with and helped

support a statewide Senior Driver Safety Coalition (SDSC). The Coalition assists NC's growing population of older adults in continuing to drive safely for as long as possible, and provides access to viable transportation alternatives when driving is no longer an option. With GHSP's support the SDSC has developed a website to provide “one stop shopping” for information about older driver safety and resources in North Carolina. The ncseniordriver.org website is a resource to the state's older drivers, family members of older drivers, physicians, law enforcement personnel, and others.

Since September of 2005, the Coalition has also served as the Older Driver Working Group (ODWG) for the North Carolina Executive Committee for Highway Safety (ECHS). The ODWG is charged with recommending strategies for reducing the number of traffic related deaths and injuries in the state involving older road users.

During this project year, GHSP and the NC senior Driver Safety Coalition applied for and were awarded a National Highway Traffic Safety Administration funded demonstration project promoting Highway Safety Program Guideline (HSPG) No. 13. This project will use NHTSA's Guideline No. 13 as a “roadmap” to guide this effort with the overall objectives being to:

Other Priorities

- Develop an overall North Carolina plan to work collaboratively with local jurisdictions to implement older driver strategies aimed at reducing older driver and pedestrian fatalities and injuries;
- Facilitate greater communication and collaboration between key stakeholders and service providers such as Division of Motor Vehicles driver licensing and medical review units, health care providers, social services, and law enforcement agencies to meet older drivers' needs; and
- Develop and implement educational opportunities for key service providers elements in driver licensing for the medically-at-risk, medical providers, law enforcement, and social and aging service providers.

The initial efforts of this demonstration program will focus on improving access for medically at risk older drivers to obtain a comprehensive driving evaluation and to provide education to law enforcement personnel about older driver issues.

PEDESTRIANS AND BICYCLISTS

During 2016, there were 200 pedestrians killed in motor vehicle related incidents. This is 18 more fatalities than the year before, and the long-term trend suggests North Carolina is experiencing an increase in pedestrian fatalities. Although crashes involving pedestrians represent only about one percent of the total reported crashes in North Carolina, pedestrians are over-represented in fatal crashes. Pedestrian fatalities accounted for almost 14 percent of all traffic fatalities, in part because pedestrians are more vulnerable and at a greater risk of injury than are vehicle drivers.

In 2016, males accounted for more than twice as many pedestrian fatalities as females (138 versus 62). Children (< age 15) and older adults (> 70) account for a relatively small percentage of pedestrian fatalities (about seven percent each). The highest proportion of pedestrian fatalities was among persons age 20 to 29 and 50-59 at 22 percent each. Overall, pedestrian-motor vehicle crashes are most common in urbanized areas where there are more pedestrians and more motor vehicles and thus more chances for pedestrian-motor vehicle crashes to occur. In North Carolina during the years 2012-2016, approximately 75 percent of pedestrian collisions occurred on urban streets and 25 percent occurred on rural roads. However, 63 percent of the pedestrian *fatalities* in 2016 were on rural roads, showing that fatalities are over represented on rural roads where vehicles are more likely to be traveling at high speeds.



In 2016, there were 17 bicyclists killed in fatal crashes in North Carolina. This was a decrease from the 23 bicyclists killed in crashes in 2015. Bicyclist fatalities in North Carolina have fluctuated from year to year, although the general trend has been a decrease in fatalities during the years 2012 through 2016. Bicyclist fatalities were evenly distributed between daytime (44% between 6:00 a.m. and 5:59 p.m.) and nighttime (56% between 6:00 p.m. and 5:59 a.m.). However, bicyclist fatalities peak in the hours of 6:00-

Other Priorities

8:59 p.m. (30%) when there are more commuting cyclists and motorists on the road at the same time, and while visibility is declining as it gets darker.

More communities are developing or expanding partnerships and programs to improve pedestrian and bicyclist safety and to increase the number of people walking and biking rather than driving. Successful programs recognize that education is needed for motor vehicle drivers as well as pedestrians and bicyclists. There are many ways to educate motorists about the rights of pedestrians and bicyclists and how to drive safely in areas where motorists are likely to encounter them, including educational campaigns, neighborhood coalitions, and creating a culture of bicycling and walking. Programs that target the pedestrians and bicyclists strive to educate them about their responsibilities as well as their rights, and to provide safety tips such as making yourself visible to drivers, avoiding dangerous behaviors, and being careful at crossings. Communities are also recognizing that having adequate facilities for walking and bicycling can significantly enhance the experience and make it easier for people to walk and bike in their community as well as making these forms of transportation as safe as possible. Two such programs are the statewide “Watch for Me NC” program which aims to reduce pedestrian and bicycle injuries and deaths through a comprehensive, targeted approach of public education, community engagement, and high visibility law enforcement and the Outer Banks Bicycle & Pedestrian Safety Coalition that focuses on pedestrian and bicycle safety in North Carolina coastal communities.

DISTRACTED DRIVING

NHTSA defines distraction as “a specific type of inattention that occurs when drivers divert their attention from the driving task to focus on some other activity instead.” Distraction can include secondary tasks such as operating vehicle controls, eating/drinking, attending to personal hygiene, or operating a cell phone. Drivers can also be distracted by other vehicle occupants, or by outside persons, objects or events. Driving while daydreaming or lost in thought is identified as distracted driving by NHTSA, but physical conditions and/or impairments (such as fatigue, alcohol, and medical conditions) or psychological states (such as anger or depression) are not. NHTSA’s Fatality Analysis Reporting System (FARS) data includes fields that identify one or more attributes which may indicate inattention just prior to the impending critical event. NHTSA has included these distraction variables since 2010.

According to 2016 FARS data, there were 102 fatalities among drivers and passengers of motor vehicles in North Carolina in which one or more drivers were reported as being distracted at the time of the crash. These “distraction-involved” crashes accounted for 8.3 percent of the total fatalities for the year in North Carolina.

According to FARS data, during the five-year period from 2012-2016 there were 389 fatalities among drivers and passengers of motor vehicles in North Carolina crashes in which a driver was noted as being distracted. Of the known distractions, 83.3% were recorded as being due to some manner of being careless or inattentive. Even though cell phones are generally considered to be a major distraction for drivers, only 8.0% of the distractions during this time were attributed to cell phones. Although a police officer investigating a crash may see evidence suggesting the driver was inattentive, it may be difficult for the officer to determine whether the source of inattention was a cell phone. Hence, officers often use a broader “careless/inattentive” type of code on the crash report form.

Distracted Driving Summary and Countermeasures

GHSP is concerned about the issue of distracted driving. Our goal is to reduce the occurrence of distracted driving in North Carolina through combined education and enforcement. GHSP recognizes that distracted driving results in part from lifestyle choices and larger societal and cultural trends. Consequently, few highway safety countermeasures have been identified to reduce distracted driving. Recent demonstration programs suggest high-visibility cell phone/text messaging enforcement may be effective in reducing this behavior. GHSP is exploring potential countermeasures including high-visibility enforcement. However, enforcement of North Carolina's laws related to cell phone use while driving is difficult. GHSP continues look for opportunities to implement and evaluate countermeasures that might reduce distracted driving among North Carolina drivers beyond education. GHSP continues to seek opportunities with highway safety partners to draw media attention to the issue of distracted driving. GHSP brought attention to distracted driving through the State Fair Safety City display and during Distracted Driving Awareness month through a partnership with AT & T's "It Can Wait" campaign. The display at Safety City included driving simulators to demonstrate how distractions play a significant role in crashes.

COMMERCIAL MOTOR VEHICLES

Large trucks (defined as a truck with a gross vehicle weight rating (GVWR) greater than 10,000 pounds) play an important role in North Carolina's economy through the efficient distribution of our state's products and commodities. However, large trucks also play a major role in the number and severity of NC traffic crashes because of their size, weight, and the number of miles they are driven.

In 2016, there were 144 fatal crashes involving large trucks in North Carolina, resulting in 152 deaths. This is up from the 115 fatal crashes and 130 deaths in 2015. Large trucks were involved in 4.4 to 5.1 percent of all crashes in North Carolina each year during the years 2012 to 2016. On average, large trucks were involved in 4.7 percent of North Carolina crashes during this time.

Large trucks are involved in a relatively small number of crashes each year, but they are involved in a disproportionate number of fatal and serious injury crashes due to their size and weight. While the largest SUVs weigh less than 6,000 pounds, large trucks weigh more than 10,000 pounds and can weigh as much as 80,000 pounds fully loaded. When two vehicles collide, the lighter vehicle will always be at a disadvantage when there is a sizeable difference in vehicle weights. Also, large trucks are taller and have higher ground clearances than passenger cars, meaning that passenger cars can underride the truck trailers which can result in severe injuries.

Over 148,000 persons in North Carolina were in crashes involving large trucks during the five-year period from 2012–2016. Of these, 43 percent were drivers/occupants of a large truck; the other 57 percent were drivers/occupants of some type of vehicle other than a large truck. However, 85 percent of the persons killed and 81 percent of the persons seriously injured (A type injuries) were in vehicles other than large trucks.

Commercial Motor Vehicles Summary and Countermeasures

Large trucks are involved in a relatively small number of crashes each year, but they are involved in a disproportionate number of fatal and serious injuries due to their large size and weight. Because of

Other Priorities

continuing concerns, it is important that North Carolina adopt a comprehensive approach to reduce crashes involving large trucks.

Working in collaboration with the NC State Highway Patrol Commercial Vehicle Unit and other law enforcement agencies, GHSP has helped enhance awareness and enforcement efforts that target aggressive driving around, as well as by, large trucks. GHSP partners with other agencies to promote “No-Zone” messaging aimed at increasing driver awareness of trucks and other commercial motor vehicles and the danger areas around these large vehicles where crashes are more likely to occur.

GHSP has also supported pilot programs that study the effects of different public awareness and enforcement programs aimed at reducing aggressive driving behaviors. One promising approach is the use of portable changeable message signs (PCMS) to target aggressive driving behavior. Evaluations found that the use of PCMSs alone do not significantly affect traffic behavior, but supplementing the signage with enforcement did show positive effects in reducing aggressive driving behaviors.

Many large truck-related crashes result from unsafe driver behaviors by other motorists around large trucks, such as speeding, distracted driving, or following too closely. Highly visible traffic enforcement can deter drivers from such behaviors. However, many law enforcement officers may be reluctant to conduct a vehicle stop of a large truck due to a lack of knowledge and/or skills relating to large truck stops.



A 16 hour Commercial Motor Vehicle block was added to the Traffic Crash Reconstruction curriculum in 2015.

This course was delivered two times through the North Carolina Justice Academy (NCJA) during FY2017 (December 2016, and March 2017). Typical class enrollment is 16 students per offering. The Justice Academy plans additional course offerings during FY2018.

GHSP attempted to implement a traffic safety project targeting employers especially those with fleets, including large trucks. However, the project, while approved, was not implemented as the partner withdrew the proposal.

GHSP will work with our program partners, including the Executive Committee for Highway Safety, to explore programs and countermeasures that will help reduce large truck-related crashes and fatalities. GHSP is committed to exploring programs and techniques, including evidence-based enforcement, to improve large truck and commercial motor vehicle safety. GHSP continues to seek opportunities with large truck and commercial motor vehicle safety partners to draw media attention to the issue related to sharing the road with large trucks.

FUNDED PROJECTS AND ACTIVITIES

The projects and activities listed below address traffic safety issues other than impaired driving, occupant protection, police traffic services, young drivers, motorcycle safety, or traffic records and were funded by GHSP under the FY2017 Highway Safety Plan:

Project Number(s): PS-17-05-01
Project Title: Watch For Me NC - Safety, Education and Enforcement Statewide Campaign
Agency: Division of Bicycle and Pedestrian Transportation
Project Description: This was the fourth year of a project with the Division of Bicycle and Pedestrian Transportation. This project provided funding to manage and implement the "Watch for Me" NC (WFMNC) program statewide. This included partnering with statewide communications to disseminate the bicycle and pedestrian safety message. The project also included education and training for law enforcement agencies throughout the state on bicycle and pedestrian laws. The goal of the project was to reduce the number of injuries and deaths associated with bicycle and pedestrian traffic crashes by changing the general behaviors of bicyclists, pedestrians and the motoring public.
Contribution to Meeting Targets: Watch for Me continued to expand the number of communities participating in the program. In 2016, Watch for Me had twenty-five participating communities. In 2017, eight new communities began participating. Watch For Me conducted nine training sessions for law enforcement throughout the state. The group updated the website on a regular basis. Watch For Me met with partners to obtain feedback on what was successful and what might not have worked in a given area. The Watch for Me NC program was named a recipient of the Peter K. O'Rourke Special Achievement Award by the GHSA in 2017.

Project Number(s): PS-17-05-02
Project Title: OBBPSC 2016-17 Safety Education Grant
Agency: Outer Banks Bicycle & Pedestrian Safety Coalition
Project Description: This was the first year of a grant to the Outer Banks Bicycle & Pedestrian Safety Coalition (OBBPSC) as it attempted to educate the public, and especially school age children, of the proper and safe way to be a pedestrian and/or ride bicycles. The project provided safety items for use at bicycle rodeos and other safety/educational events. The program also addressed when around bicyclists and/or pedestrians. The project provided local support for the statewide program "Watch4Me NC".
Contribution to Meeting Targets: Funds facilitated the purchase of a trailer and equipment for on-site bike rodeos at schools and public areas. Funds were also utilized to purchase banners and brochures for educational purposes for school kids, the general public, and the Outer Banks International Student Outreach Program (ISOP). A total of six training sessions were conducted for the ISOP. The Outer Banks Bicycle and Pedestrian Safety Coalition produced two PSA's for local radio and TV use while

Other Priorities

participating in numerous on-air television spots. The group was also active on Facebook.

Project Number(s): SA-17-09-07

Project Title: Senior Driver Information

Agency: UNC - Highways Safety Research Center

Project Description: This was a continuing project that provided support to maintain the statewide Senior Driver Safety Coalition and to develop and maintain a website with the primary focus of educating older adults and their families about ways aging can affect driving, steps that individuals and families can take to keep driving safer and longer, what resources are available, and how to access these services. While the number of fatalities involving a driver age 65 and older has gradually decreased during the last decade, when older drivers are involved in a crash, they are more likely than their younger counterparts to be killed.

Contribution to Meeting Targets: The Highway Safety Research Center developed, built and continued to maintain a website to serve as a resource to the state's older drivers and their families. The content of the web site includes information on how aging affects driving, as well as resources and links for family and caregivers. The public-facing site was launched during the year and traffic is expected to increase as the site is publicized. HSRC planned and coordinated four quarterly meetings of the Older Driver Safety Working Group/NC Senior Driver Safety Coalition and spent considerable time applying for and planning projects related to NHTSA Older Driver Cooperative Agreement.

Project Number(s): SA-17-09-08

Project Title: Address the Challenges of Older Drivers in North Carolina Using Modern Technologies

Agency: NC State University

Project Description: This was the initial year of this project that was to pinpoint the needs and challenges of older drivers in North Carolina. This is necessary to develop and implement programs and countermeasures to reduce the crash risks of older drivers and to improve the road safety for everyone in North Carolina. This project conducted a survey of older drivers (drivers age 65 and older) in North Carolina on general physical and mental health conditions, driving habits, transportation needs and preferences, and then combined the survey information with North Carolina crash data to identify the needs and challenges of older drivers and to suggest what services and countermeasures could be implemented using simulated driving technology (e.g., self-assessment of mental functioning, driving strategy adoption, and training programs).

Contribution to Meeting Targets: The project team analyzed older driver crash data from 2000-2015 in an effort to identify risks and challenges older drivers in North Carolina might be facing. Emerging safety issues were identified. The project team developed a questionnaire for older drivers to identify driving confidence, self-awareness of

Other Priorities

changes in driving, compensatory behavior, crash history, cognitive failures in daily activities, and general technology adoption. A total of 353 older drivers from North Carolina have been surveyed via telephone. Results were included in the end of year report.

Project Number(s): SA-17-09-09

Project Title: Reducing Traffic Fatalities and Injuries in North Carolina

Agency: Carolina Motor Club, Inc.

Project Description: This was the initial year of a project to provide funding for a Traffic Safety Coordinator position. With this newly funded position, AAA Carolinas was to provide online education, seminars, targeted messaging and press events to businesses in North Carolina. AAA Carolinas was to work with companies using surveys, crash data specific to companies that are incorporating these programs. The goal of the project was to reduce traffic fatalities across the state by targeting businesses that operate fleets.

Contribution to Meeting Targets: This grant was not funded this past fiscal year. The grantee withdrew their request.

Project Number(s): SB-17-10-01

Project Title: School Bus Safety

Agency: Department of Public Instruction

Project Description: This was an ongoing project that provides funding for a school bus safety program. The project conducted outreach activities, developed the School Bus Safety Web and evaluated use of enhanced loading procedures. NC Department of Public Instruction aimed to decrease the number of motorists passing stopped school busses through increased prosecutions from the use of stop arm cameras funded by the legislature. They also aimed to decrease student injuries and fatalities by raising awareness of the safety benefits of riding the school bus versus other modes of transportation.

Contribution to Meeting Targets: The School Bus Safety Exhibit at the NC State Fair and other press events reached thousands of people with information about school bus safety. The web site continues to be a resource for educators, school transportation workers and the public. A bus driver online training program was piloted successfully in FY2017. A total of 533 drivers from school districts that do not have resources devoted to continuing training were trained with the new training program.

Paid Media Plan

During FY2017 GHSP transitioned to a new agency of record for media and marketing and conducted a more refined approach to better reach our target audience. The end result of these efforts was a focus on minor league sports and other local venues. GHSP participated in a number of media partnerships during FY2017. These partnerships are described in detail in this section.

MINOR LEAGUE BASEBALL

Charlotte Knights—\$20,000—estimated reach 628,173 attendees

Elements of the Media Plan:

- Right Center Internal Digital Board
 - Run an 8' tall x 40' long representation on the right center field digital board. The message will stay up for two minutes at a time with 10-12 rotations expected per game. "Booze It & Lose It" message time of 20-24 minutes per game.
 - Message will STAND ALONE meaning no other businesses message will be directly next to, above or below

Durham Bulls—\$20,000---estimated reach 547,156 attendees

Elements of the Media Plan:

- Internal Signage
 - Permanent Outfield Signage—Right Field
 - Blue Monster Video Board Commercial: One :30—second pre-game video board commercial before every remaining Durham Bulls home game
 - Exit Signage: Booze It & Lose It Signage Permanently Displayed at Main Exit of DBAP
- Broadcasts
 - Radio: Two :30—second commercials on Bulls Radio Network in remaining regular season and post-season broadcast
 - Television: Two :30—second commercials in remaining televised games of the 2017 regular season and post-season
- Additional Media Exposure
 - Two live, in-game appearances on Durham Bulls TV & Radio Network during ½ inning to discuss GHSP & Booze It & Lose It campaigns

Greensboro Grasshoppers—\$6,400—estimated reach over 336,100

Elements of the Media Plan:

- Internal Signage
 - Concourse sign—closest location to alcohol sales
- In Venue announcements
 - In Game :30 commercial-will be plated every remaining home game

Winston-Salem Dash—\$7,500—estimated reach over 295,400

Elements of the Media Plan:

- Internal Signage

Paid Media Plan

- Video Board: Logo with message displayed at conclusion of every Dash game & PA Announcement to follow video display
- Logo recognition on all taxi cab signage—placed in three customer service kiosks and the Foothills Brew Pen as well as the Womble Carlyle Club Bar
- Exit Signage at each of the four Exits
- Print
 - One full page, 4-color ad in remaining home game programs
- Mascot Appearance:
 - Mascot “Bolt” to appear at one event—date TBD
- Website Link:
 - Logo recognition and link to ncdot.com on wsdash.com
- Radio
 - One :30 radio spot during all Dash games both home and road

Carolina Mudcats—\$5,000—estimated reach over 194,300 attendees

Elements of the Media Plan:

- Internal Signage
 - 17’ x 17’ Left Flank on Main Video Board, rotates every 90 seconds

Asheville Tourists—\$5,000—estimated reach over 183,000 attendees

Elements of the Media Plan:

- Internal Signage
 - Grandstand Sign Viewable from all vantage points. A unique opportunity to showcase your organization. 4’x16’
- Radio Broadcasts
 - Live “Drop In” read during the broadcast (one per remaining games)

Hickory Crawdads—\$6,750—estimated reach over 150,000 attendees

Elements of the Media Plan:

- Internal Signage
 - Outfield Billboard
 - One 8’X 20’ vinyl sign on outfield wall
 - Direct crowd attention during remaining home games
 - Outside stadium street exit signs
 - Two total (one at each exit)
- Broadcast
 - PA segment and :30 pre-recorded spot
 - Coverage in remaining Crawdads Home game
 - Specialty spot during the game (Stolen Bases) Live mention after every stolen base
 - Opportunity for multiple mentions throughout the game: 30 second prerecorded spot

Kannapolis Intimidators—\$8,050 estimated reach over 95,700 attendees

Elements of the Media Plan:

- Internal Signage
 - One 8’ x 16’ outfield wall sign
 - One 4’ x 4’ concourse sign
- Digital Exposure

Paid Media Plan

- Banner ad with hyperlink to the NCDOT’s homepage from both the Intimidators’ E-newsletter and homepage
- Broadcast/Audio Announcements
 - Two :30 commercial spots during each broadcast
 - One feature segment during each broadcast (i.e. NCDOT Call to the Bullpen)
 - One :15 second PA announcement

COLLEGE ATHLETICS

During FY2017, GHSP partnered with the following college teams: Duke University, North Carolina State University, University of North Carolina at Chapel Hill, Wake Forest University, Elon University, North Carolina A&T, and University of North Carolina at Charlotte. “Click It or Ticket” and “Booze It & Lose It” radio public service announcements were aired during each game. Other elements included advertising on various social media channels, official sporting websites and during tailgating.

UNC-Charlotte—\$14,500—estimated reach over 151,800 attendees

Football

- One in-game live mention in regular season game broadcast

Men’s Basketball

- One in-game live mention in regular season game broadcasts

Digital Exposure

- 100,000 impressions, run-of-site, on UNC Charlotte website

North Carolina A&T—\$7,400— estimated reach over 92,400 attendees

Football

- One in-game live mention in regular season game
- One post-game live mention in regular season game

Men’s Basketball

- One in-game live mention in regular season game
- One post-game live mention in regular season game

Digital Exposure

- 100,000 impressions, run-of-site, rotating banner ad

Duke—\$21,900—estimated reach over 347,000 attendees

Football

- 1:30 spots post-game in regular season game
- 1:30 radio spots in coach’s show broadcast

Men’s Basketball

- 1:30 radio spots post-game in regular season game broadcast
- 1:30 radio spots in coach’s show broadcast

Digital Exposure

- 100,000 impressions, run-of-site, on Duke website
- Two Facebook posts
- Two Twitter posts

Paid Media Plan

Elon University—\$12,050—estimated reach over 62,100 attendees

Football

- 2:30 radio spot pre-game in regular season game
- 1:30 radio spot in-game in regular season game
- 1:30 radio spots post-game in regular season game

Men's Basketball

- 1:30 radio spots post-game in regular season game

Digital Exposure

- 100,000 impressions, run-of-site, on ECU website
- Two Facebook post
- Two Twitter post

Greensboro Coliseum—\$25,100—Coliseum seating capacity 22,000

Annual Signage Exposure

- Outdoor Street Marquee
- Parking Lot Sponsorship

Attendance

- 1,100 Annual Events
- Special Events Center, The Fieldhouse, Aquatic Center, Amphitheater

Wake Forest University—\$13,700—estimated reach over 327,900 attendees

Football

- 1:30 radio spots post-game in regular season games
- 1:30 radio spots in coach's show broadcast

Men's Basketball

- 1:30 radio spots post-game in regular season game
- 1:30 radio spots in coach's show broadcast

Digital Exposure

- 75,000 impression, run-of-site, window-shade ad

N.C. State University—\$81,845—estimated reach 1.5 million attendees

General Elements

- Year-round signage
- Mascot Appearance at an event

Football

- Sponsorship of the "Drive of the Game" feature for 12 football game broadcasts
- 1 :30 spot during all 12 regular season games on statewide network
- 1 :30 spot during all 12 regular season game broadcasts on 101.5 FM in the Triangle
- 1 replay per game during the 4th quarter. Logo will be on the front and back end of each replay
- Portable signs at the exits for the football games
- Log on parking pass for 3 games

Basketball

- 1 :30 spot during the 36 men's basketball broadcast statewide Wolfpack Sports Network
- 1 :30 spot during the 36 men's basketball broadcasts on Mix 101.5 FM in the Triangle
- 1 :30 spot during the 36 men's basketball broadcasts on 95.7 in Charlotte

Paid Media Plan

- 1 post game video board message and PSA during every home men's basketball game at PNC Arena

Baseball

- 1 :30 spot during all 55 regular season baseball broadcasts on WKNC-FM in the Triangle
- 1 post-game video board message and PSA during every home baseball game.

Digital Exposure

- Banner on GoPack.com
- Three promotional tweets

UNC Chapel Hill—\$40,000—estimated reach over 301,500 attendees

General Elements

- Mascot appearance at an event

Football

- Message board during each of the seven home games during the season
- 1 :30 post-game spot during every Carolina Football broadcast in the Triangle market

Basketball

- Exposure on all concourse monitors inside the Dean Smith Center for all Carolina Home basketball games (16 home games)

Digital exposure

- Banners on GoHeels.com

OTHER ATHLETICS

Huddle High-School Sporting Events—\$157,500

GHSP continued its partnership with Huddle which provides printing of sporting event tickets to all high schools in North Carolina. GHSP receives messaging on all tickets at 399 high schools across the state and targets traffic safety messaging to teens and parents on these tickets. Approximately 5.5 million tickets are being distributed for the 2016-2017 school year.

North Carolina High School Athletic Association—\$50,000

GHSP partnered with the North Carolina High School Athletic Association to target high school students, which puts seat belt safety at the top of minds for students who are driving. This included a PSA contest to get students involved in creating a message that relates to their age group. The partnership also included banner ads, social media exposure and game presence. Banners and posters were placed around high schools in our target counties.

WakeMed Soccer Park—\$1,200

Elements of the Media Plan:

- PA announcements each time a NCFC team scores a goal.
- Provide a tent to interact with attendees

Miscellaneous

GHSP partnered with Video Streaming on TV, Multichannel Video Programming Distributors and others during sports events. This medium targets males on sports channels and other channels that the 18-34-year-old age group watches. The partnership included geofencing to

Paid Media Plan

capture the target audience while they were near sports venues in the target counties. There were 5,242 total spots.

MOTOR SPORTS

NASCAR—\$40,000—estimated reach 1.1 million

GHSP continued its partnership with Charlotte Motor Speedway in Concord.

Elements of the Media Plan:

- Main Entrance Signage
- Parking lot signage
- Speedway TV messages
- ZMax Front Entrance Signage

Local speedways—\$7,950

GHSP began a new partnership with local speedways.

Elements include:

- Billboards at races tracks, website mentions/ads, signage, banners, social media, front wall logos
- Locations:
 - Galot Motorsports Park
 - Wake County Speedway
 - Southern National Motorsports Park
 - East Carolina Speedway

OTHER EVENTS

Charlotte Motor Speedway Christmas Village—\$5,000

Reaches 25-county target zone.

Elements include:

- Advertising space on the event program
- Branding at the ride area
- Branding throughout the light show route

Professional Bull Riders—\$10,000

Elements of the media plan:

- Logo and link on website
- In-arena PA reads
- Video board visibility
- Ribbon messages throughout the event
- Booth on concourse
- Rider participation at booth and another off-site media event

Paid Media Plan

Live Nation—\$125,000

GHSP continued its partnership with Live Nation for marketing at PNC Music Pavilion in Charlotte (annual attendance: 350,000, primary audience 18-44 year olds) and Walnut Creek Amphitheatre in Raleigh (annual attendance: 300,000, primary audience 18-44 year olds).

Elements of the media plan:

- Twenty-eight total signs (14 per market) located within the properties Main Parking Lots and near Entrance and/or Exits of the Main Parking Lots. Messaging to support Booze It & Lose It or Click It or Ticket campaign. Signage to be 2' x 2'.
- Two backlit signs at Walnut Creek Amphitheatre.
- Two backlit signs at PNC Music Pavilion.
- One 30 second non-audio ad in each venue's Concert Vision loop.
- Logo and message to be integrated into each venue's Designated Driver program.
- Logo with link in family of sponsors section on each venue's display pages.

OTHER COMPONENTS OF THE MEDIA PLAN

In the area of occupant protection, North Carolina participated in the national “Click It or Ticket” mobilization. Media efforts focused mostly on counties and demographic groups with low seat belt usage. The Click It or Ticket campaign raised awareness and reminded North Carolinians to wear their seatbelts. This year’s campaign focused on increasing seatbelt usage around the enforcement period in May as well as during high travel periods throughout the summer, particularly in focus counties and among young men.

There were 70,645,065 total impressions for this campaign including digital - 25,259,576, display – 7,599,094, social – 17,660,482, social video – 3,479,604, Pandora – 6,893,285, traffic radio – 9,753,024 and out of home – 16 mobile boards in counties with highest fatalities.

The Child Passenger Safety campaign educated parents of tweens on the laws and best practices for buckling up and booster seat usage. The media was placed to coincide with the Child Passenger Safety Week Campaign.

The media was focused on the top 25 unbuckled counties with a skew toward counties that had a high child population. The main audience was parents of children aged 8-14. The campaign was supported by digital display, Facebook and digital streaming radio (Pandora) resulting in over 4 million impressions.

North Carolina also participated in all national impaired driving mobilizations. This year North Carolina again included our *Operation Firecracker* summer campaign and the Labor Day campaign. Kickoff events for each campaign resulted in earned media. The campaigns were focused on enforcement as well as highlighting alternate ways of getting home such as use of a ride sharing app, taxis, public transit and calling a friend. The media efforts targeted the “young invincibles” (adults 18-34 with emphasis on males).

The campaign resulted in the following impressions: digital – 46,369,087, display – 106,654,690, Facebook – 20,357,805, Facebook video – 7,436,576, Pandora – 7,919,237, out of home - bars/restaurants – 1,856,250, gas toppers – 1,933,000 and cinema – 2,048,325.

Paid Media Plan

For bicycle and pedestrian efforts, North Carolina supported the Watch for Me program through paid media efforts running during targeted months in communities with high rates of bicycle and pedestrian crashes. This include beach communities (Brunswick, Carteret, Dare and New Hanover counties) and city communities (Asheville, Boone, Burlington, Charlotte, Greensboro, Greenville, Hickory, Raleigh, Durham and Chapel Hill).

The campaign resulted in the following impressions: traditional out-of-home media – billboards (22 boards total reaching over 5.5M people monthly), transit ads - posters and bus tails (seven city markets reaching 3.2M impressions monthly) and sidewalk stencils (six communities reaching at least 10,000 people per site).

GHSP also published a law enforcement planning calendar which featured a different law enforcement agency each month. The calendar included all campaign and GHSP event dates and general kickoff locations. This allows for our messages and schedule of activities to reach those who need the information.

FUNDED PROJECTS AND ACTIVITIES

The media plan related projects and activities listed below were funded by GHSP under the FY2017 Highway Safety Plan.

Project Number(s):	154PM-17-12-01 / OP-17-04-05
Project Title:	Sports Marketing
Agency:	Governor's Highway Safety Program
Project Description:	This was an ongoing project to provide funding for sports marketing of highway safety messages. The Governor's Highway Safety Program utilized sports marketing to reach our target demographics. This project provided funding for marketing efforts with major league teams in North Carolina, major universities, NASCAR, and minor league baseball clubs. It also included outdoor concert venues. Sports marketing efforts targeted all areas of traffic safety. Outreach efforts focused on increasing attention on the target audience using data to identify the most effective methods. During the year GHSP transitioned to a new agency of record which caused some minor delays in implementing our media efforts.
Contribution to Meeting Targets:	GHSP sponsored sports marketing campaigns with college athletics, minor league baseball, high school athletics, one major speedway and several local race tracks. The minor league and local speedway efforts targeted counties that are overrepresented in unrestrained and impaired driving fatalities. The Booze It & Lose It marketing reached over 5 million and the Click It or Ticket marketing reached over 4.7 million.

Project Number(s):	154PM-17-12-02
Project Title:	Media-Impaired Driving

Paid Media Plan

Agency: Governor's Highway Safety Program

Project Description: This was an ongoing project to provide funding for a media campaigns to address impaired driving issues. The Governor's Highway Safety Program (GHSP) continued outreach efforts regarding impaired driving with a media placement campaign during each enforcement period. As part of the plan, GHSP utilized our agency of record to supply media buys, placement and statewide distribution of our message during and between campaigns using data to identify the most effective methods. During the year GHSP transitioned to a new agency of record which caused some minor delays in implementing our media efforts.

Contribution to Meeting Targets: GHSP conducted paid media through various modes for the multiple scheduled "Booze It & Lose It" campaigns. Media was focused on target demographics overrepresented in impaired driving crashes and geographic locations overrepresented in impaired driving fatalities, as well as general public messaging.

Project Number(s): M1PE-17-13-01

Project Title: Media-Occupant Protection

Agency: Governor's Highway Safety Program

Project Description: This was an ongoing project to provide funding for a media campaigns to address impaired driving issues. The Governor's Highway Safety Program (GHSP) continued outreach efforts regarding impaired driving with a media placement campaign during each enforcement period. As part of the plan, GHSP utilized our agency of record to supply media buys, placement and statewide distribution of our message during and between campaigns using data to identify the most effective methods. During the year GHSP transitioned to a new agency of record which caused some minor delays in implementing our media efforts.

Contribution to Meeting Targets: GHSP conducted paid media through various modes for the multiple scheduled "Click It or Ticket" campaigns. Media was focused on target demographics overrepresented in crashes involving an unrestrained occupant and geographic locations overrepresented in unrestrained fatalities, as well as general public messaging. The media reach was over 70 million impressions. A separate effort was also conducted for Child Passenger Safety Week during September. The target audience was parents of children aged 8-14. The media reach was approximately 4 million impressions.

Project Number(s): PS-17-05-03

Project Title: Media-Bicycle/Pedestrian Safety

Agency: Governor's Highway Safety Program

Project Description: This was an ongoing project to provide funding for a media campaigns to address impaired driving issues. The Governor's Highway Safety Program (GHSP) continued outreach efforts regarding impaired driving with a media placement campaign during each enforcement period which will include TV, radio and gas station advertising. As part of the plan, GHSP utilized our agency of record to

Paid Media Plan

supply media buys, placement and statewide distribution of our message during and between campaigns using data to identify the most effective methods. During the year GHSP transitioned to a new agency of record which caused some minor delays in implementing our media efforts.

Contribution to Meeting Targets:

In an effort to reach people at the point of decision making a large portion of the campaign contained out-of-home options. Sidewalk stencils reached pedestrians in six communities across the state. These stencils were at key intersections and high traffic areas to reinforce the message. These reached a minimum of 10,000 people per application site. Twenty-two billboards statewide reached motorists, bicyclists and pedestrians with the Watch For Me messaging. These boards reached over 5.5 million people per month. Interior and exterior boards on transit buses in seven communities targeted the mobile audience reaching over 3.2 million impressions per month.

2017 Highway Safety Related Legislation

Several bills related to traffic safety were introduced or considered during 2016 by the North Carolina General Assembly. This section provides a description of these bills and their outcome (or current status).

House Bill 469, Regulation of Fully Autonomous Vehicles

This bill creates new Article 18 in Chapter 20 of the General Statutes to regulate fully autonomous vehicles. G.S. 20-400 defines a fully autonomous vehicle as a motor vehicle equipped with an “automated driving system” that will not at any time require an occupant to perform any of the driving tasks while the automatic driving function is engaged. An automated driving system is the hardware and software in the vehicle that allows the vehicle to operate independently on a sustained basis.

G.S. 20-401 allows an operator of a fully autonomous motor vehicle to operate the vehicle without a driver’s license. The operator is the person that causes the automated driving system to engage and the vehicle to drive or travel autonomously. An operator does not include an occupant of the vehicle in control of such matters as trip scheduling or the selection of destinations.

Under G.S. 20-401 the vehicle registration card, either physically or electronically, must be in the vehicle and must be readily available to a law enforcement officer or inspector.

The parent or legal guardian of a minor riding in a fully autonomous vehicle is responsible for ensuring that the minor is properly restrained with a safety belt or child restraint seat. It is unlawful for any parent or guardian of a person less than 12 years of age to permit that person to occupy a fully autonomous vehicle in motion or which has the engine running unless the person is supervised by a person 18 years of age or older.

The registered owner of a fully autonomous vehicle is responsible for any moving violations of that vehicle. In addition, the law requires a fully autonomous vehicle to stop at the scene of an accident.

The bill also created a Fully Autonomous Vehicle Committee within the Department of Transportation. The Committee will consist of 18 members, including a representative of the North Carolina State Highway Patrol, the North Carolina Sheriffs’ Association and the North Carolina Association of Chiefs of Police. The Committee will meet at least four times a year and will be tasked with reviewing fully autonomous vehicle technology, traffic rules and ordinances, and State motor vehicle laws. The Committee is required to make recommendations to the Department of Transportation and the General Assembly with respect to necessary changes to traffic rules, ordinances and State law in order to facilitate the use of fully autonomous vehicles.

Effective: December 1, 2017, and applies to offenses committed on or after that date

Senate Bill 55, School Bus Cameras/Civil Penalties

This bill creates new G.S. 153A–246 to allow a county to adopt an ordinance authorizing the installment and operation of automated school bus safety cameras in any school bus located in that county, in order to identify motor vehicles failing to stop for a stopped school bus and to impose civil monetary penalties for violations. This does not eliminate the authority of law enforcement to charge for criminal violations

for passing a stopped school bus. Those provisions of new G.S. 153A–246 of interest to the criminal justice community are:

1. An automated school bus safety camera is defined as a device that is affixed to a school bus that is synchronized to automatically record photographs or video of a vehicle passing a stopped school bus.
2. An ordinance that authorizes the installation and operation of automated school bus safety cameras does not apply to any violation for passing a stopped school bus that results in injury or death. Cases involving injury or death will be resolved in criminal court exclusively.
3. Citations issued to violators are purely civil in nature, resulting in civil monetary penalties, but do not result in driver's license points or insurance points.
4. The registered owner of a vehicle is responsible for a violation unless the vehicle was, at the time of the violation, in the custody or control of another person, or unless the citation was not received by the registered owner within 60 days after the date of the violation.
5. A motorist wishing to contest a civil citation must request a hearing in writing within 30 days after receiving the citation. The request for a hearing must also contain an affidavit stating the basis for contesting the civil citation.
6. If the civil monetary penalty is not paid by the registered owner, or if the penalty is not contested in a timely manner, the Division of Motor Vehicles is required to not register the motor vehicle. This provision is effective July 25, 2018 and applies to civil penalties not paid on or after July 25, 2017.
7. The civil penalty for a first violation is \$400 and the civil penalty for a second violation is \$750. A third and all subsequent violations carry a \$1000 civil penalty for each subsequent violation.
8. A county is authorized to send citations via first-class mail to the registered owner of the vehicle. If a registered owner contests the citation, the county is required to issue a summons notifying the registered owner of the date, time and location of the nonjudicial, administrative hearing.
9. A person who receives an adverse decision following an administrative hearing has a right to appeal the decision. The notice of appeal must be filed in the office of the clerk of superior court within 10 days of service of the adverse decision. All appeals are heard in the district court division.
10. If the person charged with a violation of the ordinance is also charged with the criminal offense of passing a stopped school bus in violation of G.S. 20–217, the charging law enforcement officer is required to provide written notice to the county office responsible for processing civil citations of the individual's criminal charge. The county has an obligation to provide each law enforcement agency in its jurisdiction with the name and address of the county official responsible for these civil penalties so that proper notification can be given.

11. After receiving notice of a criminal charge for passing a stopped school bus, the county cannot impose a civil penalty against the person for the same violation, and the county is required to issue a full refund of any civil penalty paid by the person, along with interest.

The law also creates new G.S. 115C-242.1 to require any video or photographs of motor vehicle violations to be provided to law enforcement as potential evidence for a criminal charge of passing a stopped school bus. The law authorizes a local board of education, board of county commissioners, and any law enforcement agency in the county to enter into inter-local agreements for the installation and operation of automated school bus safety cameras.

Any county that adopts an ordinance to allow for penalties for passing a stopped school bus is required to maintain records of all violations. Upon request, the county is required to provide at least five years of those records to the North Carolina Child Fatality Task Force and the North Carolina General Assembly.

Within 90 days after this bill becomes law, the State Board of Education is required to develop a model request for proposals and a model contract that can be used by the local boards of education in entering into contracts for the installation and operation of automated school bus safety cameras.

Effective: July 25, 2017

Senate Bill 582 An act (1) to make technical, clarifying, and other modifications to the current operations appropriation act of 2017 and related legislation and (II) to make agency technical corrections

This bill created several technical changes, including changing the Statute of limitations for misdemeanors and clarifying conditions under which DRE's may testify in court.

Federal Funds Spent on Each Project

SEE ATTACHED

Final Cost Summary

Date: 12/29/2017

Page 1

Program Area	Project	Description	HSP Approved Program	State Funds	Previous Bal.	Current	Share to Local	Indirect Cost
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2017-01-01-00	GHSP P&A	\$265,262.00	\$265,263.00	\$265,262.00	\$265,262.00	\$.00	\$.00
	Planning and Administration Total		\$265,262.00	\$265,263.00	\$265,262.00	\$265,262.00	\$.00	\$.00
Alcohol								
	AL-2017-02-01-00	GHSP ID Support	\$30,480.00	\$.00	\$30,480.00	\$30,480.00	\$.00	\$.00
	AL-2017-02-03-00	NC Dept. of Public Safety-ALE	\$9,662.00	\$.00	\$9,662.00	\$9,662.00	\$.00	\$.00
	Alcohol Total		\$40,142.00	\$.00	\$40,142.00	\$40,142.00	\$.00	\$.00
Motorcycle Safety								
	MC-2017-03-01-00	GHSP Motorcycle Support	\$28,573.00	\$.00	\$28,573.00	\$28,573.00	\$.00	\$.00
	MC-2017-03-02-00	Lenoir Community College	\$57,248.00	\$57,248.00	\$57,248.00	\$57,248.00	\$.00	\$.00
	MC-2017-03-03-00	Lenoir Community College	\$37,499.00	\$.00	\$37,499.00	\$37,499.00	\$.00	\$.00
	MC-2017-03-04-00	City of Raleigh PD	\$3,385.00	\$.00	\$3,385.00	\$3,385.00	\$3,385.00	\$.00
	MC-2017-03-05-00	NC Dept of Public Safety-Bike Safe	\$16,758.00	\$700,000.00	\$16,758.00	\$16,758.00	\$.00	\$.00
	Motorcycle Safety Total		\$143,463.00	\$757,248.00	\$143,463.00	\$143,463.00	\$3,385.00	\$.00
Occupant Protection								
	OP-2017-04-01-00	GHSP OP Support	\$26,717.00	\$.00	\$26,717.00	\$26,717.00	\$.00	\$.00
	OP-2017-04-03-00	UNC HSRC-CPS	\$208,958.00	\$.00	\$208,958.00	\$208,958.00	\$.00	\$ 18,996.23
	OP-2017-04-04-00	NCSU-Seat Belt Surveys	\$162,639.00	\$.00	\$162,639.00	\$162,639.00	\$.00	\$ 27,106.53
	OP-2017-04-05-00	GHSP Sports Marketing-OP	\$548,500.00	\$.00	\$548,500.00	\$548,500.00	\$400,000.00	\$.00
	Occupant Protection Total		\$946,814.00	\$.00	\$946,814.00	\$946,814.00	\$400,000.00	\$ 46,102.76
Pedestrian/Bicycle Safety								
	PS-2017-05-01-00	NC Dept. of Transportation-Bike & Ped	\$105,558.00	\$.00	\$105,558.00	\$105,558.00	\$.00	\$ 7,066.43
	PS-2017-05-02-00	Outer Banks Bike and Ped	\$19,197.00	\$.00	\$19,197.00	\$19,197.00	\$19,197.00	\$.00
	PS-2017-05-03-00	GHSP Media Buys-Bike & Ped	\$149,999.00	\$.00	\$149,999.00	\$149,999.00	\$.00	\$.00
	Pedestrian/Bicycle Safety Total		\$274,754.00	\$.00	\$274,754.00	\$274,754.00	\$19,197.00	\$ 7,066.43
Police Traffic Services								
	PT-2017-06-01-00	GHSP STEP	\$989,957.00	\$.00	\$989,957.00	\$989,957.00	\$989,957.00	\$.00
	PT-2017-06-02-00	Town of Tarboro-LEL	\$15,452.00	\$.00	\$15,452.00	\$15,452.00	\$15,452.00	\$.00
	PT-2017-06-03-00	Town of Ayden PD-LEL	\$35,343.00	\$.00	\$35,343.00	\$35,343.00	\$35,343.00	\$.00
	PT-2017-06-04-00	Orange Couny SO-LEL	\$27,606.00	\$.00	\$27,606.00	\$27,606.00	\$27,606.00	\$.00
	PT-2017-06-05-00	Town of Kitty Hawk PD-LEL	\$18,041.00	\$.00	\$18,041.00	\$18,041.00	\$18,041.00	\$.00
	PT-2017-06-06-00	New Hanover County SO-LEL	\$37,916.00	\$.00	\$37,916.00	\$37,916.00	\$37,916.00	\$.00
	PT-2017-06-07-00	Town of Rockingham PD-LEL	\$14,348.00	\$.00	\$14,348.00	\$14,348.00	\$14,348.00	\$.00
	PT-2017-06-08-00	City of Asheville PD-LEL	\$7,419.00	\$.00	\$7,419.00	\$7,419.00	\$7,419.00	\$.00
	PT-2017-06-09-00	Guilford County SO-LEL	\$16,084.00	\$.00	\$16,084.00	\$16,084.00	\$16,084.00	\$.00
	PT-2017-06-10-00	City of Charlotte-Meck PD-LEL	\$12,712.00	\$.00	\$12,712.00	\$12,712.00	\$12,712.00	\$.00
	PT-2017-06-11-00	Jackson County SO-LEL	\$19,105.00	\$.00	\$19,105.00	\$19,105.00	\$19,105.00	\$.00
	PT-2017-06-12-00	City of Marion PD-LEL	\$17,452.00	\$.00	\$17,452.00	\$17,452.00	\$17,452.00	\$.00
	PT-2017-06-13-00	City of Asheville PD	\$73,811.00	\$73,811.00	\$73,811.00	\$73,811.00	\$73,811.00	\$.00
	PT-2017-06-14-00	City Of Fayetteville PD	\$126,350.00	\$63,175.00	\$126,350.00	\$126,350.00	\$126,350.00	\$.00
	PT-2017-06-15-00	Town of Waxhaw PD	\$25,426.00	\$16,014.00	\$25,426.00	\$25,426.00	\$25,426.00	\$.00

Final Cost Summary

Date: 12/29/2017

Page 2

PT-2017-06-16-00	City of Dunn PD	\$81,407.00	\$34,889.00	\$81,407.00	\$81,407.00	\$81,407.00	\$81,407.00	\$0.00	
PT-2017-06-17-00	NC Judicial-Conference of DA's	\$158,176.00	\$0.00	\$158,176.00	\$158,176.00	\$158,176.00	\$0.00	\$0.00	
PT-2017-06-18-00	NC Dept. of Justice	\$102,031.00	\$0.00	\$102,031.00	\$102,031.00	\$102,031.00	\$0.00	\$0.00	
PT-2017-06-19-00	City of Lumberton PD	\$74,443.00	\$15,952.00	\$74,443.00	\$74,443.00	\$74,443.00	\$74,443.00	\$0.00	
PT-2017-06-20-00	Town of Holly Springs PD	\$58,743.00	\$58,743.00	\$58,743.00	\$58,743.00	\$58,743.00	\$58,743.00	\$0.00	
PT-2017-06-21-00	Town of Tabor City PD	\$16,729.00	\$8,364.00	\$16,729.00	\$16,729.00	\$16,729.00	\$16,729.00	\$0.00	
PT-2017-06-22-00	NC DMV-Hearings	\$17,960.00	\$0.00	\$17,960.00	\$17,960.00	\$17,960.00	\$0.00	\$0.00	
PT-2017-06-23-00	NC Sheriff's Association	\$36,361.00	\$0.00	\$36,361.00	\$36,361.00	\$36,361.00	\$0.00	\$0.00	
PT-2017-06-25-00	Columbus Police Department	\$17,500.00	\$17,500.00	\$17,500.00	\$17,500.00	\$17,500.00	\$17,500.00	\$0.00	
PT-2017-06-26-00	Brunswick County Sheriff's Office	\$32,496.00	\$32,496.00	\$32,496.00	\$32,496.00	\$32,496.00	\$32,496.00	\$0.00	
Police Traffic Services Total		\$2,032,868.00	\$320,944.00	\$2,032,868.00	\$2,032,868.00	\$2,032,868.00	\$1,718,340.00	\$0.00	
Traffic Records									
TR-2017-07-01-00	GHSP Traffic Records	\$52,166.00	\$0.00	\$52,166.00	\$52,166.00	\$52,166.00	\$0.00	\$0.00	
TR-2017-07-02-00	UNC-HSRC-Quick Response	\$21,700.00	\$0.00	\$21,700.00	\$21,700.00	\$21,700.00	\$0.00	\$ 1,972.81	
TR-2017-07-03-00	UNC HSRC-TRCC	\$43,031.00	\$0.00	\$43,031.00	\$43,031.00	\$43,031.00	\$0.00	\$ 3,911.94	
Traffic Records Total		\$116,897.00	\$0.00	\$116,897.00	\$116,897.00	\$116,897.00	\$0.00	\$ 5,884.75	
Driver Education									
DE-2017-08-01-00	UNC-HSRC	\$150,570.00	\$0.00	\$150,570.00	\$150,570.00	\$150,570.00	\$0.00	\$ 13,688.20	
Driver Education Total		\$150,570.00	\$0.00	\$150,570.00	\$150,570.00	\$150,570.00	\$0.00	\$ 13,688.20	
Safe Communities									
SA-2017-09-01-00	GHSP Agency Support	\$659,181.00	\$0.00	\$659,181.00	\$659,181.00	\$659,181.00	\$0.00	\$0.00	
SA-2017-09-02-00	UNC HSRC-Campaign/Enforcement Reporting	\$19,168.00	\$0.00	\$19,168.00	\$19,168.00	\$19,168.00	\$0.00	\$ 1,742.63	
SA-2017-09-03-00	UNC HSRC-HSP	\$85,773.00	\$0.00	\$85,773.00	\$85,773.00	\$85,773.00	\$0.00	\$ 8,315.42	
SA-2017-09-04-00	Pitt Memorial Hospital	\$103,629.00	\$4,300.00	\$103,629.00	\$103,629.00	\$103,629.00	\$0.00	\$0.00	
SA-2017-09-05-00	Carolinas Medical Center	\$62,570.00	\$0.00	\$62,570.00	\$62,570.00	\$62,570.00	\$0.00	\$0.00	
SA-2017-09-06-00	NC Dept. of Admin.-SADD	\$15,000.00	\$0.00	\$15,000.00	\$15,000.00	\$15,000.00	\$0.00	\$0.00	
SA-2017-09-07-00	UNC-HSRC-Sr. Drivers	\$93,449.00	\$0.00	\$93,449.00	\$93,449.00	\$93,449.00	\$0.00	\$ 8,495.37	
SA-2017-09-08-00	NCSU-Older Drivers	\$88,937.00	\$0.00	\$88,937.00	\$88,937.00	\$88,937.00	\$0.00	\$ 14,673.78	
SA-2017-09-10-00	NCSU-Vision Zero	\$27,234.00	\$0.00	\$27,234.00	\$27,234.00	\$27,234.00	\$0.00	\$0.00	
Safe Communities Total		\$1,154,941.00	\$4,300.00	\$1,154,941.00	\$1,154,941.00	\$1,154,941.00	\$0.00	\$ 33,227.20	
Pupil Transportation Safety									
SB-2017-10-01-00	NC DPI-Transportation	\$50,833.00	\$0.00	\$50,833.00	\$50,833.00	\$50,833.00	\$0.00	\$0.00	
Pupil Transportation Safety Total		\$50,833.00	\$0.00	\$50,833.00	\$50,833.00	\$50,833.00	\$0.00	\$0.00	
NHTSA 402 Total		\$5,176,544.00	\$1,347,755.00	\$5,176,544.00	\$5,176,544.00	\$5,176,544.00	\$2,140,922.00	\$ 105,969.34	
154 Transfer Funds									
154AL-2017-12-01-00	NC DHHS-FTA-Batmobile	\$673,649.00	\$0.00	\$673,649.00	\$673,649.00	\$673,649.00	\$383,142.00	\$0.00	
154AL-2017-12-02-00	NC Dept of Public Safety-ID Overtime	\$125,000.00	\$0.00	\$125,000.00	\$125,000.00	\$125,000.00	\$0.00	\$0.00	
154AL-2017-12-03-00	NC Dept of Public Safety-Robeson	\$336,511.00	\$0.00	\$336,511.00	\$336,511.00	\$336,511.00	\$336,511.00	\$0.00	
154AL-2017-12-04-00	NC Dept of Public Safety-Cumberland	\$353,805.00	\$0.00	\$353,805.00	\$353,805.00	\$353,805.00	\$0.00	\$0.00	
154AL-2017-12-05-00	NC DHHS-FTA-Science	\$280,381.00	\$0.00	\$280,381.00	\$280,381.00	\$280,381.00	\$0.00	\$0.00	
154AL-2017-12-06-00	Charlotte-Meck PD	\$179,924.00	\$116,481.00	\$179,924.00	\$179,924.00	\$179,924.00	\$179,924.00	\$0.00	
154AL-2017-12-07-00	NC Judicial- Conference of Da's	\$357,994.00	\$0.00	\$357,994.00	\$357,994.00	\$357,994.00	\$0.00	\$0.00	
154AL-2017-12-08-00	MADD NC	\$104,175.00	\$0.00	\$104,175.00	\$104,175.00	\$104,175.00	\$0.00	\$0.00	
154AL-2017-12-09-00	UNION COUNTY SO-DWI TEAM	\$281,857.00	\$27,893.00	\$281,857.00	\$281,857.00	\$281,857.00	\$281,857.00	\$0.00	
154AL-2017-12-10-00	Wake County Sheriff's Office TF	\$84,000.00	\$79,417.00	\$84,000.00	\$84,000.00	\$84,000.00	\$84,000.00	\$0.00	

Final Cost Summary

Date: 12/29/2017

Page 3

	154 Alcohol Total		\$2,777,296.00	\$223,791.00	\$2,777,296.00	\$2,777,296.00	\$1,265,434.00	\$0.00
154 Paid Media								
	154PM-2017-12-01-00	GHSP Sports Marketing-ID	\$540,463.00	\$0.00	\$540,463.00	\$540,463.00	\$370,000.00	\$0.00
	154PM-2017-12-02-00	GHSP Media Buys-ID	\$699,481.00	\$0.00	\$699,481.00	\$699,481.00	\$0.00	\$0.00
	154 Paid Media Total		\$1,239,944.00	\$0.00	\$1,239,944.00	\$1,239,944.00	\$370,000.00	\$0.00
	154 Transfer Funds Total		\$4,017,240.00	\$223,791.00	\$4,017,240.00	\$4,017,240.00	\$1,635,434.00	\$0.00
MAP 21 405b OP High								
	M1HVE-2017-13-01-00	NC DEPT OF PUBLIC SAFETY-OVERTIME	\$206,368.00	\$200,000.00	\$206,368.00	\$206,368.00	\$0.00	\$0.00
	405b High HVE Total		\$206,368.00	\$200,000.00	\$206,368.00	\$206,368.00	\$0.00	\$0.00
405b High Public Education								
	M1PE-2017-13-01-00	GHSP Media Buys	\$498,980.00	\$0.00	\$498,980.00	\$498,980.00	\$0.00	\$0.00
	405b High Public Education Total		\$498,980.00	\$0.00	\$498,980.00	\$498,980.00	\$0.00	\$0.00
405b High Community CPS Services								
	M1CPS-2017-13-01-00	NC WNC Safe Kids	\$92,076.00	\$0.00	\$92,076.00	\$92,076.00	\$0.00	\$0.00
	405b High Community CPS Services Total		\$92,076.00	\$0.00	\$92,076.00	\$92,076.00	\$0.00	\$0.00
	MAP 21 405b OP High Total		\$797,424.00	\$200,000.00	\$797,424.00	\$797,424.00	\$0.00	\$0.00
MAP 21 405b OP Low								
	M2HVE-2017-13-01-00	City of Wilson PD	\$36,748.00	\$36,748.00	\$36,748.00	\$36,748.00	\$36,748.00	\$0.00
	M2HVE-2017-13-02-00	Town of Cornelius	\$41,001.00	\$17,572.00	\$41,001.00	\$41,001.00	\$41,001.00	\$0.00
	M2HVE-2017-13-04-00	Guilford County SO-Task Force	\$47,652.00	\$142,955.00	\$47,652.00	\$47,652.00	\$47,652.00	\$0.00
	M2HVE-2017-13-06-00	Brunswick County SO	\$57,529.00	\$57,529.00	\$57,529.00	\$57,529.00	\$57,529.00	\$0.00
	405b Low HVE Total		\$182,930.00	\$254,804.00	\$182,930.00	\$182,930.00	\$182,930.00	\$0.00
405b Low Community CPS Services								
	M2CPS-2017-13-01-00	NC DOI-Safe Kids NC	\$298,210.00	\$373,304.00	\$298,210.00	\$298,210.00	\$0.00	\$0.00
	405b Low Community CPS Services Total		\$298,210.00	\$373,304.00	\$298,210.00	\$298,210.00	\$0.00	\$0.00
	MAP 21 405b OP Low Total		\$481,140.00	\$628,108.00	\$481,140.00	\$481,140.00	\$182,930.00	\$0.00
MAP 21 405c Data Program								
	M3DA-2017-00-00-00	NC SHP - State Match	\$0.00	\$225,000.00	\$0.00	\$0.00	\$0.00	\$0.00
	M3DA-2017-14-01-00	NC Judicial-Printers	\$286,187.00	\$0.00	\$286,187.00	\$286,187.00	\$0.00	\$0.00
	M3DA-2017-14-02-00	NC Judicial-eCitation	\$512,900.00	\$135,000.00	\$512,900.00	\$512,900.00	\$0.00	\$0.00
	M3DA-2017-14-03-00	NCSU-Vision Zero	\$323,171.00	\$0.00	\$323,171.00	\$323,171.00	\$0.00	\$58,401.18
	M3DA-2017-14-04-00	UNC Chapel Hill Hospital-IPRC	\$208,055.00	\$0.00	\$208,055.00	\$208,055.00	\$0.00	\$18,259.61
	405c Data Program Total		\$1,330,313.00	\$360,000.00	\$1,330,313.00	\$1,330,313.00	\$0.00	\$0.00
	MAP 21 405c Data Program Total		\$1,330,313.00	\$360,000.00	\$1,330,313.00	\$1,330,313.00	\$0.00	\$76,660.79
MAP 21 405d Impaired Driving Mid								
	M5HVE-2017-15-01-00	City of Charlotte-Meck PD	\$144,038.00	\$116,481.00	\$144,038.00	\$144,038.00	\$144,038.00	\$0.00
	M5HVE-2017-15-02-00	City of Wilson PD	\$36,748.00	\$36,748.00	\$36,748.00	\$36,748.00	\$36,748.00	\$0.00
	M5HVE-2017-15-03-00	Town of Garner PD	\$32,521.00	\$32,522.00	\$32,521.00	\$32,521.00	\$32,521.00	\$0.00
	M5HVE-2017-15-04-00	Guilford County SO-Educator	\$48,094.00	\$10,306.00	\$48,094.00	\$48,094.00	\$48,094.00	\$0.00
	M5HVE-2017-15-05-00	Wake County SO-Task Force	\$74,835.00	\$79,417.00	\$74,835.00	\$74,835.00	\$74,835.00	\$0.00
	M5HVE-2017-15-06-00	City of Raleigh PD	\$179,663.00	\$179,664.00	\$179,663.00	\$179,663.00	\$179,663.00	\$0.00
	M5HVE-2017-15-07-00	City of Winston Salem PD	\$112,576.00	\$337,728.00	\$112,576.00	\$112,576.00	\$112,576.00	\$0.00
	M5HVE-2017-15-08-00	Town of Cornelius	\$41,001.00	\$17,572.00	\$41,001.00	\$41,001.00	\$41,001.00	\$0.00
	M5HVE-2017-15-09-00	Town of Kernersville PD	\$48,430.00	\$8,547.00	\$48,430.00	\$48,430.00	\$48,430.00	\$0.00
	M5HVE-2017-15-10-00	Guilford County SO-Task Force	\$47,651.00	\$142,955.00	\$47,651.00	\$47,651.00	\$47,651.00	\$0.00

Final Cost Summary

Date: 12/29/2017

Page 4

M5HVE-2017-15-11-00	City of Asheville PD-Task Force	\$73,811.00	\$73,811.00	\$73,811.00	\$73,811.00	\$73,811.00	\$.
M5HVE-2017-15-12-00	Wayne County SO	\$192,400.00	\$33,953.00	\$192,400.00	\$192,400.00	\$192,400.00	\$.
M5HVE-2017-15-13-00	Brunswick County SO	\$76,838.00	\$76,838.00	\$76,838.00	\$76,838.00	\$76,838.00	\$.
M5HVE-2017-15-14-00	Union County SO	\$34,263.00	\$27,893.00	\$34,263.00	\$34,263.00	\$34,263.00	\$.
M5HVE-2017-15-15-00	NC Dept of Public Safety-Robeson	\$92,431.00	\$.	\$92,431.00	\$92,431.00	\$.	\$.
M5HVE-2017-15-16-00	NC Dept of Public Safety-Cumberland	\$75,606.00	\$.	\$75,606.00	\$75,606.00	\$.	\$.
M5HVE-2017-15-17-00	NC Dept of Public Safety-ID Overtime	\$77,169.00	\$.	\$77,169.00	\$77,169.00	\$.	\$.
405d Mid HVE Total		\$1,388,075.00	\$1,174,435.00	\$1,388,075.00	\$1,388,075.00	\$1,142,869.00	\$.
405d Mid Court Support							
M5CS-2017-15-01-00	Cumberland County-Treatment Court	\$72,485.00	\$.	\$72,485.00	\$72,485.00	\$.	\$.
M5CS-2017-15-02-00	NC Judicial-Buncombe County	\$52,214.00	\$.	\$52,214.00	\$52,214.00	\$.	\$.
M5CS-2017-15-03-00	Buncombe County-Treatment Court	\$101,385.00	\$.	\$101,385.00	\$101,385.00	\$.	\$.
M5CS-2017-15-04-00	NC Judicial-Conference of DA's	\$232,447.00	\$.	\$232,447.00	\$232,447.00	\$.	\$.
405d Mid Court Support Total		\$458,531.00	\$.	\$458,531.00	\$458,531.00	\$.	\$.
405d Mid BAC Testing/Reporting							
M5BAC-2017-15-01-00	City of Wilmington PD	\$150,597.00	\$.	\$150,597.00	\$150,597.00	\$.	\$.
M5BAC-2017-15-02-00	Wake-Raleigh CCBI	\$154,894.00	\$66,383.00	\$154,894.00	\$154,894.00	\$.	\$.
M5BAC-2017-15-03-00	Pitt County-Blood Lab	\$44,622.00	\$44,622.00	\$44,622.00	\$44,622.00	\$.	\$.
M5BAC-2017-15-05-00	NC DHHS-FTA-Science	\$141,756.00	\$.	\$141,756.00	\$141,756.00	\$.	\$.
405d Mid BAC Testing/Reporting Total		\$491,869.00	\$111,005.00	\$491,869.00	\$491,869.00	\$.	\$.
405d Mid Training							
M5TR-2017-15-01-00	NC DHHS-FTA-SFST	\$94,550.00	\$.	\$94,550.00	\$94,550.00	\$.	\$.
M5TR-2017-15-02-00	NC DHHS-FTA-DRE	\$190,834.00	\$.	\$190,834.00	\$190,834.00	\$.	\$.
M5TR-2017-15-03-00	NC DMV Hearings	\$17,960.00	\$.	\$17,960.00	\$17,960.00	\$.	\$.
405d Mid Training Total		\$303,344.00	\$.	\$303,344.00	\$303,344.00	\$.	\$.
405d Impaired Driving Mid							
M5X-2017-15-01-00	MADD North Carolina	\$37,267.00	\$.	\$37,267.00	\$37,267.00	\$.	\$.
M5X-2017-15-02-00	GHSP ID Team Support	\$9,448.00	\$.	\$9,448.00	\$9,448.00	\$.	\$.
M5X-2017-15-03-00	NC Public Safety-ABC Commission	\$48,581.00	\$.	\$48,581.00	\$48,581.00	\$.	\$.
405d Impaired Driving Mid Total		\$95,296.00	\$.	\$95,296.00	\$95,296.00	\$.	\$.
MAP 21 405d Impaired Driving Mid Total		\$2,737,115.00	\$1,285,440.00	\$2,737,115.00	\$2,737,115.00	\$1,142,869.00	\$.
MAP 21 405f Motorcycle Programs							
M9MT-2017-16-01-00	Guilford County SO-Bikesafe	\$1,597.00	\$.	\$1,597.00	\$1,597.00	\$1,597.00	\$.
M9MT-2017-16-02-00	City of Hendersonville PD	\$2,606.00	\$.	\$2,606.00	\$2,606.00	\$2,606.00	\$.
M9MT-2017-16-03-00	UNC HSRC	\$165,156.00	\$.	\$165,156.00	\$165,156.00	\$.	\$ 15,014.19
M9MT-2017-16-04-00	City of New Bern PD	\$4,052.00	\$.	\$4,052.00	\$4,052.00	\$4,052.00	\$.
M9MT-2017-16-05-00	City of Jacksonville	\$1,666.00	\$.	\$1,666.00	\$1,666.00	\$1,666.00	\$.
405f Motorcyclist Training Total		\$175,077.00	\$.	\$175,077.00	\$175,077.00	\$9,921.00	\$ 15,014.19
405f Motorcycle Programs							
M9X-2017-00-00-00	NC SHP - State Match	\$.	\$50,000.00	\$.	\$.	\$.	\$.
405f Motorcycle Programs Total		\$.	\$50,000.00	\$.	\$.	\$.	\$.
MAP 21 405f Motorcycle Programs Total		\$175,077.00	\$50,000.00	\$175,077.00	\$175,077.00	\$9,921.00	\$.
NHTSA Total		\$14,714,853.00	\$4,095,094.00	\$14,714,853.00	\$14,714,853.00	\$5,112,076.00	\$ 197,644.32
Total		\$14,714,853.00	\$4,095,094.00	\$14,714,853.00	\$14,714,853.00	\$5,112,076.00	\$ 197,644.32