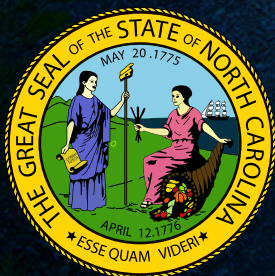


NORTH CAROLINA

Governor's Highway Safety Program

Highway Safety Plan

FY2021



Governor Roy Cooper
State of North Carolina

Secretary J. Eric Boyette
North Carolina Department of Transportation

Director Mark Ezzell
Governor's Highway Safety Program



STATE OF NORTH CAROLINA
DEPARTMENT OF TRANSPORTATION

ROY COOPER
GOVERNOR

ERIC BOYETTE
SECRETARY

June 30, 2020

Stephanie Hancock, Regional Administrator
National Highway Traffic Safety Administration
George H. Fallon Federal Building
31 Hopkins Plaza
Room 902
Baltimore, MD 21201-2825

Dear Ms. Hancock:

Enclosed you will find North Carolina's FY 2021 Highway Safety Plan (HSP) and Section 405 Applications for your review and consideration.

The HSP outlines specific expenditures of funds for FY 2021 and includes brief descriptions of project contracts that the Governor's Highway Safety Program intends to fund. The project contracts included in the Plan were selected for funding based on the probability that each would provide a positive impact on the goals outlined in the HSP.

We are submitting additional applications outlining how North Carolina qualifies for funding under Sections 405b Occupant Protection, 405c State Traffic Safety Information System Improvements, 405d Impaired Driving Countermeasures, 405f Motorcycle Safety, and 405h Nonmotorized Safety.

Included in the Plan are the necessary certifications and the listing of all equipment and software/information technology systems with a per item cost of \$5,000 or more for your review.

North Carolina anticipates a favorable review of all sections applied for in the Highway Safety Plan and Section 405 applications. If there are any questions or clarifications needed, please contact me at 919-814-3650.

Sincerely,

A handwritten signature in dark ink, appearing to read "Mark Ezzell".

Mark Ezzell
Director

Table of Contents

Table of Contents	i
Executive Summary.....	1
Highway Safety Planning Process	3
Data Sources and Processes	3
Traffic Crash Data	3
Enforcement and Adjudication Data.....	3
Census Data.....	3
Seat Belt Use Observational Survey	4
Target Setting Process.....	4
Process Participants.....	5
Description of Highway Safety Problems	5
Methods for Project Selection.....	8
List of Information and Data Sources	9
Description of Outcomes – SHSP and HSIP Coordination.....	9
Performance Report	11
C-1) Number of traffic fatalities (FARS)	12
C-2) Number of serious injuries in traffic crashes (State crash data files)	13
C-3) Fatalities/VMT (FARS/FHWA).....	14
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS).....	15
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).....	16
C-6) Number of speeding-related fatalities (FARS)	17
C-7) Number of motorcyclist fatalities (FARS).....	18
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	19
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS).....	20
C-10) Number of pedestrian fatalities (FARS)	21
C-11) Number of bicyclist fatalities (FARS).....	22
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey).....	23
Number of drivers age 65 or older involved in fatal crashes (FARS).....	24
Summary.....	25
National Comparisons	27
County Comparisons.....	28
Performance Plan.....	31



Table of Contents

C-1) Number of traffic fatalities (FARS)	32
C-2) Number of serious injuries in traffic crashes (State crash data files)	32
C-3) Fatalities/VMT (FARS/FHWA).....	32
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS).....	33
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).....	33
C-6) Number of speeding-related fatalities (FARS)	34
C-7) Number of motorcyclist fatalities (FARS).....	34
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	34
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS).....	35
C-10) Number of pedestrian fatalities (FARS)	35
C-11) Number of bicyclist fatalities (FARS).....	35
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey).....	36
Number of core traffic records databases improved (timeliness)	36
Number of core traffic records databases improved (accessibility).....	36
Number of core traffic records databases improved (integration).....	37
Number of drivers age 65 or older involved in fatal crashes (FARS).....	37
Grant Program Activity Reporting.....	38
Planning and Administration	39
FY2021 Planning and Administration Projects	40
Impaired Driving (Drugs and Alcohol).....	42
Alcohol-impaired Driving: Crashes, Deaths and Injuries	42
Drugged Driving: Crashes, Deaths and Injuries	48
Enforcement Activities for Alcohol- and Drug-Impaired Driving.....	51
Summary.....	52
Countermeasures and Funding Priorities.....	53
Media Plan.....	55
FY2021 Alcohol- and Drug-Impaired Driving Projects	55
Occupant Protection (Adult & CPS)	62
Passenger Vehicle Driver and Occupant Deaths and Injuries.....	62
Behaviors	67
Statewide Campaigns/Programs	69
Enforcement Activities	69
Child Passenger Safety Programs	71
Summary.....	76



Table of Contents

Countermeasures & Funding Priorities	76
Media Plan	77
FY2021 Occupant Protection Projects	78
Police Traffic Services.....	81
Crashes, Deaths and Injuries	81
Enforcement Activities	85
Summary.....	86
Countermeasures and Funding Priorities	86
Media Plan.....	87
FY2021 Police Traffic Services Projects	87
Young Drivers.....	95
Crashes, Deaths and Injuries	95
Summary.....	100
Countermeasures and Funding Priorities	100
Media Plan.....	100
FY2021 Young Driver Projects	100
Motorcycle Safety.....	102
Crashes, Deaths and Injuries	102
Summary.....	107
Countermeasures and Funding Priorities	107
Media Plan.....	108
FY2021 Motorcycle Safety Projects.....	108
Traffic Records	111
North Carolina Traffic Records Coordinating Committee (TRCC).....	111
North Carolina Traffic Records Assessment	112
Crash Recommendations	112
Vehicle Recommendations.....	112
Driver Recommendations.....	112
Roadway Recommendations.....	112
Citation/Adjudication Recommendations.....	112
EMS / Injury Surveillance Recommendations	113
North Carolina Traffic Safety Information Systems Strategic Plan.....	113
Other Efforts	113
FY2021 Traffic Records Projects	113
Non-motorized (Pedestrians & Bicyclists).....	116



Table of Contents

Pedestrians	116
Evidence Considered	116
Pedestrian Safety Summary	119
Bicyclists.....	120
Evidence Considered	120
Bicyclist Safety Summary	122
Countermeasures and Funding Priorities	122
Media Plan	123
FY2021 Non-Motorized (Pedestrian and Bicycle) Projects.....	123
Older Drivers	125
Evidence Considered	125
Older Driver Summary	129
Countermeasures and Funding Priorities	129
Media Plan	129
FY2021 Older Drivers Projects	129
School Bus Safety	131
School Bus Safety Countermeasures and Funding Priorities.....	132
Media Plan	132
FY2021 School Bus Safety Projects	132
Communications (Media).....	133
FY2021 Communications (Media) Projects	134
Evidence-based traffic safety enforcement program (TSEP)	136
Data-driven Problem Identification	136
Selection of Evidence-based Countermeasures	136
Continuous Monitoring	136
High Visibility Enforcement Strategies.....	138
Impaired Driving	138
Occupant Protection.....	139
Speeding	139
Equipment and Software/IT Requests of \$5,000 or More.....	141
Cost Summary	147



Executive Summary

According to the Highway Safety Act of 1966, each state shall have a highway safety program approved by the U.S. Secretary of Transportation designed to reduce traffic crashes and the resulting deaths, injuries and property damage. In order to secure funding, each state must submit a Highway Safety Plan (HSP) to the National Highway Traffic Safety Administration (NHTSA). The HSP must identify highway safety problems, establish performance measures and targets, and describe the state's countermeasure strategies and projects to achieve its performance targets. The FY2021 HSP serves as North Carolina's application for federal funds available under the highway safety grant program (Section 402) and the National Priority Safety Program (Section 405), as specified in the Fixing America's Surface Transportation (FAST) Act.

The North Carolina Governor's Highway Safety Program (GHSP) conducts an extensive problem identification process to develop the most effective and efficient plan for the distribution of federal funds. To develop this HSP, a number of data sources were examined including FARS data, North Carolina crash data, enforcement and adjudication data, census data, and seat belt use observational surveys. Problem identification is vital to the success of our highway safety program and ensures the initiatives implemented address the crash, fatality and injury problems within the state. The process also provides appropriate criteria for the designation of funding priorities and provides a benchmark for administration and evaluation of the HSP.

This HSP includes targets for each of the 11 core outcome and one behavioral traffic safety indicators outlined by NHTSA and the Governor's Highway Safety Association (GHSA). Many factors were considered when setting performance targets for FY2021 including trends from the previous 10 years, ceiling/floor effects, external forces (e.g., economic factors, gasoline prices), and the effectiveness of available countermeasures. The overall objective was to set performance targets that were challenging but obtainable. The ultimate goal is zero deaths in North Carolina from motor vehicle crashes.

To meet North Carolina's targets, GHSP focuses on strategies that have been proven effective. GHSP uses the 9th Edition of NHTSA's *Countermeasures that Work* (CMTW), a document designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas. During FY2021, GHSP will fund a variety of programs, projects and activities with federal transportation funds, all of which are intended to advance the traffic safety targets set forth in this Highway Safety Plan. GHSP has identified the following areas as top priorities for program funding for FY2021:

- Alcohol-Impaired Driving (accounting for 421 fatalities in 2018);
- Occupant Protection (393 unrestrained fatalities);
- Speeding and Police Traffic Services (327 fatalities);
- Young Drivers (157 fatal crashes);
- Motorcyclists (191 fatalities);
- Pedestrians (225 fatalities);
- Older drivers (309 fatal crashes); and
- Traffic Records.



Executive Summary

This document describes the organizational structure of GHSP, the problem identification process employed to determine the priority areas and accompanying targets for FY2021, and the process to select sub-grantees for FY2021. It also includes the performance measures and targets for the core outcome and behavior measures as required by NHTSA and GHSA. In accordance with FAST Act requirements, the targets of the FY2021 GHSP Highway Safety Plan match the overall targets in the Highway Safety Improvement Program and are also aligned with the goals of the North Carolina Strategic Highway Safety Plan, which was most recently revised and released in 2019. Finally, the HSP includes the required Certifications and Assurances and Cost Summary. The University of North Carolina Highway Safety Research Center (HSRC) assisted in the preparation of this Highway Safety Plan.



Highway Safety Planning Process

Data Sources and Processes

GHSP examines several data sources to provide the most complete picture of the major traffic safety problems in North Carolina. The sources of information that informed our problem identification process for FY2021 are described below.

Traffic Crash Data

North Carolina has a centralized source for all traffic data. This data is collected from the Division of Motor Vehicles (DMV) as well as from other NCDOT staff members throughout the state. This data is channeled to the State Traffic Safety Engineer within NCDOT and is readily available to GHSP and, on a more limited basis, the public. In addition to crash data, GHSP has access to North Carolina licensure data (state-wide and by county), registered vehicle data (state-wide and by county), and vehicle miles traveled (VMT) data.

The National Highway Traffic Safety Administration's Fatality Analysis Reporting System (FARS) is the primary tool for identifying our state's ongoing concerns and tracking progress on the performance measures established by NHTSA and GHSA. GHSP compares current year FARS data with FARS data from the previous 5-10 years. The FY2021 Highway Safety Plan includes FARS data through 2018—the most recent year available at the time this HSP was prepared.

Crash data are critical for evaluating the effectiveness of highway safety initiatives and establishing targets for future years. For each problem area, the following variables were examined as part of the problem identification process: crash severity (fatal, serious injury, or property damage only), driver demographics (age, gender, etc.), time of day of the crash, vehicle type, and whether the crash occurred on an urban or rural road. GHSP also examined crash data for each of North Carolina's 100 counties. Counties were ranked based on their relative contributions to specific traffic safety problems in North Carolina, such as alcohol-impaired driving, seat belt non-use and speeding.

Enforcement and Adjudication Data

GHSP conducts highway safety campaigns throughout the year. Law enforcement agencies are asked to report their citation totals from activities conducted during each campaign week. The GHSP Yearly Planning Calendar lists dates for all GHSP campaigns and reporting deadlines. Law enforcement agencies are also asked to report their year-round traffic safety activities, such as seat belt enforcement initiatives, DWI checking stations and saturation patrols. These special enforcement data reports for GHSP campaigns and events are submitted to GHSP through an online reporting system.

The North Carolina Administrative Office of the Courts (AOC) has a centralized database of court interactions, which enables GHSP to obtain accurate and up-to-date data on citations, including the status and disposition of cases.

Census Data

The State Demographics branch of the North Carolina Office of State Budget and Management (OSBM) produces annual population estimates and projections of the population of North Carolina's counties and municipalities that are used in the distribution of state shared revenues to local governments.



County population projections, available by age, race and gender, are used for long-range planning on the county level for traffic safety problems in the state.

Seat Belt Use Observational Survey

North Carolina's annual seat belt use survey is conducted each year in June. The last survey for which data is available was conducted in June 2019 at 120 sites in 15 counties across the state. **(The Observational Survey for 2020 will be conducted in October 2020.)** For all sites, trained observers recorded information from stopped or nearly stopped vehicles. Data were collected during rush hours (weekdays 7–9 a.m. or 3:30–6 p.m.), non-rush hours (weekdays 9 a.m.–3:30 p.m.), and on weekends (Saturday or Sunday 7 a.m.–6 p.m.). Data from the annual seat belt use survey is used to track how belt use has changed over time and to identify high-risk populations for seat belt non-use.

In summary, GHSP works in collaboration with a team of partner agencies and uses a variety of data sources to identify specific traffic safety problems facing North Carolina. This data is used to create specific targets addressing each problem area. The target setting process is described below.

Target Setting Process

Many factors were considered when setting performance targets for FY2021. The objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes in North Carolina. The target setting process considered:

- Trends in crashes and fatalities: As mentioned above, trends in crashes and fatalities in North Carolina were examined for the previous 5-10 years. These trends were used to project crashes and fatalities in future years.
- Ceiling/floor effects: As crashes or fatalities become rarer, progress becomes increasingly difficult to achieve. For example, approximately 15 unhelmeted motorcyclists are killed each year in crashes in North Carolina, representing less than 10 percent of all motorcyclist fatalities. It would be difficult to improve upon this very low rate. Rather than spend funds to reduce unhelmeted fatalities even further, resources might be better spent on other problem areas where greater progress is achievable.
- The effect of external forces: Traffic crashes and fatalities may be affected by economic factors, gasoline prices, population changes and health crises, as well as geographic, topographic and roadway system factors. These external forces may be beyond the direct control of safety advocates, but still deserve consideration. For example, North Carolina's population has steadily increased during the past decade. The larger population—along with the resulting increase in licensed drivers and registered vehicles—elevates the potential for crashes and fatalities to occur. Other factors such as a growing economy may further boost this effect. To the extent possible, we considered the potential effect of these external forces in setting targets.
- Effectiveness of known countermeasures: GHSP also considers whether there are known effective approaches that address a specific problem area. For instance, high-visibility sobriety checkpoints are a proven countermeasure to deter alcohol-impaired driving and to reduce alcohol-related crashes/fatalities. Hence, we set challenging but achievable targets for this problem area. Graduated driver licensing (GDL) is the only proven countermeasure for improving the safety of young drivers. Achieving further reductions in young driver crashes may be challenging given North Carolina's excellent GDL system and the lack of other proven measures. The targets for reducing young driver crashes are therefore somewhat less ambitious



than other areas where there are more proven countermeasures for reducing crashes and fatalities.

The FY2021 Highway Safety Plan targets were established after considering the above factors.

Process Participants

As part of the problem identification process, GHSP collaborates with many organizations including the Division of Motor Vehicles (DMV), the NC DOT Traffic Safety Systems Management Unit, the North Carolina State University Institute for Transportation Research and Education (ITRE), the NC Administrative Office of the Courts (AOC), and the University of North Carolina Highway Safety Research Center (HSRC). The information provided by these agencies is supplemented by data from other state and local agencies. GHSP also received input from our task forces (impaired driving and occupant protection), the Traffic Safety Coordinating Committee, and the NC Executive Committee for Highway Safety. Federal mandates and the nine national priority program emphasis areas also influence problem identification.

Description of Highway Safety Problems

North Carolina is in the southeastern United States and borders four states: Virginia, Tennessee, Georgia and South Carolina. In terms of land area, North Carolina is the 28th largest state with 53,819 square miles. North Carolina has the second largest state highway system in the country. The transportation system includes 106,522 miles of roadway, 1,272 miles of interstate highways and 65,530 miles of rural roads. According to the Federal Highway Administration (FHWA), North Carolina had 7,509,231 licensed drivers in 2018, an increase of 15 percent from 2010. Eighty-six percent of the driving-age population in the state is licensed. FHWA records indicate a total of 8,210,213 registered vehicles in 2018, of which 3,346,226 were privately owned automobiles and 188,185 were privately owned motorcycles.

North Carolina's population officially passed the 10 million mark in 2015. According to the U.S. Census Bureau, North Carolina's population was an estimated 10,488,084 people in 2019, making it the ninth largest state in the U.S. North Carolina is growing rapidly—the state's population has increased 10.9 percent since 2010 and 35 percent since 2000. According to U.S. Census estimates for 2019, the median age in North Carolina is 38.9 years, an increase of 1.5 years since 2010. Sixteen percent of the state's population is age 65 or older; 22 percent is under age 18. The population is predominantly white (71 percent) and Black/African American (22 percent). Ten percent is Latino. The median household income in North Carolina is \$52,413.

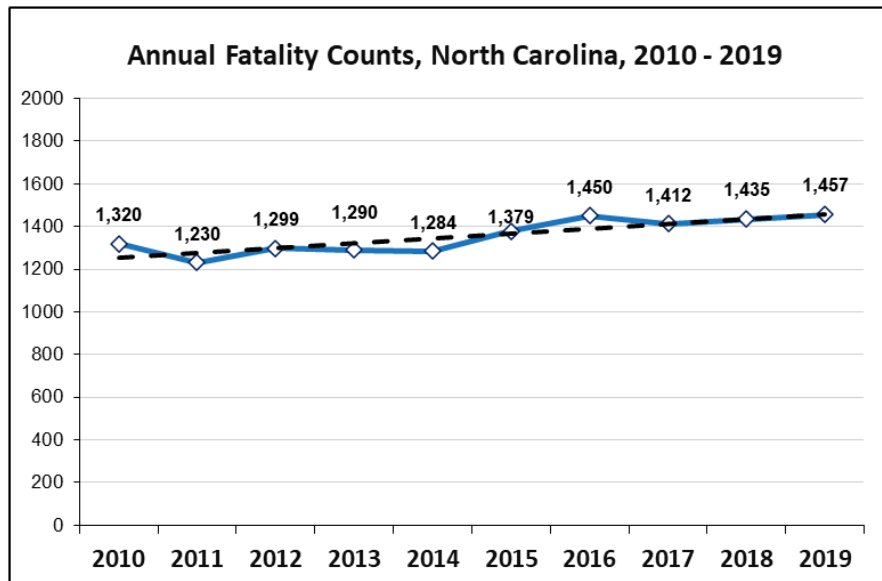
North Carolina has 100 counties. Two-thirds (68) have experienced population growth since 2010, and 10 were among the 100 fastest-growing counties in the nation. Almost 40 percent of the state's growth since 2010 has occurred in two counties: Mecklenburg (home of Charlotte) and Wake (home of Raleigh). Meanwhile, 32 of North Carolina's 100 counties have experienced population decline since 2010 including Hyde (-10.8%), Washington (-8.1 percent), Bertie (-7.6 percent), Edgecombe (-7.1 percent), Northampton (-6.8%), Anson (-5.8 percent), Martin (-5.5 percent), Lenoir (-5.2%), Halifax (-6.0 percent), Warren (-4.6%), and Chowan (-4.2%). Many of these counties are in the northeastern part of the state.

Similar to national trends, traffic fatalities rose in North Carolina during 2018. There were 1,435 fatalities resulting from motor vehicle crashes in 2018, a 1.6 percent increase from the 1,412 fatalities in 2017.



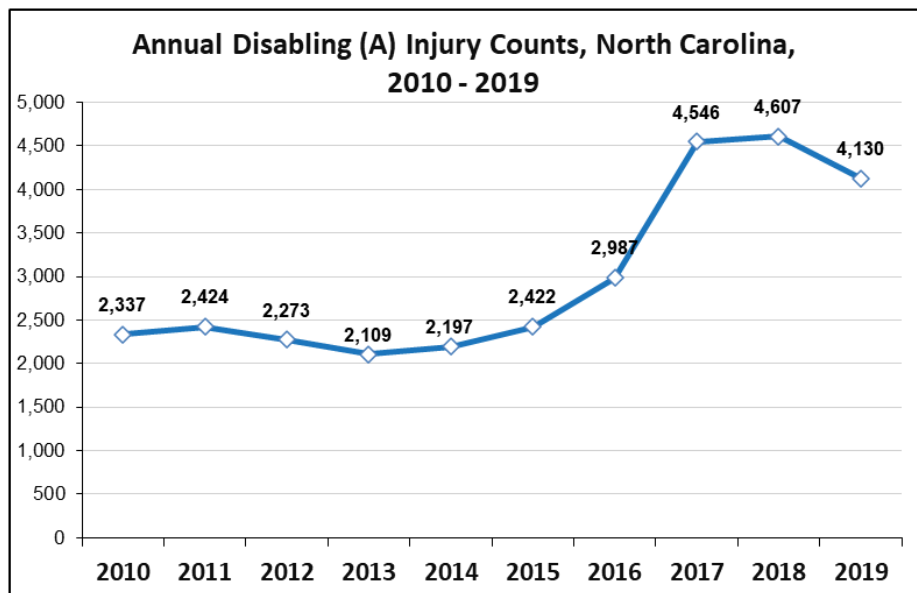
Highway Safety Planning Process

According to North Carolina crash data, traffic fatalities rose again during 2019 to 1,457 fatalities. (FARS data are not yet available for 2019.) The long-term (10 year) trend suggests a gradual increase in traffic fatalities in North Carolina, as shown in the figure below.



Source: FARS, 2010–2018 and NCDOT Motor Vehicle Crash Data, 2019

The number of disabling (A) injuries decreased last year in North Carolina. During 2019, there were 4,130 disabling injuries, down 10.4 percent from the 4,607 injuries in 2018. Note that North Carolina changed the definition of disabling (A) injuries during the last quarter of 2016. A substantial portion of the increase in fatalities observed between 2015 and 2017 can be attributed to the new definition.



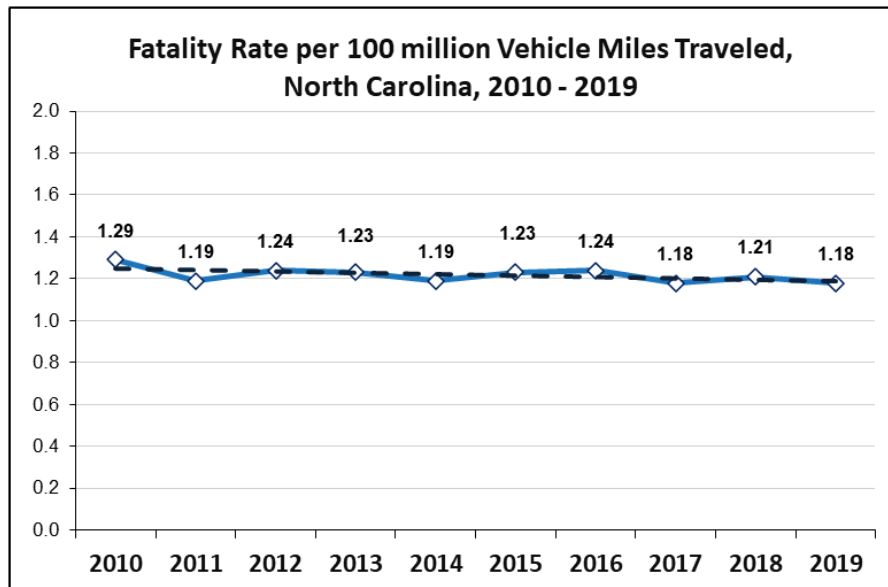
Source: NCDOT Motor Vehicle Crash Data, 2010–2019

Note: Some of the 2016 and 2017 increase is due to a change in the disabling-injury definition during the last three months of 2016.



Highway Safety Planning Process

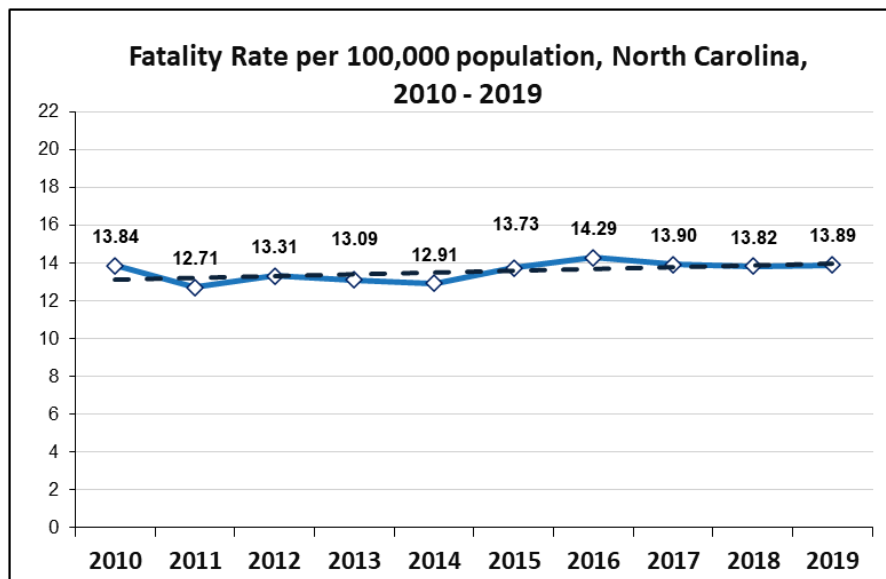
The fatality rate per vehicle mile traveled (VMT) decreased slightly in 2019. There were 1.18 fatalities per 100 million VMT during 2019, compared to 1.21 in 2018. Unlike total fatalities, the long-term trend suggests a gradual decrease in fatalities per VMT, as shown in the figure below.



Source: FARS, 2010–2018 and NCDOT Motor Vehicle Crash Data, 2019

Note: The fatality rate for 2017 and 2018 is based on VMT data provided by NCDOT.

As mentioned earlier, North Carolina’s population has grown considerably during the last decade. Consequently, it is important to consider fatality rates per capita. The figure below shows fatality rates per 100,000 population in North Carolina from 2010 through 2019. During 2019, the per capita fatality rate increased slightly from 13.82 to 13.89. The long-term trend suggests a slow rise in fatalities per capita.



Source: FARS, 2010–2018, NCDOT Motor Vehicle Crash Data, 2019, and U.S. Census Bureau



Methods for Project Selection

Each year, GHSP funds projects to reduce crashes, injuries and fatalities in North Carolina. Nonprofits, local government, law enforcement agencies, safety programmers and other groups submit applications through a web-based application system. This system is integrated with NCDOT's Federal Aid, Grants and Financial System and allows users to view the status of an application and request changes to a contract at any time. This system allows GHSP staff to approve applications electronically and reduces paperwork. Proper authorization is necessary to access the system.

Some general guidelines about the GHSP highway safety grants program:

- All funding from GHSP must be for highway safety purposes only.
- All funding must be necessary and reasonable.
- All funding is based on the implementation of evidence-based strategies.
- All funding is performance-based. Substantial progress in reducing crashes, injuries and fatalities is required as a condition of continued funding.
- All funding is passed through from the federal government and is subject to both federal and state regulations.
- All funding is considered "seed money" to get programs started. In most cases, the grantee is expected to provide a portion of the project costs and is expected to continue the program after GHSP funding ends.
- Projects are only approved for one full or partial federal fiscal year at a time. However, multiyear projects are typically awarded funds for up to three consecutive years with a progressively higher cost share.
- Funding cannot be used to replace or supplant existing expenditures, nor can they be used to carry out the general operating expenses of the grantee.
- All funding is on a reimbursement basis. The grantee must pay for all expenses up front and then submit a reimbursement request to receive the funds.
- Also, law enforcement agencies must:
 - conduct a minimum of one daytime and one nighttime seat belt initiative per month and one impaired driving checkpoint per month; and
 - participate in all *Click It or Ticket* and *Booze It & Lose It* campaigns.

GHSP's in-house review team utilizes a data driven approach to select project applications for funding. GHSP Highway Safety Specialists (HSSs) conduct an initial project review based on the applicants' problem identification, goals and objectives, use of evidence-based strategies and activities, budget and past performance. Specialists also indicate whether the application is within the top 25 counties based on five-year average fatality data. GHSP then has a selection meeting that includes input from HSSs, the Director/GR, Assistant Director for Internal Programs, Planning, Programs and Evaluation Manager and Finance Officer, as well as other partners when appropriate.

When making final grant selections, GHSP relies heavily on the HSS initial project review, the summary documentation provided by the HSS, and the group selection review. Applications are reviewed individually to allow the entire review team and partners to critique each application, provide input and ask questions about each application. GHSP also solicits input from NHTSA, the Regional Law Enforcement Liaison (RLEL) network or other partners (when appropriate) as part of the decision-making process.



GHSP's review process includes a risk assessment of both the applicant agency and the proposed project. This information is captured on the HHS project review form. The risk assessment may include the applicant's past performance with previous grants (including claim and reporting timeliness and accuracy), previous participation in GHSP-sponsored campaigns and events, applicant's staff size, mission, monitoring results from other Federal agency awards, and any other incidental or anecdotal information that may provide an indication of project success or failure. For law enforcement applicants, GHSP also considers factors such as the agency's highway safety enforcement efforts for the three previous years. Prior to funding any project, GHSP reviews debarred lists and checks for known single audit findings that may indicate a high risk. If a funded project is deemed a higher than normal risk, GHSP will require enhanced reporting and/or monitoring to better track the project's progress.

Once GHSP and NHTSA approve a traffic safety project proposal, an agreement is electronically signed and returned to the applicant agency with an approval letter.

List of Information and Data Sources

Primary information and data sources for the Highway Safety Plan include the following:

- North Carolina Traffic Crash Data
- FARS data
- Citation activities reported by law enforcement agencies
- Census data
- North Carolina seat belt use observational survey
- NHTSA's Countermeasures that Work

See above for more details and descriptions of each data source.

Description of Outcomes – SHSP and HSIP Coordination

In accordance with Federal requirements, GHSP ensures that the overall targets of the North Carolina Highway Safety Plan match the overall targets in the Highway Safety Improvement Program and are aligned with the goals of the North Carolina Strategic Highway Safety Plan (SHSP). The SHSP was first developed in 2004 and most recently revised in 2019 by the North Carolina Executive Committee for Highway Safety, which includes stakeholders such as state, regional, local and tribal agencies, and other public and private partners.

North Carolina is a Vision Zero State—even one fatality is too many on our roadways. This plan's vision, mission and goals guide the development and implementation of strategies and actions to achieve Vision Zero. The working goal of the revised strategic plan is to cut fatalities and serious injuries in North Carolina in half by 2035, achieving zero in 2050.

The plan will achieve these goals by implementing strategies/actions in 11 safety emphasis areas:

- Alertness
- Emerging Issues and Data
- Intersections
- Lane Departure
- Occupant Protection
- Older Drivers



Highway Safety Planning Process

- Motorcyclists
- Pedestrians, Bicyclists, and Personal Mobility
- Speed
- Substance Impaired Driving
- Younger Drivers

Stakeholders selected these emphasis areas through a data-driven approach, noting that many crashes cut across multiple emphasis areas. These emphasis areas let safety professionals address crashes from multiple perspectives and focus on achieving the goals of the HSP.

As required, the targets for total fatalities, the fatality rate per 100 million VMT, and the total number of "disabling" (A) injuries of this FY2021 Highway Safety Plan submitted by GHSP match the overall targets in the Highway Safety Improvement Program and are aligned with the goals of the North Carolina Strategic Highway Safety Plan (SHSP). GHSP was a key player in the 2019 update to the SHSP, with Highway Safety Specialists and other GHSP staff serving on many working groups. This helped better align the targets and strategies of the HSP with the goals and strategies of the SHSP.

Certification: GHSP certifies that the State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.



Performance Report

This section describes North Carolina’s progress on the 12 performance measures identified by NHSTA/GHSP. Progress towards meeting the performance targets from the previous fiscal year’s HSP are shown in the table below. The sections that follow provide a program-area-level report for each performance target.

Progress Towards Meeting NC Performance Targets

Performance measure name	Progress
C-1) Number of traffic fatalities (FARS)	Not met
C-2) Number of serious injuries in traffic crashes (State crash data files)	Not met
C-3) Fatalities/VMT (FARS, FHWA)	Not met
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Not met
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Not met
C-6) Number of speeding-related fatalities (FARS)	Met
C-7) Number of motorcyclist fatalities (FARS)	Not met
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Met
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Not met
C-10) Number of pedestrian fatalities (FARS)	Not met
C-11) Number of bicyclist fatalities (FARS)	Not met
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Not met
Number of drivers age 65 or older involved in fatal crashes (FARS)	Not met

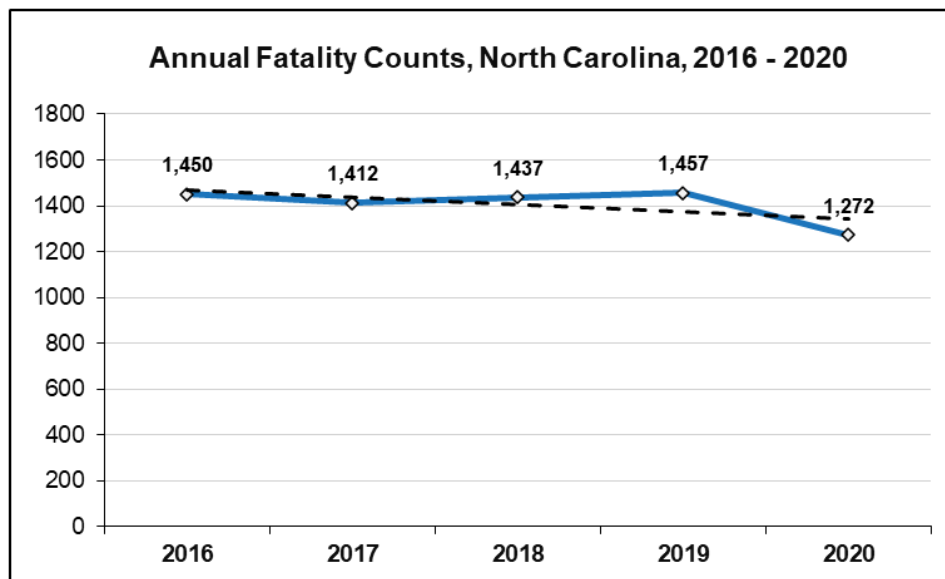


C-1) Number of traffic fatalities (FARS)

Target: Reduce traffic-related fatalities by 9.91 percent from the 2013–2017 average of 1,362.8 to the 2016–2020 average of 1,227.8 by December 31, 2020.

Outcome: **Target not met.** The 2016–2020 average number of traffic fatalities was 1,405.6, a 3.1 percent increase from the 2013–2017 average of 1,362.8.

Traffic fatalities rose somewhat in North Carolina during 2018 (the most recent year for which FARS data are available). Twenty-five (25) more fatalities occurred during 2018 than 2017, an increase of 1.8 percent. By comparison, traffic fatalities nationwide decreased 2.4 percent during 2018. NCDOT Motor Vehicle Crash Data show traffic fatalities in North Carolina increased 1.4 percent during 2019, but appear on pace to drop in 2020 (based on crash data through March).



Source: FARS, 2016–2018 and NCDOT Motor Vehicle Crash Data, 2019–2020. Note that fatalities in 2020 were extrapolated based on the 318 fatalities during the first three months of the year.

A number of factors likely contributed to not achieving the 2016–2020 target. The population of North Carolina has increased 10.9 percent since 2010. Moreover, the number of licensed drivers and the number of vehicle miles traveled (VMT) have grown by more than 15 percent. Hence, it is important to consider fatality *rates* in addition to the total *number* of fatalities.

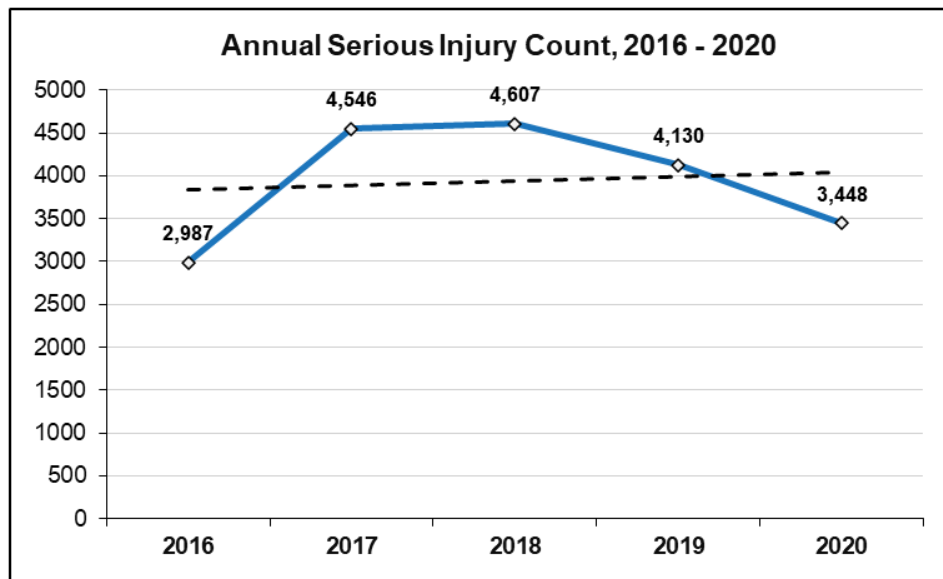
GHSP remains committed to further reducing traffic fatalities in our State. GHSP supports a variety of enforcement and educational efforts to decrease motor vehicle crashes and the resulting injuries and fatalities, as described in the Program Areas section of the Highway Safety Plan.

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

Target: Reduce the number of serious injuries by 13.81 percent from the 2013–2017 average of 2,852.2 to the 2016–2020 average of 2,812.8 by December 31, 2020.

Outcome: **Target not met.** The 2016–2020 average number of serious injuries was 3,943.6, a 38 percent increase from the 2013–2017 average of 2,852.2.

The number of serious (“disabling”) injuries has dropped in North Carolina each of the past two years. Almost 500 fewer serious injuries occurred during 2019 than 2018, a decrease of 10 percent. Initial data from 2020 suggest serious injuries are continuing to decline.



Source: NCDOT Motor Vehicle Crash Data, 2016–2020. Note that serious injuries in 2020 were extrapolated based on the 862 serious injuries during the first three months of the year.

NOTE: The definition of “serious injury” was changed during the last 3 months of 2016, likely contributing to the rise in reported injuries in 2017.

It is important to note that North Carolina changed the definition of “serious injury” during the last quarter of 2016. In all likelihood, this had a substantial impact on the rise in serious injuries recorded in 2017.

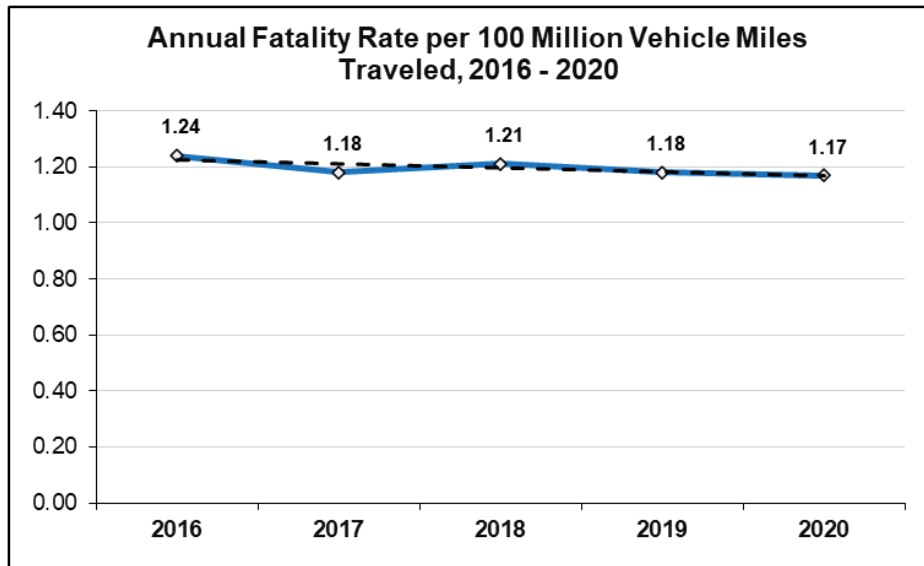


C-3) Fatalities/VMT (FARS/FHWA)

Target: Reduce the fatality rate per 100 million VMT by 10.71 percent from the 2013–2017 average of 1.214 to the 2016–2020 average of 1.084 by December 31, 2020.

Outcome: **Target not met.** The 2016–2020 average fatality rate per 100 million VMT was 1.196, a 1.5 percent decrease from the 2013–2017 average of 1.214.

North Carolina’s annual fatality rate per 100 million VMT is gradually declining. The fatality rate decreased during four of the past five years. Although total fatalities have increased in North Carolina, this was offset by a larger rise in VMT. The fatality rates for 2018–2019 are based on state estimates and may be adjusted once the final rate is published by NHTSA.



Source: FARS, 2016–2017 and NCDOT Motor Vehicle Crash Data, 2018–2019. Note that the 2020 fatality rate was estimated from the previous five-year trend (2015–2019).

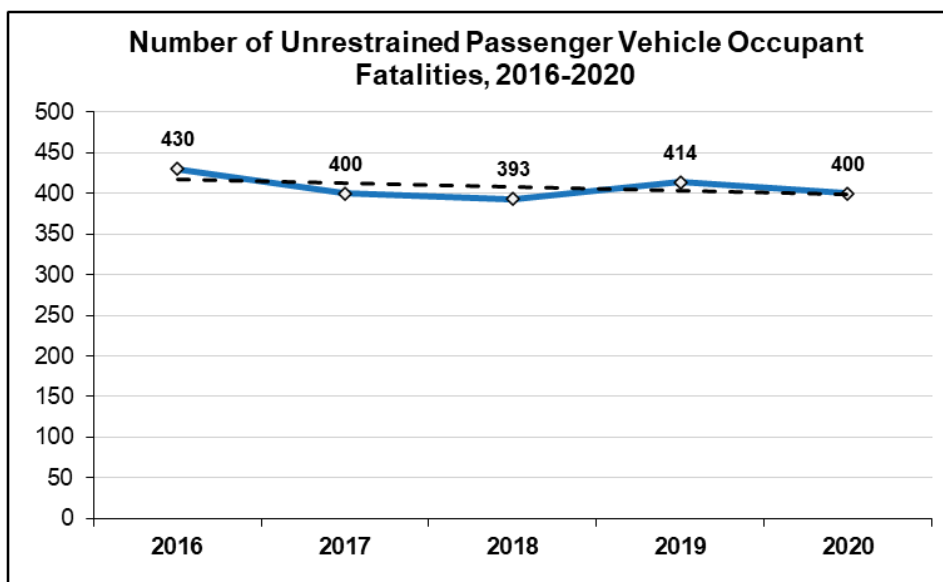


C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Target: Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 10 percent from the 2013–2017 average of 389 to the 2016–2020 average of 350 by December 31, 2020.

Outcome: **Target not met.** The 2016–2020 average number of unrestrained passenger vehicle occupant fatalities was 407, a 4.6 percent increase from the 2013–2017 average of 389.

Unrestrained passenger vehicle occupant fatalities have dropped four of the past five years in North Carolina. Unrestrained fatalities decreased by 1.8 percent during 2018 (the last year for which FARS data are available). After rising in 2019, unrestrained fatalities appear poised to drop again in 2020 (based on crash data through March). Overall, the long-term trend suggests a gradual decline in unrestrained fatalities in North Carolina.



Source: FARS, 2016–2018 and NCDOT Motor Vehicle Crash Data, 2019–2020. Note that unrestrained fatalities in 2020 were extrapolated based on the 100 unrestrained fatalities during the first three months of the year.

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.

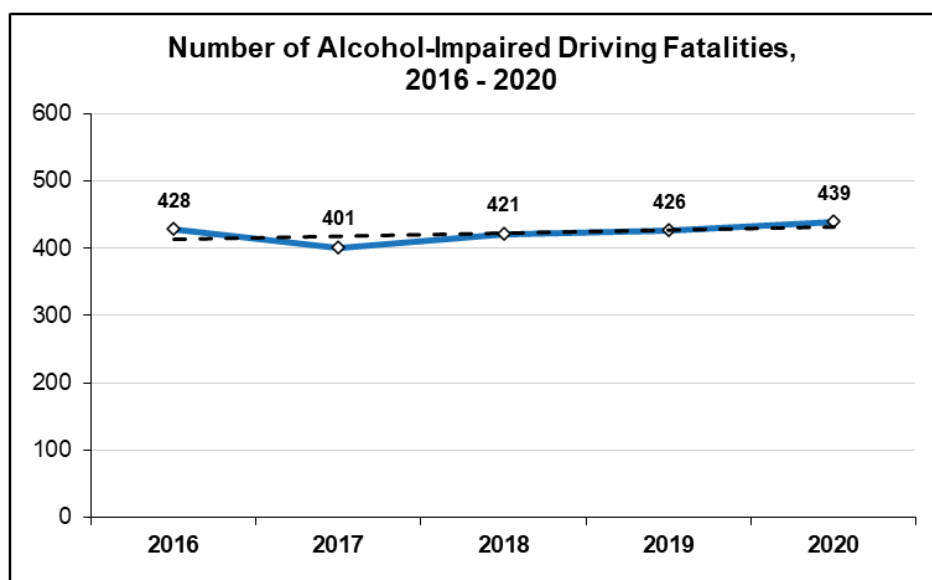


C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Target: Decrease alcohol impaired driving fatalities 10 percent from the 2013–2017 average of 390 to the 2016–2010 average of 351 by December 31, 2020.

Outcome: **Target not met.** The 2016–2020 average number of fatalities involving drivers with a BAC of .08 or above was 423, an 8.5 percent increase from the 2013–2017 average of 390.

Alcohol-impaired driving fatalities increased by 5 percent in 2018 (the most recent year for which FARS data are available). Moreover, the longer-term trend suggests a gradual rise in alcohol-impaired driving fatalities over the past 5 years. During 2018, 29 percent of all fatalities were alcohol related. This was unchanged from 2017.



Source: FARS, 2016–2018. Note that 2018 and 2019 fatalities were estimated from the previous five-year trend (2014–2018) using FARS. We were unable to use NCDOT Motor Vehicle Crash Data because FARS and NCDOT have different definitions for an alcohol-impaired driving crash.

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 Impaired Driving (Alcohol) and the Motorcycle Safety Program Areas for more details.

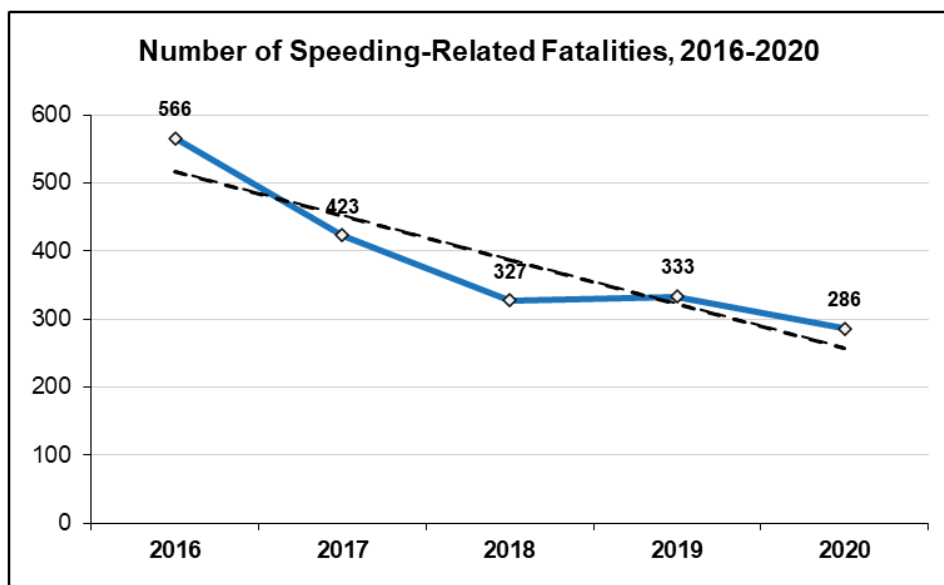


C-6) Number of speeding-related fatalities (FARS)

Target: Decrease speeding-related fatalities by 5 percent from the 2013–2017 average of 489 to the 2016–2020 average of 465 by December 31, 2020.

Outcome: **Target met.** The 2016–2020 average number of speeding-related fatalities was 387, a 21 percent decrease from the 2013–2017 average of 489.

There were 327 speed-related fatalities in North Carolina during 2018 (the most recent year for which FARS data are available). This was a decrease of 96 fatalities (23 percent) from the preceding year. Approximately one fourth of all fatalities in North Carolina during 2018 were speed related. Speeding is particularly common among drivers age 16-29, on weekends, among motorcyclists, and among drivers who have been drinking. The overall trend suggests a noticeable decline in speed-related fatalities over the past five years. North Carolina achieved its target for reducing speed-related fatalities.



Source: FARS, 2016–2018. Note that 2019 and 2020 fatalities were estimated from the previous five-year trend (2014–2018) using FARS. We were unable to use NCDOT Motor Vehicle Crash Data because FARS and NCDOT have different definitions for a speed-related crash.

GHSP continues to be committed to supporting proven countermeasures to further reduce the frequency of speed-related crashes and fatalities. See the Speed Management Program Area for more details.

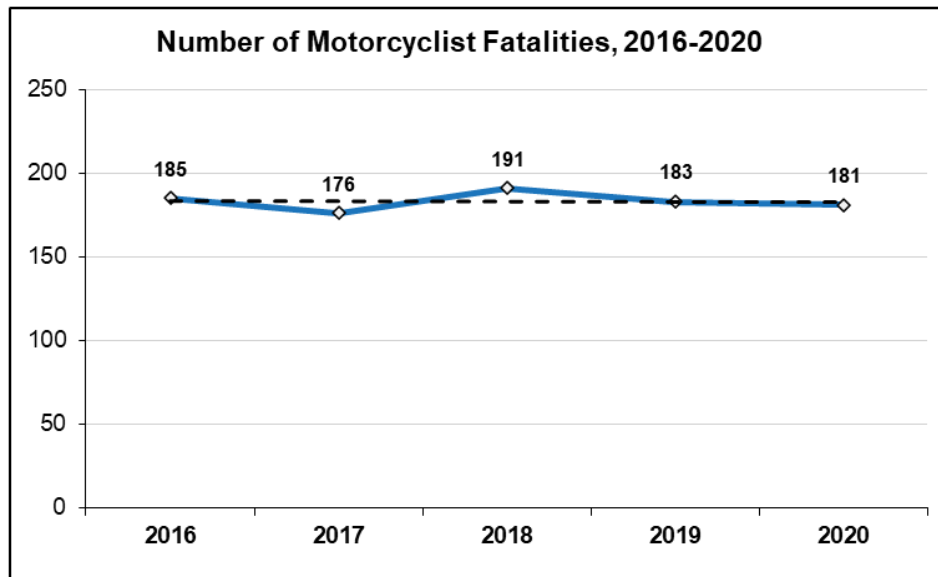


C-7) Number of motorcyclist fatalities (FARS)

Target: Decrease motorcyclist fatalities 5 percent from the 2013–2017 average of 186 to the 2015–2019 average of 177 by December 31, 2020.

Outcome: **Target not met.** The 2016–2020 average number of motorcyclist fatalities was 183, a 1.6 percent decrease from the 2013–2017 average of 186.

A total of 191 motorcyclists were killed in crashes in North Carolina during 2018 (the most recent year for which FARS data are available). This was an increase of 15 fatalities (9 percent) in comparison with 2017. Motorcyclists accounted for 13 percent of all traffic fatalities in 2018, up from just 6 percent of fatalities in 2000. The increase largely reflects 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 2018, riders age 41 and older accounted for approximately half of all motorcyclist fatalities.



Source: FARS, 2016–2018. Note that 2019 and 2020 fatalities were estimated from the previous five-year trend (2014–2018) using FARS. We were unable to use NCDOT Motor Vehicle Crash Data because FARS and NCDOT have different definitions for what constitutes a motorcycle.

GHSP strongly supports efforts to provide training to help motorcyclists become safe riders. See the Motorcycle Safety Program Area for more details.

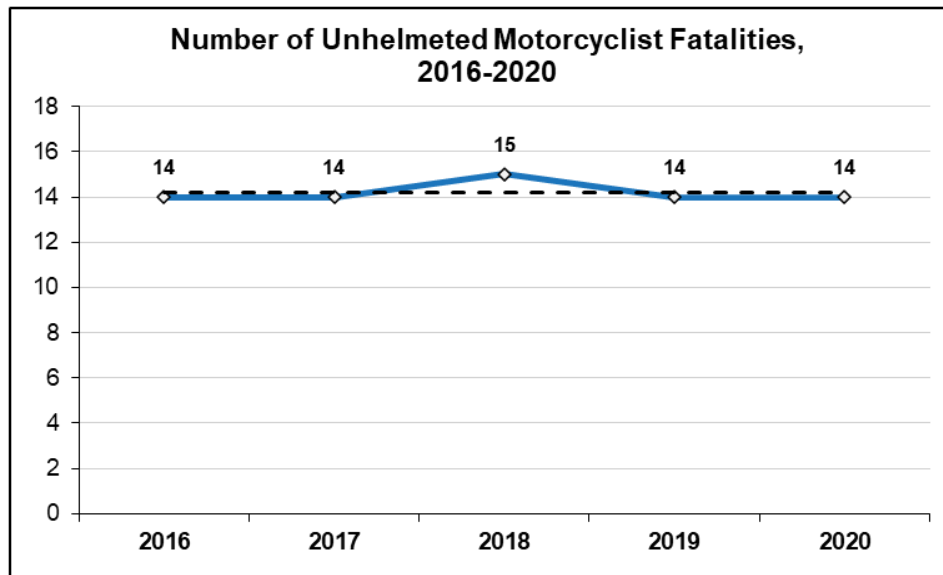


C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Target: Limit the 2016–2020 average number of unhelmeted motorcyclist fatalities to the 2013–2017 average of 15 by December 31, 2020.

Outcome: **Target met.** The 2016–2020 average number of unhelmeted motorcyclist fatalities was 14, below the 2013–2017 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 2018, only 15 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.



Source: FARS, 2016–2018. Note that 2019 and 2020 fatalities were estimated from the previous five-year trend (2014–2018) using FARS. We were unable to use NCDOT Motor Vehicle Crash Data because FARS and NCDOT use different definitions of what constitutes a motorcycle.

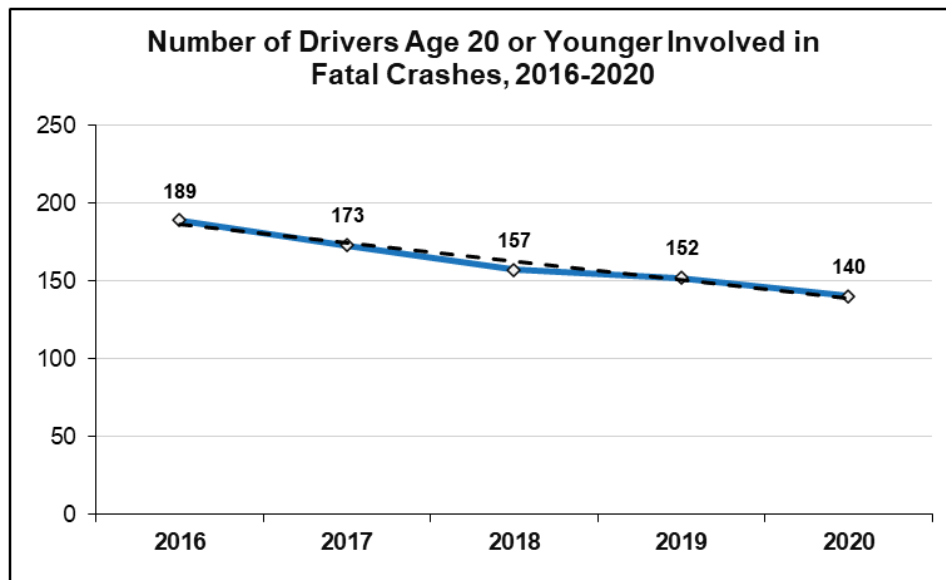


C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Target: Decrease drivers age 20 or younger involved in fatal crashes by 10 percent from the 2013–2017 average of 168 to the 2016–2020 average of 151 by December 31, 2020.

Outcome: **Target not met.** The 2016–2020 average number of young drivers involved in fatal crashes was 162, a 4 percent decrease from the 2013–2017 average of 168.

Young driver fatal crashes have declined in North Carolina each of the past five years. There were 157 fatal crashes involving drivers age 20 or younger in North Carolina during 2018 (the most recent for which FARS data are available), a 9 percent decrease from 2017. The long-term trend shows a steady decline in fatal crashes.



Source: FARS, 2016–2018 and NCDOT Motor Vehicle Crash Data, 2019–2020. Note that young driver fatal crashes in 2020 were extrapolated based on the 35 fatal crashes during the first three months of the year.

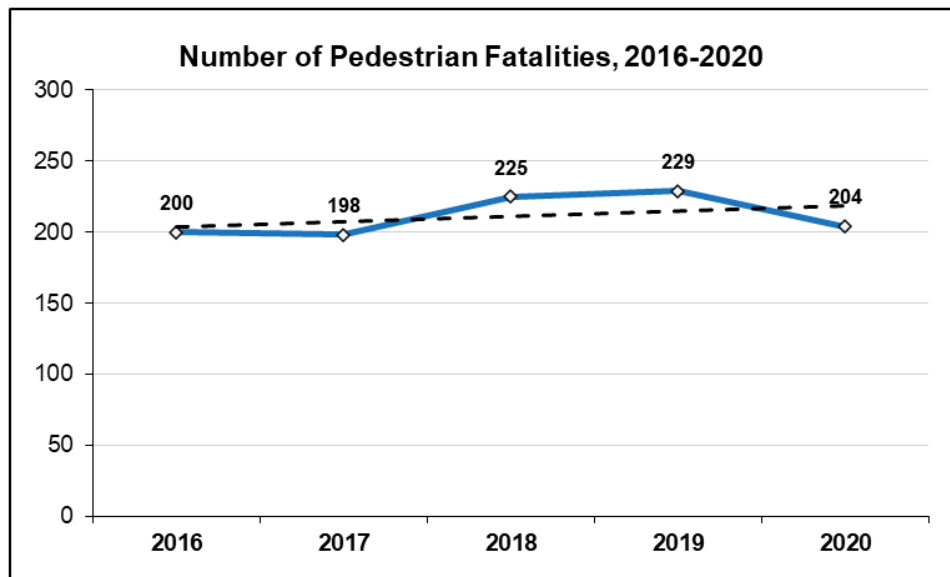
Motor vehicle crashes are a leading cause of death among teenagers in North Carolina. GHSP is supporting and evaluating several innovative approaches to improving young driver safety. See the Young Drivers Program Area for more details.

C-10) Number of pedestrian fatalities (FARS)

Target: Decrease the number of pedestrian fatalities by 5 percent from the 2013–2017 average of 185 to the 2016–2020 average of 176 by December 31, 2020.

Outcome: **Target not met.** The 2016–2020 average number of pedestrian fatalities was 211, a 14 percent increase from the 2013–2017 average of 185.

Pedestrian fatalities increased 14 percent in North Carolina during 2018 (the most recent year for which FARS data are available). Moreover, the long-term trend suggests a rise in pedestrian fatalities. Over the past five years, pedestrians have accounted for approximately 15 percent of all traffic fatalities in the state.



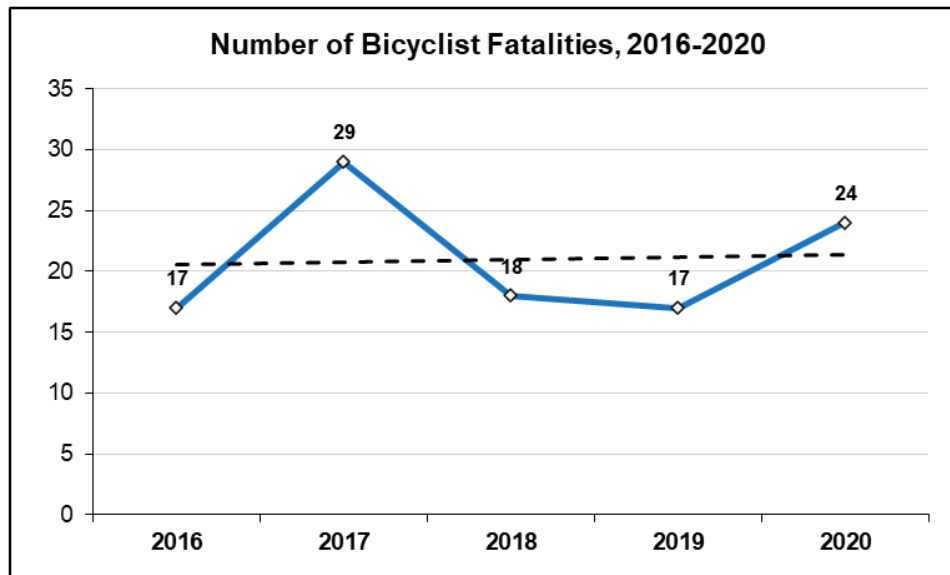
Source: FARS, 2016–2018 and NCDOT Motor Vehicle Crash Data, 2019–2020. Note that pedestrian fatalities in 2020 were extrapolated based on the 51 fatalities during the first three months of the year.

C-11) Number of bicyclist fatalities (FARS)

Target: Decrease the number of bicyclist fatalities 10 percent from the 2013–2017 average of 22 to the 2016–2020 average of 20 by December 31, 2020.

Outcome: **Target not met.** The 2016–2020 average number of bicyclist fatalities was 21, a 4.5 percent decrease from the 2013–2017 annual average of 22.

The number of bicyclist fatalities in North Carolina is much lower than the number of fatalities involving pedestrians, motorcyclists and other vulnerable road users. Eighteen bicyclists were killed in crashes in North Carolina during 2018 (the most recent year for which FARS data are available). This was a decrease of 11 fatalities in comparison with 2017. Bicyclist fatalities fluctuate, but the overall trend suggests little change in fatalities over the past five years.



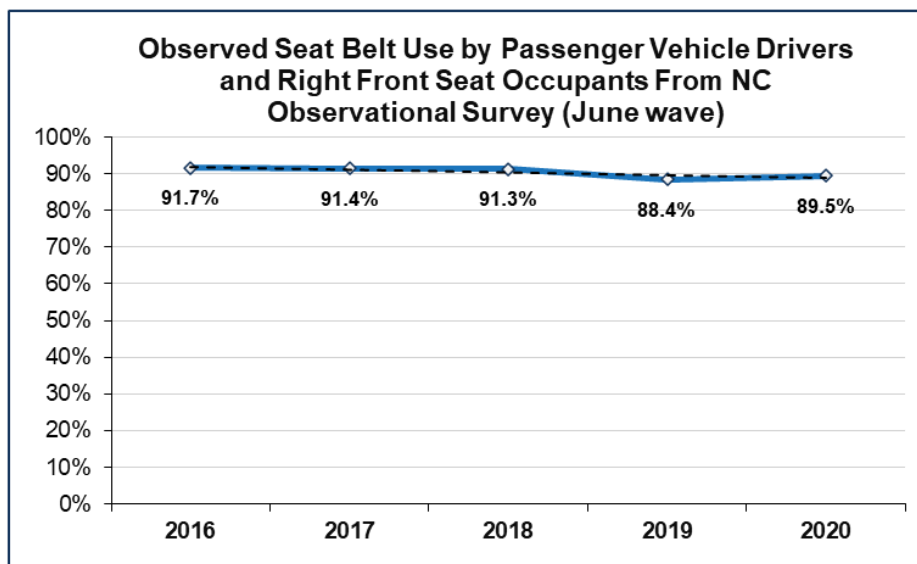
Source: FARS, 2016–2018 and NCDOT Motor Vehicle Crash Data, 2019–2020. Note that bicyclist fatalities in 2020 were extrapolated based on the six fatalities during the first three months of the year.

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Target: Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 3.0 percentage points from the 2013–2017 average usage rate of 90.4 percent to the 2016–2020 average of 93.4 percent by December 31, 2020.

Outcome: **Target not met.** The 2016–2020 average observed seat belt use rate was 90.5 percent, 2.9 percentage points below the target of 93.4 percent set for 2020.

North Carolina’s seat belt use rate has been above the 90 percent threshold for three of the past five years. Observed seat belt use among outboard occupants in passenger vehicle was 88.4 percent in 2019 (the most recent year for which annual seat belt use survey results are available). In comparison with 2018, belt use decreased for both drivers (from 91.5 percent to 88.8 percent) and right front-seat passengers (from 90.3 percent to 86.3 percent). Overall, observed seat belt use has changed only slightly the past five years, hovering near 90 percent.



Source: North Carolina’s annual seat belt use survey. Note that belt use in 2020 was estimated from the previous five-year trend (2015–2019). Annual seat belt survey results were not yet available for 2020.

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 Occupant Protection (Adult and Child Passenger Safety) Program Area for more details.

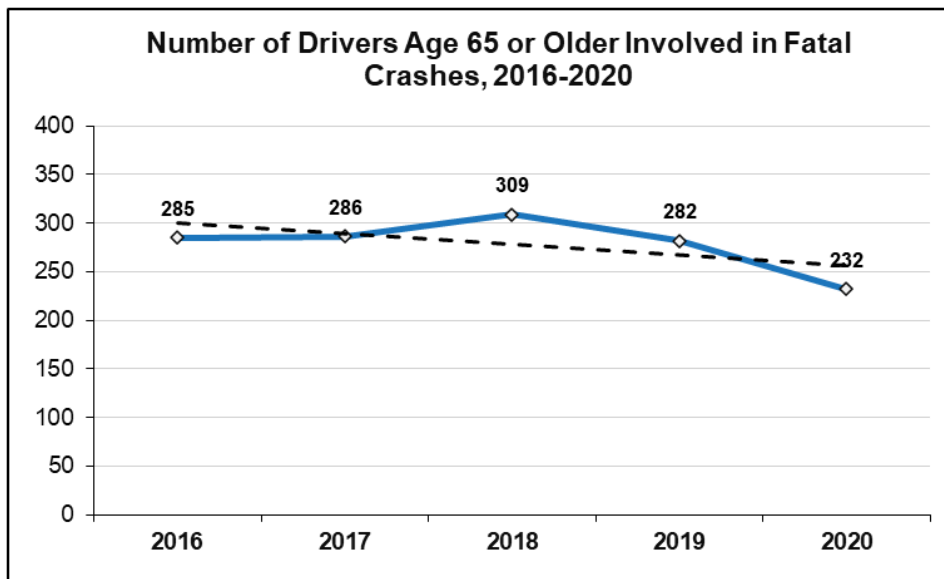


Number of drivers age 65 or older involved in fatal crashes (FARS)

Target: Decrease drivers age 65 or older involved in fatal crashes by 5 percent from the 2013–2017 average of 251 to the 2016–2020 average of 238 by December 31, 2020.

Outcome: **Target not met.** The 2016–2020 average number of young drivers involved in fatal crashes was 279, an 11 percent increase from the 2013–2017 average of 251.

There were 280 fatal crashes involving drivers age 65 and older in North Carolina during 2018 (the most recent for which FARS data are available). Older driver fatal crashes grew by 40 percent between 2008 and 2018. Fatal crashes are expected to rise even further 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.



Source: FARS, 2016–2018 and NCDOT Motor Vehicle Crash Data, 2019–2020. Note that older driver fatal crashes in 2020 were extrapolated based on the 58 fatal crashes during the first three months of the year.

GHSP has collaborated with and helped support a statewide Older Driver Working Group to identify ways to improve the safety of older drivers. See the Older Drivers Program Area for more details.



Summary

Total fatalities and fatalities per 100 million VMT increased slightly in North Carolina during 2018 (the most recent year for which FARS data are available). This is likely due to population growth, a rise in vehicle miles traveled and economic factors that influence driving. Longer trends, however, suggest a gradual decline on these two performance measures. Serious injuries also appear to have stabilized and declined following the revised definition of serious injury in 2016. As part of the FY2021 Performance Plan, GHSP has set targets to further reduce fatalities and serious injuries by the year 2021.

North Carolina has achieved substantial progress on several performance measures. The State met its target for speed-related fatalities, which have dropped four of the past five years. Because speeding increases both the likelihood and the severity of motor vehicle crashes, GHSP remains committed to further reducing the prevalence of speeding in our State. Fatal crashes involving drivers age 20 or younger have also decreased noticeably, although the decline was not large enough to meet the target for 2020. GHSP is funding several young driver safety programs that include educational presentation activities and hands on driver training. Another positive finding is the number of unhelmeted motorcycle riders killed in crashes continues to be very low. North Carolina has a universal helmet law covering all riders. An estimated 100+ lives in North Carolina are saved each year by motorcycle helmets.

Fatalities involving unrestrained vehicle occupants also show a gradual decreasing trend. Unfortunately the observed belt use rate for drivers and front seat occupants fell to 88.4 percent in 2019 (the most recent year for which annual seat belt use survey results are available). This is the first time the State has dropped below the 90 percent threshold since 2015. To maintain belt use above 90 percent, GHSP will continue to support proven countermeasures including high visibility enforcement targeting nighttime belt use and focusing on those counties with the highest numbers of unrestrained fatalities. North Carolina conducted a NHTSA-facilitated occupant protection program assessment in April 2016. Many of the recommendations from this assessment have been incorporated into a Strategic Plan developed this year by a Statewide Occupant Protection Task Force.

Alcohol-impaired driving fatalities increased by 5 percent in 2018. Moreover, the longer-term trend suggests a gradual rise in these fatalities. GHSP remains committed to deterring impaired driving among the general population and removing impaired drivers from our roadways. GHSP is funding many initiatives during FY2021 to address impaired driving including DWI high visibility enforcement teams, DWI treatment courts and expedited blood testing. Additionally, GHSP has rejuvenated and expanded the Statewide Impaired Driving Task Force. The Task Force will update the State's Impaired Driving Plan, which provides a comprehensive approach for preventing and reducing alcohol-impaired driving in North Carolina.

Pedestrian fatalities have also been rising in North Carolina. Because pedestrians do not have the same protection as motor vehicle occupants, they are likely to be seriously injured or killed in pedestrian/vehicle crashes. A growing number of communities in North Carolina are developing partnerships and programs to improve pedestrian and bicyclist safety and to increase the number of people walking and biking rather than driving. 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. GHSP is funding several efforts that combine public education, community engagement, and high visibility law enforcement to reduce pedestrian and bicyclist injuries and deaths.



Motorcyclist fatalities in North Carolina have changed very little since 2012. Motorcycles consistently account for about 14 percent of traffic fatalities in the State, even though they comprise just two percent of registered vehicles. GHSP is expanding the “BikeSafe North Carolina” program to reach a larger number of motorcyclists. The program has instituted a system of regional coordinators, which has increased the number and locations of BikeSafe classes available to students. Moreover, the program has a new coordinator from the North Carolina State Highway Patrol who is developing a new training curriculum and teaching presentation, a full instructor plan, a full student lesson plan, and a two-day train-the-trainer session.

The table below provides a summary of the 12 traffic safety performance measures for North Carolina for the years 2014 to 2018.

Summary of North Carolina Traffic Safety Performance Measures					
Performance Measure	Year				
	2014	2015	2016	2017	2018
Fatalities	1,284	1,379	1,450	1,412	1,437
Fatality Rate / 100 million VMT	1.19	1.23	1.24	1.18	1.19
Number of "Disabling" (A) Injuries	2,197	2,422	2,987	4,546	4,607
Number of Fatalities Involving Driver or MC Operator w/ BAC of .08 or Greater	363	389	428	401	421
Number of Unrestrained Passenger Vehicle Occupant Fatalities	360	402	430	400	393
Number of Speeding-Related Fatalities	497	547	566	423	327
Number of Motorcyclist Fatalities	190	192	185	176	191
Number of Unhelmeted Motorcyclist Fatalities	15	14	14	14	15
Number of Drivers Age 20 or Younger in Fatal Crashes	162	165	189	173	157
Number of Pedestrian Fatalities	172	182	200	198	225
Number of Bicyclists Fatalities	19	23	17	29	18
Observed Seat Belt Use by Passenger Vehicle Occupants	90.6%	89.9%	91.7%	91.4%	91.3%
Number of Drivers Age 65 or Older in Fatal Crashes	253	283	285	286	309

Note: Disabling injury data come from NCDOT motor vehicle crash data. Observed belt use comes from North Carolina's annual seat belt use survey. Data for enforcement activities is reported directly to GHSP from participating law enforcement agencies. All other data are from FARS.



National Comparisons

Although North Carolina has seen improvement over the past decade across many of the key traffic performance measures, there are several areas where the state lags behind the U.S. as a whole. The table below demonstrates how North Carolina compares to the nation on a variety of measures. All figures are based on 2018 FARS data except observed belt use (which comes from the annual seat belt use survey).

Comparison of North Carolina to the U.S., 2018			
Performance Measure	North Carolina	United States	NC +/- US
Fatalities per 100 million VMT	1.19	1.13	+ 0.06
Fatalities per 100,000 population	13.84	11.17	+ 2.67
Alcohol-impaired driving fatalities (BAC = .08+) per 100 million VMT	0.35	0.32	+ 0.03
Percent of fatalities with the highest driver BAC in the crash of .08+	29%	29%	+ 0%
Percent of passenger vehicle occupant fatalities who were unrestrained	32%	38%	- 6%
Observed belt use by passenger vehicle drivers and right front seat occupants	91.3%	89.6%	+ 1.7%

Source: FARS and North Carolina's annual seat belt use survey.

Compared to the U.S., North Carolina has a higher rate of fatalities per capita and per miles traveled. North Carolina also has slightly higher alcohol-impaired driving rates. These are areas where North Carolina can improve.

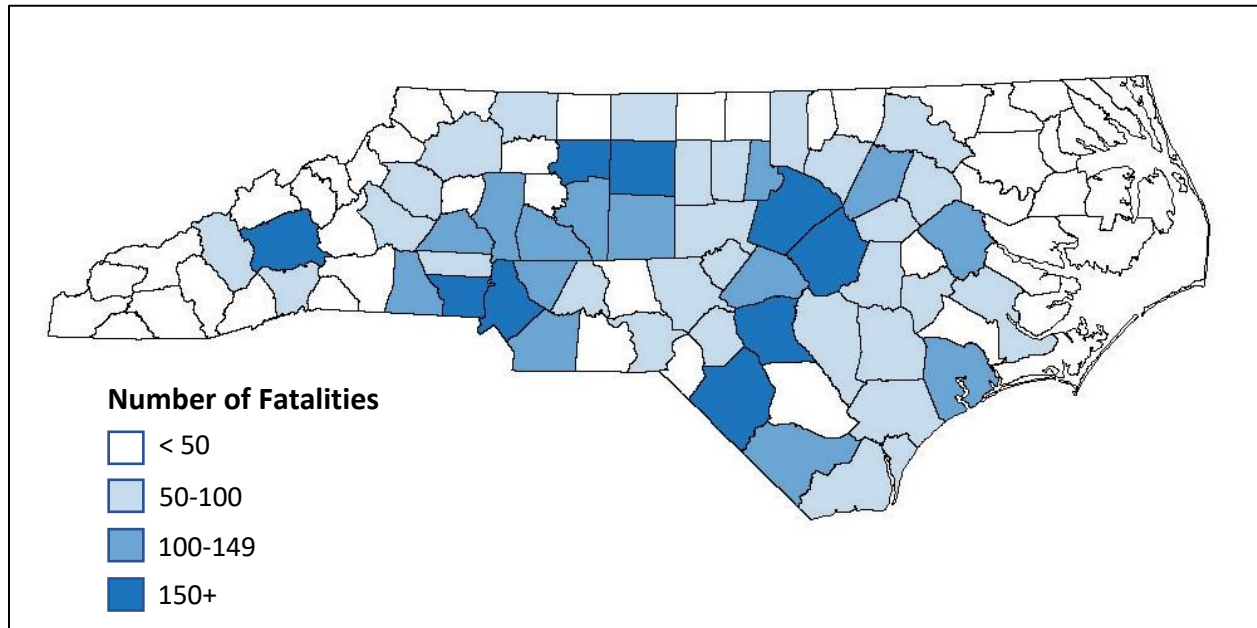
Meanwhile, there are several areas where North Carolina compares quite favorably to the nation. North Carolina has a lower percent of fatalities who were unrestrained than does the nation as a whole and the observed belt use by passenger vehicle drivers and right front seat occupants is higher than the national average. These are strengths upon which North Carolina can build for the future.



County Comparisons

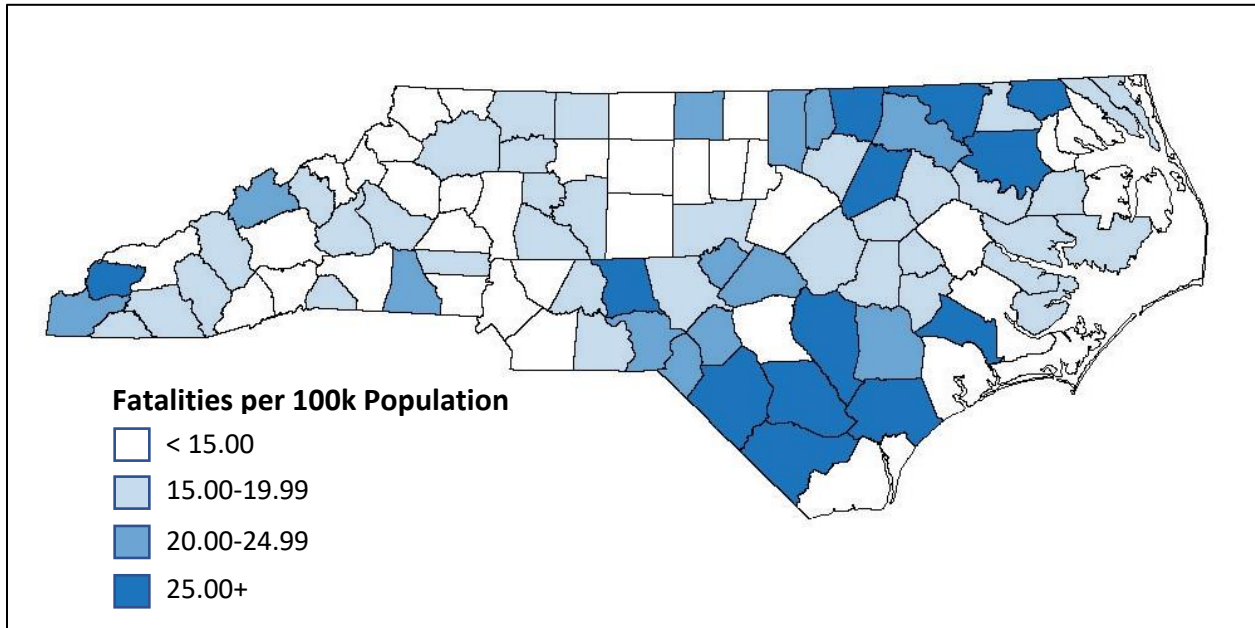
North Carolina is comprised of 100 counties. The map below and the table that follows show the total number of motor vehicle fatalities in each county from 2014 to 2018. The table also includes the rank of each county (with “1” indicating the most fatalities). The counties with the highest number of fatalities during this period were Mecklenburg (481 fatalities), Wake (328), Guilford (299), Robeson (225), Cumberland (214), and Forsyth (204). No other county had more than 163 fatalities. Not surprisingly, the counties with the most fatalities are also among the most populous counties in the state.

Total Fatalities in North Carolina, by County, 2014-2018



The map below and the table that follows also show the fatality rate per 100,000 population from 2014 to 2018, and the rank of each county (with “1” indicating the highest per capita fatality rate). Here, the pattern is very different. The counties with the highest fatality rate per capita tend to be rural counties, primarily in the northeastern and southeastern parts of the state, and along the I-95 corridor. Because most of these counties have relatively small populations, even small numbers of fatalities produce high fatality rates. The ten counties with the highest fatality rate per 100,000 population include Graham (41.45), Bertie (39.58), Columbus (37.22), Robeson (34.19), Northampton (33.95), Warren (32.89), Pender (30.56), Sampson (29.34), Bladen (28.35) and Montgomery (28.24). The statewide average is 13.40 fatalities per 100,000 population.

Fatalities in North Carolina per 100,000 Population, by County, 2014-2018



To achieve statewide targets for decreasing motor vehicle fatalities, both the counties with the highest number of fatalities and the counties with a greater than expected contribution of fatalities per population must be considered. Each of the individual sections of the Highway Safety Plan (e.g., alcohol-impaired driving, occupant protection) identifies the specific counties in North Carolina where highway safety problems are most significant.

Fatalities in Motor Vehicle Crashes, by County, 2014-2018

County	2018 Population	Fatalities #	Rank	Per 100k	100k Rank	County	2018 Population	Fatalities #	Rank	Per 100k	100k Rank
Alamance	166,638	89	29	10.68	84	Johnston	199,790	163	7	16.32	45
Alexander	38,303	25	73	13.05	71	Jones	10,196	13	88	25.50	13
Alleghany	11,422	7	96	12.26	77	Lee	60,878	68	36	22.34	22
Anson	25,288	22	77	17.40	37	Lenoir	56,856	51	50	17.94	35
Ashe	27,606	18	82	13.04	72	Lincoln	84,751	65	38	15.34	55
Avery	18,057	10	92	11.08	82	Macon	36,101	35	63	19.39	29
Beaufort	47,475	36	60	15.17	58	Madison	22,361	23	76	20.57	25
Bertie	19,709	39	56	39.58	2	Martin	23,264	19	80	16.33	44
Bladen	34,566	49	53	28.35	9	McDowell	46,373	35	64	15.09	59
Brunswick	137,103	94	26	13.71	69	Mecklenburg	1,088,350	481	1	8.84	91
Buncombe	261,065	156	8	11.95	79	Mitchell	15,223	5	98	6.57	98
Burke	91,402	77	32	16.85	39	Montgomery	27,621	39	57	28.24	10
Cabarrus	209,150	100	22	9.56	89	Moore	99,390	95	24	19.12	31
Caldwell	83,291	51	49	12.25	78	Nash	95,327	122	14	25.60	12
Camden	10,490	8	94	15.25	56	New Hanover	232,248	89	30	7.66	96
Carteret	70,696	30	69	8.49	94	Northampton	20,618	35	65	33.95	5
Caswell	23,679	28	71	23.65	16	Onslow	198,740	105	21	10.57	86
Catawba	158,483	100	23	12.62	74	Orange	145,574	52	47	7.14	97
Chatham	74,264	62	41	16.70	42	Pamlico	13,359	11	90	16.47	43
Cherokee	29,275	33	66	22.54	19	Pasquotank	39,790	21	79	10.56	87
Chowan	14,173	10	93	14.11	65	Pender	62,168	95	25	30.56	7
Clay	11,658	11	89	18.87	33	Perquimans	13,652	6	97	8.79	92
Cleveland	99,140	111	16	22.39	21	Person	40,208	29	70	14.42	63
Columbus	56,424	105	20	37.22	3	Pitt	178,440	111	17	12.44	75
Craven	103,594	64	39	12.36	76	Polk	21,535	19	81	17.65	36
Cumberland	331,764	214	5	12.90	73	Randolph	144,085	107	18	14.85	62
Currituck	27,099	22	78	16.24	48	Richmond	45,199	52	48	23.01	18
Dare	36,997	15	86	8.11	95	Robeson	131,600	225	4	34.19	4
Davidson	168,093	143	10	17.01	38	Rockingham	91,746	66	37	14.39	64
Davie	42,976	35	61	16.29	46	Rowan	141,802	107	19	15.09	60
Duplin	59,772	72	33	24.09	14	Rutherford	68,423	47	54	13.74	68
Durham	311,163	135	12	8.68	93	Sampson	64,087	94	27	29.34	8
Edgecombe	52,724	52	46	19.73	27	Scotland	35,744	37	59	20.70	24
Forsyth	376,309	204	6	10.84	83	Stanly	63,328	50	52	15.79	53
Franklin	68,012	54	45	15.88	52	Stokes	46,472	39	58	16.78	41
Gaston	221,006	155	9	14.03	66	Surry	73,232	71	35	19.39	28
Gates	12,094	16	84	26.46	11	Swain	14,442	8	95	11.08	81
Graham	8,686	18	83	41.45	1	Transylvania	35,115	24	74	13.67	70
Granville	60,700	71	34	23.39	17	Tyrrell	4,260	0	100	0.00	100
Greene	21,024	16	85	15.22	57	Union	232,465	113	15	9.72	88
Guilford	534,346	299	3	11.19	80	Vance	45,764	46	55	20.10	26
Halifax	51,552	58	43	22.50	20	Wake	1,070,197	328	2	6.13	99
Harnett	133,172	139	11	20.88	23	Warren	20,066	33	67	32.89	6
Haywood	62,839	50	51	15.91	51	Washington	12,153	11	91	18.10	34
Henderson	116,857	62	42	10.61	85	Watauga	57,067	27	72	9.46	90
Hertford	24,093	23	75	19.09	32	Wayne	124,703	94	28	15.08	61
Hoke	53,992	64	40	23.71	15	Wilkes	69,913	56	44	16.02	49
Hyde	5,198	4	99	15.39	54	Wilson	81,949	79	31	19.28	30
Iredell	178,730	123	13	13.76	67	Yadkin	38,100	32	68	16.80	40
Jackson	43,819	35	62	15.97	50	Yancey	18,455	15	87	16.26	47

Source: FARS, 2014-2018 and U.S. Census



Performance Plan

This section describes North Carolina’s performance targets for 2021. Targets for each of the 11 core and one behavioral performance measure required by NHSTA/GHSP are shown in the table below. The following pages describe the justification for each target. Additional information about the target setting process can be found above in the section called “Data Sources and Processes.”

Summary of North Carolina Performance Targets						
Performance measure name	2014 2018 Baseline	Target Period	Target Start Year	Target End Year	Target Value FY21	Percent Reduction
C-1) Number of traffic fatalities	1,392.4	5 year	2017	2021	1,309.9	5.93
C-2) Number of serious injuries in traffic crashes	3,905.0*	5 year	2017	2021	3,656.1	6.37
C-3) Fatalities/VMT	1.208	5 year	2017	2021	1.105	8.48
C-4) Number of unrestrained passenger vehicle occupant fatalities	397	5 year	2017	2021	357.3	10%
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above	400	5 year	2017	2021	360.0	10%
C-6) Number of speeding-related fatalities	472	5 year	2017	2021	448.4	5%
C-7) Number of motorcyclist fatalities	187	5 year	2017	2021	177.7	5%
C-8) Number of unhelmeted motorcyclist fatalities	14	5 year	2017	2021	14	0%
C-9) Number of drivers age 20 or younger involved in fatal crashes	169	5 year	2017	2021	152.1	10%
C-10) Number of pedestrian fatalities	195	5 year	2017	2021	185.3	5%
C-11) Number of bicyclist fatalities	21	5 year	2017	2021	18.9	10%
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants	88.4**	1 year	2020	2020	91.5	
Number of core traffic records databases improved (timeliness)		5 year	2017	2021	1	
Number of core traffic records databases improved (accessibility)		5 year	2017	2021	1	
Number of core traffic records databases improved (integration)		5 year	2017	2021	1	
Number of drivers age 65 or older involved in fatal crashes	259	5 year	2017	2021	246.1	5%

*The baseline for the number of serious injuries in traffic crashes is 2015-2019.

**The baseline for observed seat belt use is the previous year’s observational survey (2019).



C-1) Number of traffic fatalities (FARS)

Target Value FY21: 1,309.9
Percent Reduction: 5.93%
Target Period: 5 year
Target Years: 2017-2021

Justification

The FY2021 target for total traffic fatalities was established in coordination with the Strategic Highway Safety Plan (SHSP) developed by the North Carolina Executive Committee for Highway Safety. North Carolina is a Vision Zero state. The working goal of the SHSP plan is to cut serious injuries and fatalities by half by 2035, moving toward zero by 2050. The target for overall traffic fatalities in the FY2021 Highway Safety Plan matches the target in the SHSP.

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

Target Value FY21: 3,656.1
Percent Reduction: 6.37%
Target Period: 5 year
Target Years: 2017-2021

Justification

The FY2021 target for the number of serious injuries in traffic crashes was established in coordination with the Strategic Highway Safety Plan (SHSP) developed by the North Carolina Executive Committee for Highway Safety. North Carolina is a Vision Zero state. The working goal of the SHSP plan is to cut serious injuries and fatalities by half by 2035, moving toward zero by 2050. The target for overall traffic fatalities in the FY2021 Highway Safety Plan matches the target in the SHSP.

C-3) Fatalities/VMT (FARS/FHWA)

Target Value FY21: 1.105
Percent Reduction: 8.48%
Target Period: 5 year
Target Years: 2017-2021

Justification

The FY2021 target for the fatality rate per 100 million VMT was established in coordination with the Strategic Highway Safety Plan (SHSP) developed by the North Carolina Executive Committee for Highway Safety (ECHS). The ECHS adopted AASHTO's goal to reduce the statewide fatality rate to 1.0 fatalities per 100 million VMT. The target for the fatality rate in the FY2021 Highway Safety Plan matches the target in the SHSP.

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

Target Value FY21:	357.3
Percent Reduction:	10%
Target Period:	5 year
Target Years:	2017-2021

Justification

The FY2021 target for unrestrained passenger vehicle occupant fatalities is based on 10-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. GHSP funds a variety of efforts to educate drivers and to enforce the state's seat belt and child passenger safety laws.

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

Target Value FY21:	360.0
Percent Reduction:	10%
Target Period:	5 year
Target Years:	2017-2021

Justification

The FY2021 target for alcohol impaired driving fatalities is based on 10-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. GHSP funds a variety of efforts to educate drivers and to enforce the state's impaired driving laws. Countermeasures include high visibility enforcement (e.g., Booze It and Lose It), DWI Enforcement Teams, the Traffic Safety Resource Prosecutor program, and DWI treatment courts.



C-6) Number of speeding-related fatalities (FARS)

Target Value FY21: 448.4
Percent Reduction: 5%
Target Period: 5 year
Target Years: 2017-2021

Justification

Number of speeding-related fatalities (FARS) The FY2021 target for speed-related fatalities is based on 10-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. GHSP is committed to reducing the frequency of speed-related crashes and fatalities. GHSP funds the statewide campaign, "Speed a Little. Lose a Lot," and funds traffic safety officers to supplement existing traffic safety teams or to create new teams.

C-7) Number of motorcyclist fatalities (FARS)

Target Value FY21: 177.7
Percent Reduction: 5%
Target Period: 5 year
Target Years: 2017-2021

Justification

Number of motorcyclist fatalities (FARS) The FY2021 target for motorcyclist fatalities is based on 10-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. GHSP supports efforts to provide training to help motorcyclists become safe riders, including "BikeSafe North Carolina."

C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Target Value FY21: 14
Percent Reduction: 0%
Target Period: 5 year
Target Years: 2017-2021

Justification

Number of unhelmeted motorcyclist fatalities (FARS) The FY2021 target for unhelmeted motorcyclist fatalities is based on 10-year trends in North Carolina. North Carolina has a universal helmet law covering all riders. Because North Carolina has achieved previous targets, the current target is to limit the number of unhelmeted motorcyclist fatalities to the current low number.



C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Target Value FY21: 152.1
Percent Reduction: 10%
Target Period: 5 year
Target Years: 2017-2021

Justification

The FY2021 target for drivers age 20 or younger involved in fatal crashes is based on 10-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. GHSP supports several innovative approaches to improving young driver safety.

C-10) Number of pedestrian fatalities (FARS)

Target Value FY21: 185.3
Percent Reduction: 5%
Target Period: 5 year
Target Years: 2017-2021

Justification

The FY2021 target for pedestrian fatalities is based on 10-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. The current target strives to reverse the trend of increasing pedestrian fatalities in North Carolina.

C-11) Number of bicyclist fatalities (FARS)

Target Value FY21: 18.9
Percent Reduction: 10%
Target Period: 5 year
Target Years: 2017-2021

Justification

The FY2021 target for bicyclist fatalities is based on 10-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area.

B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Target Value FY21: 91.5
Target Period: 1 year
Target Years: 2020

Justification

The FY2021 target for observed seat belt use is based on 10-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to observed trends in seat belt use, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area.

Number of core traffic records databases improved (timeliness)

Target Value FY21: 1
Target Period: 5 year
Target Years: 2017-2021

Core traffic records data system to be impacted: **Citation/Adjudication**

Justification

GHSP recognizes the importance of traffic safety records being accessible, accurate, complete, timely, and uniform. Traffic record improvements normally require long-term efforts due to the complexity of enhancing, modifying or replacing a database or database components. Traffic records targets are based upon input from the Traffic Records Coordinating Committee, the current Traffic Records Strategic Plan, and recommendations from the latest Traffic Records Assessment.

Number of core traffic records databases improved (accessibility)

Target Value FY21: 1
Target Period: 5 year
Target Years: 2017-2021

Core traffic records data system to be impacted: **Crash**

Justification

GHSP recognizes the importance of traffic safety records being accessible, accurate, complete, timely, and uniform. Traffic record improvements normally require long-term efforts due to the complexity of enhancing, modifying or replacing a database or database components. Traffic records targets are based upon input from the Traffic Records Coordinating Committee, the current Traffic Records Strategic Plan, and recommendations from the latest Traffic Records Assessment.

Number of core traffic records databases improved (integration)

Target Value FY21: 1
Target Period: 5 year
Target Years: 2017-2021

Core traffic records data system to be impacted: **Emergency Medical Services/Injury Surveillance Systems**

Justification

GHSP recognizes the importance of traffic safety records being accessible, accurate, complete, timely, and uniform. Traffic record improvements normally require long-term efforts due to the complexity of enhancing, modifying or replacing a database or database components. Traffic records targets are based upon input from the Traffic Records Coordinating Committee, the current Traffic Records Strategic Plan, and recommendations from the latest Traffic Records Assessment.

Number of drivers age 65 or older involved in fatal crashes (FARS)

Target Value FY21: 246.1
Percent Reduction: 5%
Target Period: 5 year
Target Years: 2017-2021

Justification

The FY2021 target for older driver fatal crashes is based on 10-year trends in North Carolina. Our objective was to set challenging but obtainable targets, while recognizing the ultimate goal of zero deaths from motor vehicle crashes. In addition to fatality trends, we considered the effect of external forces (e.g., economic factors), changes in population and VMT, ceiling/floor effects, and the availability and effectiveness of known countermeasures to address the problem area. The current target strives to reverse the trend of rising older driver fatal crashes in North Carolina.

Grant Program Activity Reporting

In this section, we present FY2019 grant-funded citation data for impaired driving, occupant protection, and speeding. The data was compiled for grantees (law enforcement agencies with either funded positions or overtime grants) and campaign data reported in the STEP system.

Grant Program Activity Reporting	
A-1) Number of seat belt citations issued during grant-funded enforcement activities	
Seat belt citations	32,183
Fiscal Year A-1	2019
A-2) Number of impaired driving arrests made during grant-funded enforcement activities	
Impaired driving arrests	13,868
Fiscal Year A-2	2019
A-3) Number of speeding citations issued during grant-funded enforcement activities	
Speeding citations	138,376
Fiscal Year A-3	2019

The information about citations and arrests was provided to GHSP, as required, by law enforcement agencies participating in enhanced enforcement periods.



Planning and Administration

The North Carolina FY2021 Highway Safety Plan describes the countermeasures and program areas that GHSP will fund during the upcoming year. Problem areas addressed in this HSP include:

- Impaired Driving (Alcohol & Drugs)
- Occupant Protection (Adult & CPS)
- Police Traffic Services
- Young Drivers
- Motorcycle Safety
- Traffic Records
- Non-motorized (Ped & Bike)
- Older Drivers
- School Bus Safety
- Communications (Media)

The large number of program areas (and individual projects) require considerable planning and coordination in order to meet timelines and targets. Consequently, planned projects are included in this submission of the FY2021 North Carolina Highway Safety Plan to provide funding for GHSP to carry out the administrative and operational tasks necessary for the office to function and administer funds received from NHTSA.

GHSP's staff includes eleven professionals and three support personnel. The Assistant Director of Internal Affairs directly oversees day to day operations of GHSP's Planning, Programming, and Evaluation Section and the Finance and Administration Section. The Assistant Director of External Affairs oversees the Communications Section.

1. Planning, Programs and Evaluation Section

The Planning, Programs and Evaluation section develops, implements, manages, monitors and evaluates a grants program that effectively addresses highway safety concerns. These concerns are identified through a comprehensive analysis of crash, citation and other empirical data. This program is the basis for the annual Highway Safety Plan. The Planning, Programs and Evaluation section is currently headed by the Planning, Programs and Evaluation Manager and is staffed with three Highway Safety Specialists. One additional specialist coordinates and oversees the law enforcement liaison system. An additional specialist coordinates the Impaired Driving Task Force and Occupant Protection Task Force. Every project is assigned to a specific Highway Safety Specialist, who serves as liaison with Project Directors, NHTSA and other highway safety agencies.

2. Finance and Administration Section

The function of the Finance and Administration section is to manage and coordinate the financial operations and administrative support needs of GHSP. The Finance and Administration section is currently staffed with a Finance Officer and an administrative assistant.

3. Communications

The function of the Communications section is to increase the level of awareness and visibility of GHSP activities and other statewide highway safety issues. This section is responsible for media outreach



activities, GHSP public events, the annual Traffic Safety Conference, and coordination with GHSP's agency, nonprofit and academic partners. This section also works with the NC DOT Communications section, a GHSP grantee which administers the GHSP communications strategy. The Communications section includes the Assistant Director for External Affairs, the Communications and Events Coordinator, an office manager and a part-time program assistant.

FY2021 Planning and Administration Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2021 North Carolina Highway Safety Plan to address planning and administration. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document.

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: SA-21-09-10
Project Title: HSP and Annual Report
Project Description: This project with HSRC supports and assists the NC GHSP in organizing and preparing the NC Highway Safety Plan and Annual Report.

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: SA-21-09-08
Project Title: Vision Zero
Project Description: This is a first year grant to strengthen and expand Vision Zero efforts by working with stakeholders in local communities to improve roadways by expanding Safe Systems efforts.

Agency: North Carolina State University - Institute of Transportation Research and Education
Project Number: SA-21-09-04
Project Title: Conference and Event Support
Project Description: This is a continuation grant that provides support to GHSP for the annual NC Traffic Safety Conference and Expo (NCTSC).

Agency: City of Greensboro
Project Number: SA-21-09-13
Project Title: Vision Zero Greensboro Program Implementation
Project Description: This is a first year grant to provide Vision Zero efforts for the city of Greensboro. Greensboro was one of the original Vision Zero communities working since the project's inception.

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: SA-21-09-03
Project Title: GHSP STEP System Website and Reporting System
Project Description: This is an ongoing project to maintain, support and make changes to the STEP system website based on feedback from and collaboration with the GHSP Project team and end users.

Agency: Governor's Highway Safety Program
Project Number: PA-21-01-01



Planning and Administration

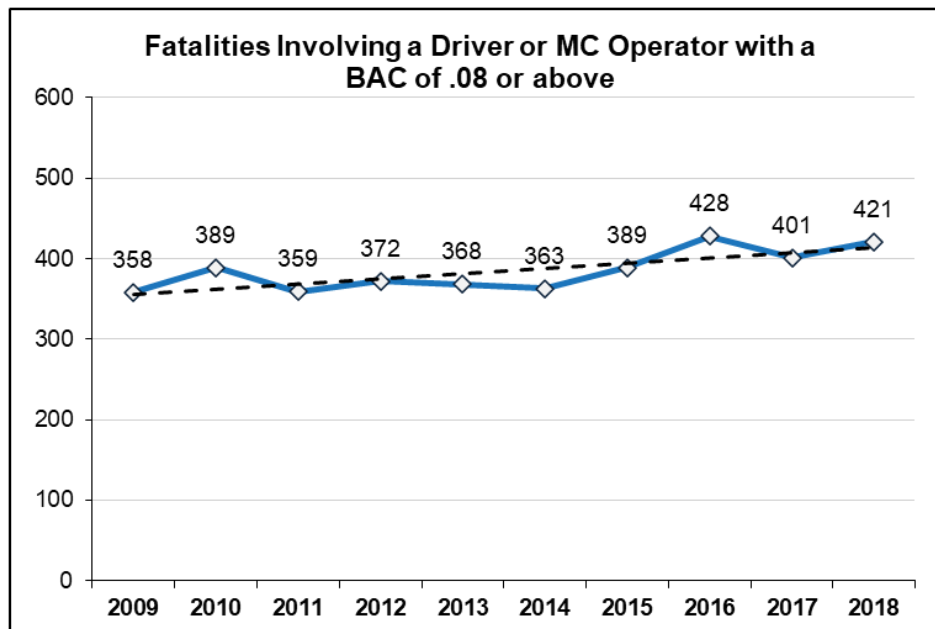
- Project Title:** GHSP In-House Planning and Administration
Project Description: This is an ongoing project that provides funding for the Director and Assistant Director of External Affairs positions to manage the day-to-day operations of the highway safety office. This project also provides funding for the Finance Officer, Administrative Assistant, and Program Assistant positions to carry out the administrative tasks for the office to properly function.
- Agency:** Governor's Highway Safety Program
Project Number: SA-21-09-01
Project Title: GHSP In-House Programs and Operations Support
Project Description: This is an ongoing project that provides 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 Communication and Events Coordinator position to promote and assist in managing events, and an administrative position. This project also provides funding for other operational expenses and highway safety events throughout the year.
- Agency:** Governor's Highway Safety Program
Project Number: SA-21-09-02
Project Title: GHSP In-House Media and Event
Project Description: This is an ongoing project to provide funding for a media campaign to address highway safety issues through advertising and public events. As part of the plan, GHSP will utilize our agency of record to supply media buys, placement and distribution of our message using data to target specific locations and identify the most effective methods.
- Agency:** University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: SA-21-09-09
Project Title: Traffic Safety Survey
Project Description: The objective of this project is to conduct a statewide traffic safety survey in North Carolina. The study is intended to measure awareness of statewide traffic safety campaigns, self-reported risky driving behaviors, perceptions of being caught for traffic safety violations, support for existing programs, policies, and interventions, and support for new countermeasures.



Impaired Driving (Drugs and Alcohol)

Alcohol-Impaired Driving: Crashes, Deaths and Injuries

During 2018, 421 persons were killed in crashes in North Carolina involving a driver or motorcycle operator with a BAC of .08 or above. This was a five percent increase from the 401 alcohol-involved fatalities in 2017. The long-term trend suggests a gradual rise in the number of traffic fatalities involving an impaired driver, as shown in the figure below.



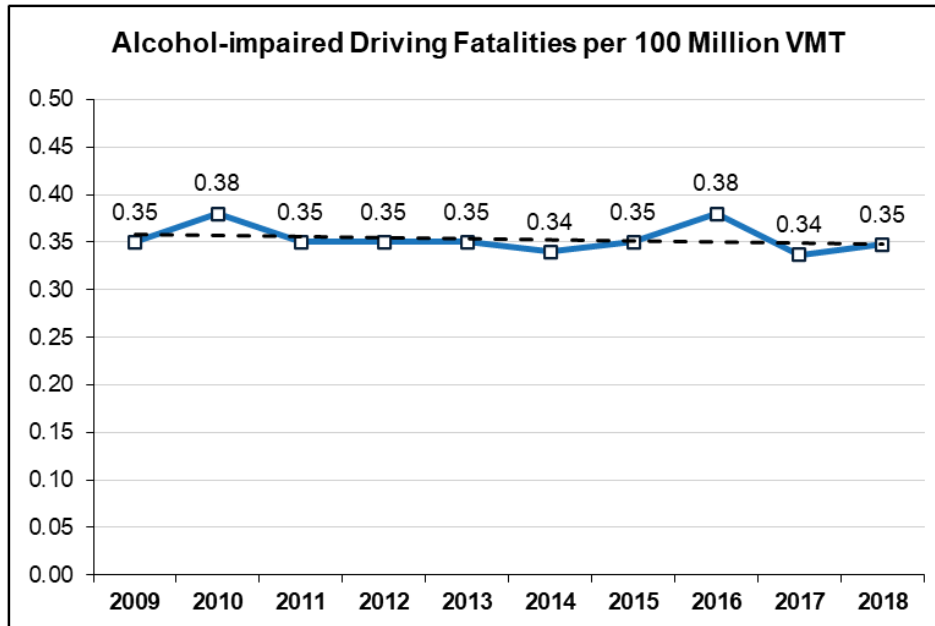
Source: FARS, 2009–2018

Twenty-nine percent of traffic fatalities in 2019 involved an alcohol-impaired driver. This is similar to previous years. Over the past decade, approximately 28 to 30 percent of fatalities each year involve a driver with a BAC of .08 or above.

During 2018, there were 0.35 alcohol-impaired driving fatalities per 100 million vehicle miles traveled (VMT) in North Carolina. This is slightly higher than the 0.34 fatalities per 100 million VMT recorded in 2017. As shown in the figure below, the long-term trend suggests little change in alcohol-impaired fatalities per 100 million VMT.

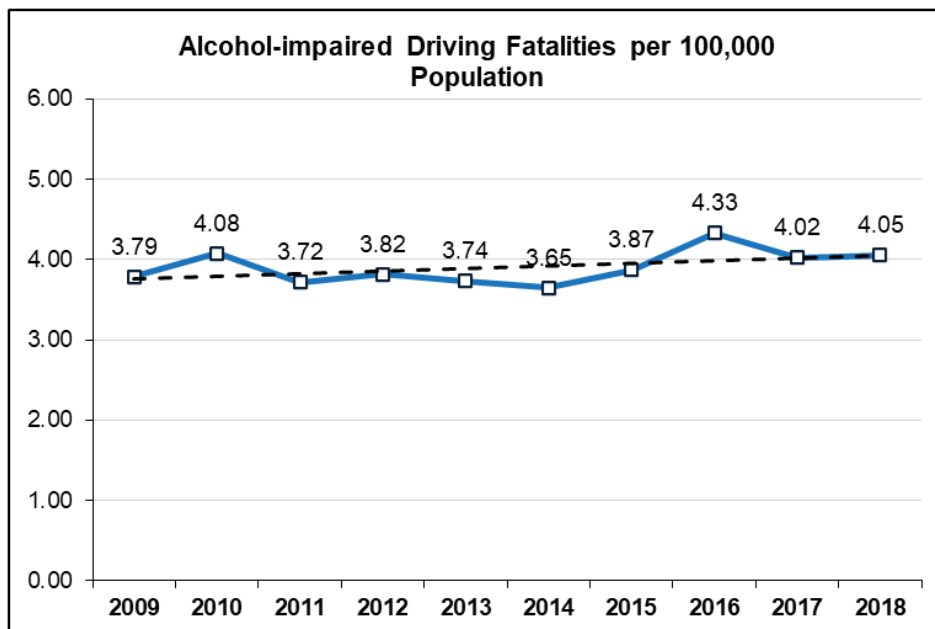


Impaired Driving (Drugs and Alcohol)



Source: FARS, 2009–2018 and FHWA

As mentioned earlier, North Carolina’s population has grown rapidly during the past decade. Consequently, it is important to consider fatality rates per capita. The figure below shows alcohol-impaired driving fatalities per 100,000 population in North Carolina from 2009 through 2018. Alcohol-impaired driving fatalities per capita increased slightly in 2018. Moreover, the long-term trend suggests a gradual rise in alcohol-impaired fatalities per capita over the past 10 years.



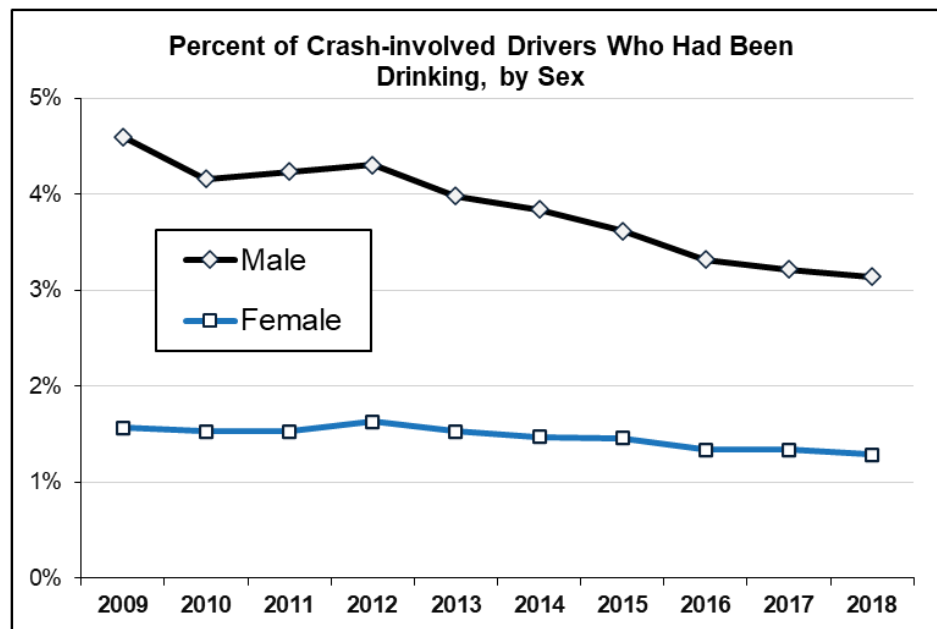
Source: FARS, 2009–2018 and U.S. Census



Impaired Driving (Drugs and Alcohol)

In addition to the 421 alcohol-impaired driving fatalities in 2018, there were 594 serious (“A”) injuries, 4,317 less severe injuries, and 5,582 property damage only crashes. Alcohol is less often involved in non-fatal crashes. Among all drivers in crashes in North Carolina during 2018, only 2.31 percent had been drinking (based on the judgment of the law enforcement officer who completed the crash report form). This is a slight drop from 2017, when 2.36 percent of all drivers were judged to have been drinking.

Alcohol involvement is more common among drivers involved in rural crashes (3.5 percent) than urban crashes (1.7 percent). Rural roadways are inherently more dangerous than urban roadways, and they can be particularly difficult to handle if a driver has been drinking. Additionally, alcohol-involvement in crashes is higher among males than females: 3.1 percent versus 1.3 percent. As shown in the figure below, alcohol-involvement among males has trended downward, especially since 2012.

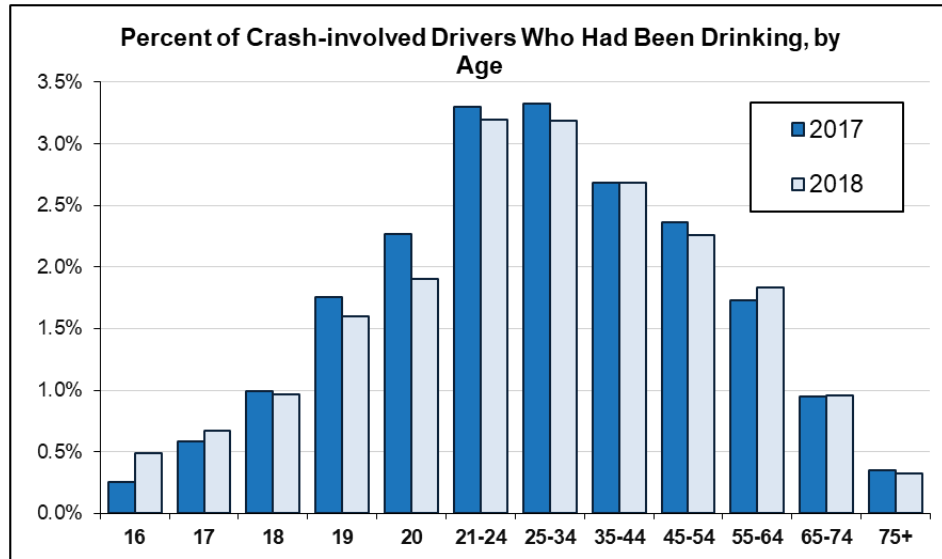


Source: NCDOT Motor Vehicle Crash Data, 2009–2018

Alcohol-involvement also varies substantially by the age of the driver. As shown in the next figure, alcohol involvement is highest among crash-involved drivers between the ages of 21 and 34. Contrary to popular notion, North Carolina’s youngest drivers seldom drink and drive. The percent of 16- and 17-year-old crash-involved drivers who had been drinking is comparable to that of drivers age 65 and older. During 2018, alcohol involvement in crashes decreased somewhat for drivers between the ages of 19 and 34.

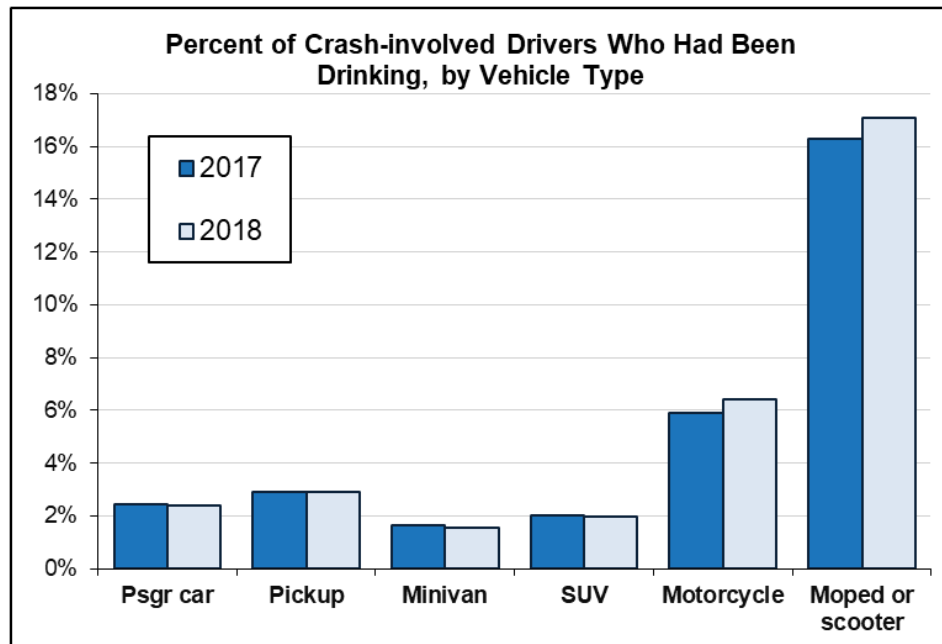


Impaired Driving (Drugs and Alcohol)



Source: NCDOT Motor Vehicle Crash Data, 2017–2018

Drivers of different vehicle types also vary in their rate of alcohol-involvement in crashes. As shown below, alcohol-involvement in crashes is highest among riders of motorcycles and mopeds/scooters. During 2018, 6.4 percent of motorcycle crashes and 17.1 percent of moped/scooter crashes involved a driver who had been drinking. Alcohol-involvement increased slightly for motorcycle and moped/scooter riders during 2018.

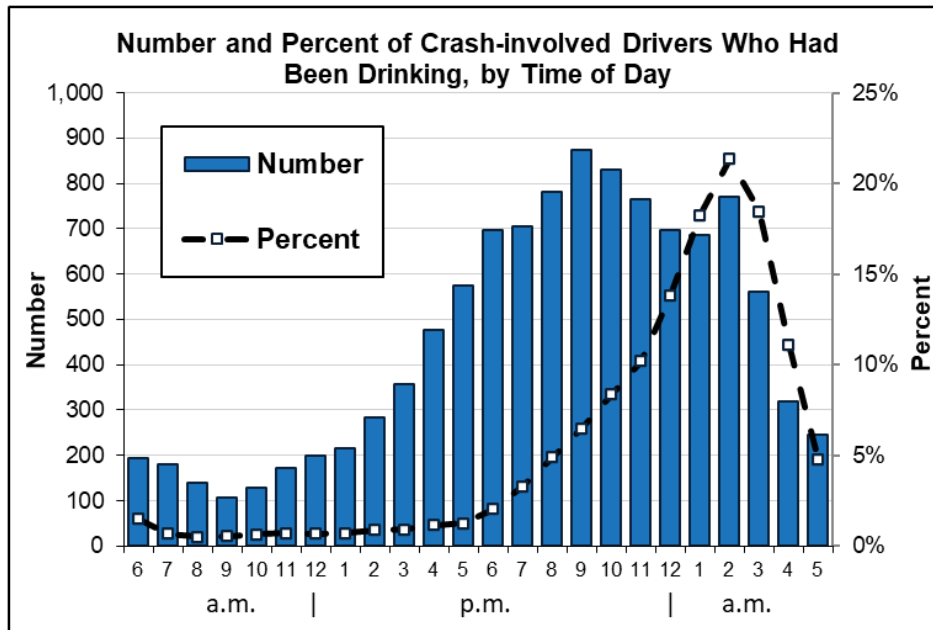


Source: NCDOT Motor Vehicle Crash Data, 2017–2018



Impaired Driving (Drugs and Alcohol)

The figure below shows the number (left axis, blue bars) and percent (right axis, blue line) of crashes involving alcohol by time of day. The number of alcohol-involved crashes peaks at 9 p.m. and is generally high during the evening hours. However, the *percent* of alcohol-involved crashes peaks at 2 a.m. More than 20% of crashes between 2:00-2:59 a.m. involved alcohol.



Source: NCDOT Motor Vehicle Crash Data, 2018

North Carolina has 100 counties. The table below shows the 36 counties with the most fatalities in crashes from 2014 to 2018 involving a driver with a BAC of .08 or above. Mecklenburg County had the most alcohol-involved fatalities during this period followed by Wake, Guilford, Robeson, Forsyth and Cumberland counties. Altogether, the 36 counties listed in the table accounted for three-fourths (74 percent) of all alcohol-involved fatalities in North Carolina's from 2014 to 2018. The table also shows the alcohol-involved fatality rate per 10,000 population. Many of the counties with the highest per capita rates of alcohol-involved fatalities are in the eastern part of the state (e.g., Robeson, Halifax, Pender, Columbus, Sampson, Nash, Harnett and Wilson counties).



Fatalities in Crashes Involving a Driver with a BAC of .08 or Above, 2014-2018

County	Fatalities in alcohol involved crashes	Fatalities per 10,000 population	% of all alcohol involved fatalities
Mecklenburg	171	1.57	8.45%
Wake	104	0.97	5.14%
Guilford	96	1.80	4.74%
Robeson	71	5.40	3.51%
Forsyth	69	1.83	3.41%
Cumberland	64	1.93	3.16%
Durham	46	1.48	2.27%
Davidson	43	2.56	2.12%
Harnett	43	3.23	2.12%
Johnston	43	2.15	2.12%
Buncombe	41	1.57	2.03%
Gaston	40	1.81	1.98%
Iredell	38	2.13	1.88%
Onslow	35	1.76	1.73%
Moore	34	3.42	1.68%
Union	33	1.42	1.63%
Cleveland	32	3.23	1.58%
Nash	32	3.36	1.58%
Brunswick	31	2.26	1.53%
Cabarrus	30	1.43	1.48%
Catawba	30	1.89	1.48%
New Hanover	30	1.29	1.48%
Randolph	30	2.08	1.48%
Rowan	30	2.12	1.48%
Alamance	26	1.56	1.28%
Pender	26	4.18	1.28%
Pitt	26	1.46	1.28%
Wayne	25	2.00	1.24%
Wilson	25	3.05	1.24%
Hoke	23	4.26	1.14%
Granville	22	3.62	1.09%
Halifax	22	4.27	1.09%
Sampson	22	3.43	1.09%
Caldwell	21	2.52	1.04%
Lincoln	21	2.48	1.04%
Surry	21	2.87	1.04%

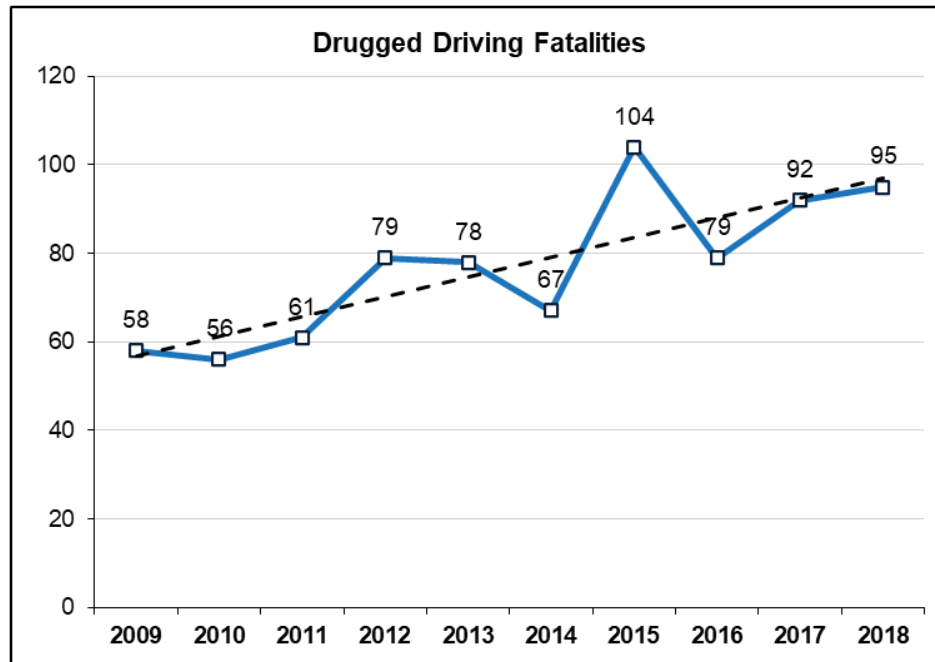
Source: FARS, 2014–2018 and U.S. Census Bureau



Impaired Driving (Drugs and Alcohol)

Drugged Driving: Crashes, Deaths and Injuries

During 2017, there were 95 drugged driving fatalities in North Carolina. These are instances where an officer suspected that at least one driver in the crash was under the influence of a drug other than alcohol. As shown in the figure below, drugged driving fatalities have grown noticeably in North Carolina over the past decade, although they are still far less common than alcohol-related fatalities.

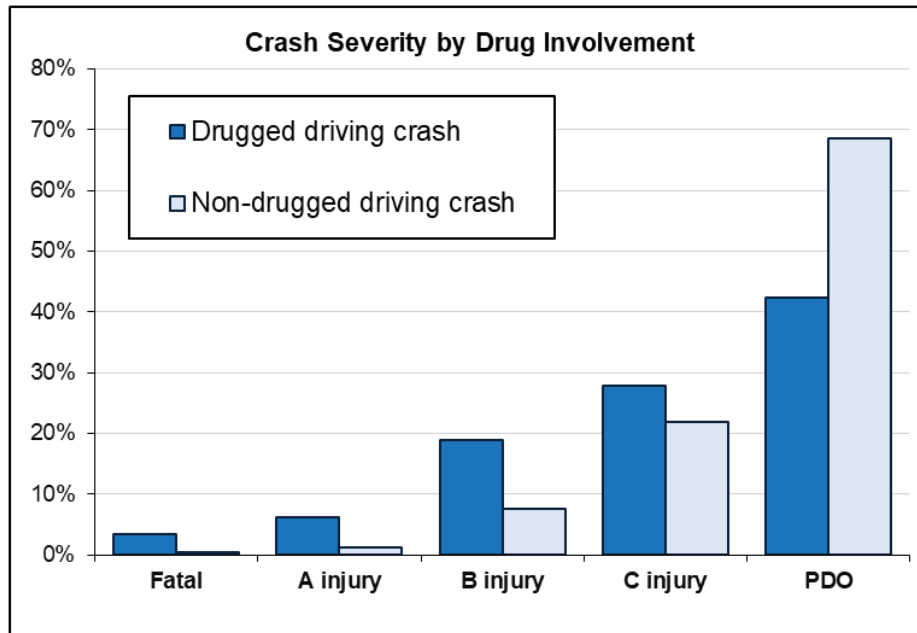


Source: NCDOT Motor Vehicle Crash Data, 2009–2018

In addition to the 95 drugged driving fatalities in 2018, there were 175 serious (“A”) injuries, 1,315 less severe injuries, and 1,194 property damage only crashes. Crashes involving drugged drivers are more likely to involve death or injury compared to non-drugged driving crashes. As shown in the figure below, 3.1 percent of drugged driving crashes in 2018 involved a fatality compared to just 0.4 percent of non-drugged driving crashes. Drug involvement was also over-represented in injury crashes of all severities.



Impaired Driving (Drugs and Alcohol)

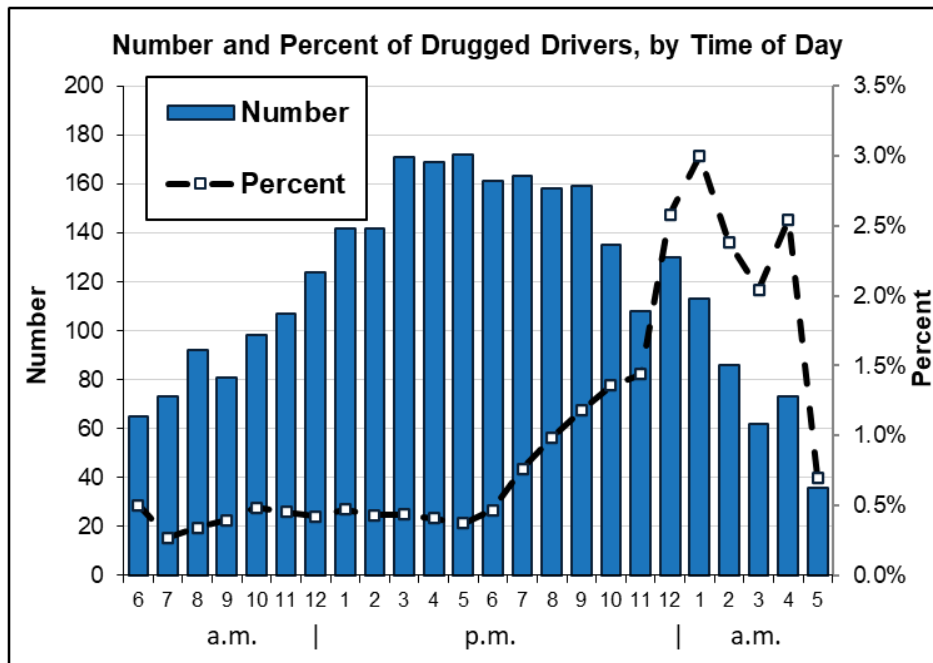


Source: NCDOT Motor Vehicle Crash Data, 2018

Two-thirds (67 percent) of drugged driving crashes in 2018 involved a male driver. Drugged driving crashes are also over-represented on rural roads. Only 36 percent of all crashes in North Carolina occur on rural roads, but more than half (52 percent) of drugged driving crashes are on rural roads. Drugged driving crashes also vary by time of day, as shown in the figure below. The number of drugged driving crashes (left axis, blue bars) is highest between 3:00 p.m. and 9:59 p.m. However, the *percent* of crashes involving a drugged driver (right axis, blue line) is highest late at night, especially between midnight and 4:59 a.m.

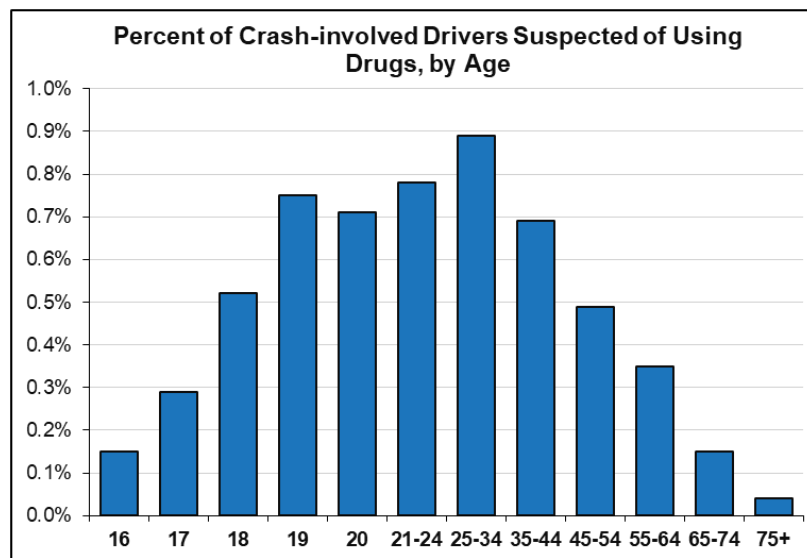


Impaired Driving (Drugs and Alcohol)



Source: NCDOT Motor Vehicle Crash Data, 2018

Drugged driving varies by the age of the driver. As shown in the next figure, drugged driving is highest among crash-involved drivers between the ages of 19 and 44. North Carolina’s youngest and oldest drivers seldom use drugs and drive.



Source: NCDOT Motor Vehicle Crash Data, 2018



Enforcement Activities for Alcohol- and Drug-Impaired Driving

During 2019, law enforcement agencies in North Carolina conducted five waves of the *Booze It & Lose It* campaign:

- St. Patrick's Day *Booze It & Lose It* (March 14 - 17)
- *Booze It & Lose It*: Operation Firecracker (July 1 - 7)
- Labor Day *Booze It & Lose It* (August 16 – September 2)
- Halloween *Booze It & Lose It* (October 28 – November 3)
- Holiday *Booze It & Lose It* (December 16, 2019 – January 5, 2020)

Across all five waves, 19,447 checkpoints and saturation patrols were conducted, resulting in a total of 6,767 DWI charges (see the table below). Compared to 2018, 7 percent more checkpoints and saturation patrols were conducted during *Booze It & Lose It* enforcement activities in 2019, and these activities resulted in 7 percent more DWI charges.

Law enforcement officers are encouraged to enforce North Carolina's DWI laws throughout the year between enforcement campaigns. As shown in the table below, there were a total of 42,655 DWI charges issued during 2019 and 35,888 of these were issued during non-campaign periods throughout the year. Over 80 percent of DWI charges issued in 2019 were during non-enhanced enforcement campaign times of the year.

In addition to DWI charges, the five waves of the *Booze It & Lose It* campaign during 2019 resulted in 17,230 charges for occupant restraint violations, 9,123 arrests for drug violations, 8,139 wanted persons apprehended, and 24,497 citations for driving without a license. An additional 3,188 DWI charges were made during other enhanced enforcement periods in 2019, such as *Click It or Ticket*.



Checkpoints and DWI Charges		
	2019	2018
<i>St. Patrick's Day Booze It & Lose It</i>		
Checkpoints and saturation patrols	1,626	1,685
DWI charges	686	635
<i>Booze It & Lose It: Operation Firecracker</i>		
Checkpoints and saturation patrols	2,787	3,943
DWI charges	966	1,373
<i>Labor Day Booze It & Lose It</i>		
Checkpoints and saturation patrols	6,110	4,309
DWI charges	2,205	1,411
<i>Halloween Booze It & Lose It</i>		
Checkpoints and saturation patrols	2,081	2,592
DWI charges	815	883
<i>Holiday Booze It & Lose It</i>		
Checkpoints and saturation patrols	6,843	5,645
DWI charges	2,095	2,029
Totals - All Enforcement Campaigns		
Checkpoints and saturation patrols	19,447	18,174
DWI charges	6,767	6,331
Total DWI Charges for Year (AOC*)	42,655	43,905
Total - Non-Enforcement Campaign DWI Charges #	35,888	37,574
Total - Non-Enforcement Campaign DWI Charges %	84.1%	85.6%

The information about checkpoint activity and DWI charges was provided to GHSP, as required, by law enforcement agencies participating in Booze It & Lose It enhanced enforcement periods. Each campaign included approximately 400 participating law enforcement agencies across the state, including local police departments, Sheriff's departments, and the North Carolina State Highway Patrol.

**Calendar year data from Administrative Office of the Courts includes Commercial DWI (DWI >= .04 – 20-138.2(A)(2), DWI Schedule I Controlled Substance – 20-138.2(A)(3), Commercial DWI Under the Influence – 20-138.2(A)(1), DWI Commercial Vehicle – 20-138.2) and DWI (Driving After Consuming <21 – 20-138.3, Driving While Impaired and Aid & Abet Impaired Driving - 20-138.1)*

Summary

During 2018, alcohol-impaired driving fatalities in North Carolina increased five percent, from 401 to 421. Similarly, the rate of alcohol-impaired fatalities per capita and per 100 million VMT increased slightly. As in previous years, certain groups of drivers are at higher risk for alcohol-impaired crashes including males, drivers age 21 to 34, motorcycle and motor-scooter riders, and drivers on rural roadways. Alcohol-involved crashes are most common at night, especially between 8 p.m. and 3 a.m. The counties that account for the most alcohol-involved fatalities are Mecklenburg, Wake, Guilford, Robeson, Forsyth and Cumberland.



Impaired Driving (Drugs and Alcohol)

Drugged driving appears to be a growing problem in North Carolina. The number of fatalities involving a drugged driver has increased almost 50 percent over the past decade. Drugged driving crashes are especially common among males, drivers between the ages of 19 and 44, and those living in rural areas. GHSP believes the number of alcohol-involved and drugged driving fatalities can be further reduced through a combination of enforcement and educational programs designed to deter driving while impaired. These countermeasures are described elsewhere in this section.

Countermeasures and Funding Priorities

To address the problem areas described above and to meet North Carolina's targets for 2021, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 9th 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.

GHSP continues to establish DWI Enforcement Teams in counties that were overrepresented in alcohol-related fatalities. GHSP began funding DWI Enforcement Teams to encourage local law enforcement agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers were most likely to be on the roadways – typically Thursday, Friday, and Saturday nights between 10 p.m. and 6 a.m. the following morning. During FY2021, GHSP will fund DWI Enforcement Teams in Buncombe, Forsyth, Gaston, Guilford, Iredell, Mecklenburg, Onslow, Robeson, Union and Wake counties. Collectively, these ten counties accounted for 31.4% of the alcohol-involved fatalities in North Carolina during the past five years, and they include the seven counties with the highest number of fatalities. New projects in FY2021 include activity hours primarily for DWI enforcement for the Statesville Police Department in Iredell County, the Buncombe County Sheriff's Office, and the Belmont Police Department in Gaston County. 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. GHSP also provided access to data and county maps in these communities to communicate the location of impaired driving crashes, injuries and fatalities, as well as the time of day and day of week that these are occurring.

GHSP is also committed to supporting enforcement efforts statewide and particularly to those agencies that seek assistance in establishing impaired driving checking stations. Well publicized checking stations have been proven by NHTSA to be highly effective in curbing impaired driving and are supported by an overwhelming percentage of the population. GHSP is also fully supportive of the continued operation of the North Carolina BAT Mobile Program, operated by the Forensic Tests for Alcohol Branch (FTA). Since its inception in 1996, the BAT Mobile program has played a major role in assisting law enforcement officers at DWI checking stations and in raising awareness of the dangers of impaired driving at education and safety events. The units are deployed regionally assuring adequate checking station coverage throughout the State. During FY2021, GHSP will continue its support of the BAT Mobile program by funding portable fingerprint capturing devices and applicable software to further assist law enforcement processing of arrestees at checking stations. GHSP will also continue funding for a database application system for the FTA to support the business processes associated with scheduling, enrollment and delivery of training programs, tracking certification history, as well as scheduling and tracking special events for the BAT mobile program.



Impaired Driving (Drugs and Alcohol)

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. During FY2021, GHSP plans to continue support for Dedicated DWI Treatment Courts in Buncombe and Robeson counties. DWI Courts deal only with impaired driving cases and are proven to reduce recidivism among offenders.

During FY2021, GHSP also support the state's Drug Recognition Expert (DRE) program, considered one of the strongest such programs in the country. GHSP will support a 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. Additionally, GHSP will continue to help the DRE program increase management proficiency by funding the program's Data Entry and Management System.

Although the North Carolina State Bureau of Investigation (SBI) laboratory does the blood alcohol testing for most law enforcement agencies in North Carolina, other regional labs exist as well. During FY2021, GHSP will fund a laboratory in New Hanover County to continue and/or expand their existing blood alcohol testing facilities and to expedite the blood alcohol analysis. 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.

GHSP will continue to expand and rejuvenate the Statewide Impaired Driving Task Force. The Task Force is 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 includes over 20 experts, including police chiefs, local sheriffs, emergency room personnel, substance use disorder treatment providers, judicial officials, public health experts, state officials and others. The Task Force has previously developed an Impaired Driving Plan for the State of North Carolina. The Plan described North Carolina's current and future initiatives regarding enforcement, media and outreach, adjudication, and treatment and rehabilitation as described in NHTSA's Highway Safety Program Guideline No. 8 Impaired Driving. During FY2021, the Impaired Driving Plan will be revised and updated by the Impaired Driving Task Force. The Task Force held its initial meeting on January 23, 2020.

GHSP will also work to address drugged driving issues in NC. GHSP will lead a National Governor's Association (NGA) group collaborative to expand testing and data collection for drugged drivers in North Carolina. This collaborative will include representatives of the NC Office of Chief Medical Examiner's Office, NC Division of Public Health, and others.

GHSP plans to host the Traffic Safety Conference and Expo during FY2021. The previous Conference, held in Raleigh in August 2019, was attended by more than 750 national, state and local traffic safety professionals and law enforcement officers. The FY2021 conference will focus on strategies for reducing traffic-related fatalities and serious injuries in North Carolina, with the ultimate goal of eliminating roadway deaths. Conference participants will learn from leading experts in the fields of distracted and impaired driving, child passengers, pedestrians and bicycles, motorcycles, teens and older driver safety, adult occupant protection, vehicle technology, law enforcement, and commercial vehicles. The conference will share the latest research, evidence-based strategies, proven countermeasures and promising new approaches for reducing roadway fatalities.



Impaired Driving (Drugs and Alcohol)

Finally, GHSP will partner with the Insurance Institute for Highway Safety (IIHS) and the UNC Highway Safety Research Center (HSRC) to create updates to the 26-year-old “Booze It & Lose It” program. This partnership will mirror the coordinated public-private collaboration that gave birth to this program in North Carolina almost thirty years ago. Preliminary plans are to incorporate rideshare partnerships and innovative social media marketing with traditional proven approaches such as high visibility enforcement to create an updated program that can be replicated in other states.

Media Plan

GHSP will support the aforementioned FY2021 impaired driving campaigns with earned and/or paid media to draw attention to each of the campaigns. North Carolina utilizes a variety of media modes to draw attention to the campaigns and the enforcement efforts in the state.

Campaign kickoff events are planned for all FY2021 campaigns, seeking earned media attention that will be gained from partnerships with NC DOT Communications Office, MADD, NC State Highway Patrol, local law enforcement, Conference of District Attorneys, etc. Typically, the kickoff events will feature the GHSP Director, state law enforcement, local law enforcement, and often victims, survivors, or offenders. At times GHSP will change the typical kickoff format to draw attention to a variety of impaired driving issues.

GHSP will use innovative paid media strategies to reach young adult audiences, a key demographic according to market research. This will include media buys on internet radio, digital video, digital displays on microtargeted web sites, TV advertising on cable stations, and customizable advertising such as in movie theaters. GHSP has created new digital video ads, including cartoons and animation, to use as digital video and displays. GHSP will also use free social media such as Facebook, Twitter and Instagram. Social media site engagement has doubled since last year and will continue to be a key part of our advertising strategy. Marketing and advertising efforts are becoming more progressive with the ability to micro-target our audience and utilize a variety of mediums to ensure “Booze It & Lose It” makes the most effective use of messaging. Paid media will be utilized during enforcement periods and certain months when increased alcohol-related fatalities occur. In-house social media will also be used throughout the entire year with messaging targeting key demographics and areas.

GHSP will continue partnerships with universities in the state. The messaging and enforcement will focus on the issue of alcohol abuse at college sporting events and reminding citizens there are more ways than ever to get home after drinking. GHSP will continue to encourage those that plan to drink or who have been drinking to find a safe, sober way home. GHSP will promote “Booze It & Lose It” throughout the school year on campuses through targeted sports marketing and media campaigns.

FY2021 Alcohol- and Drug-Impaired Driving Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2021 North Carolina Highway Safety Plan to address alcohol- and drug-impaired driving. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA’s Countermeasures that Work).

Agency:	North Carolina Department of Health and Human Services-Forensic Testing for Alcohol
Project Number:	M5BAC-21-15-01
Project Title:	BAT Mobile Program



Impaired Driving (Drugs and Alcohol)

Project Description: This project supports mobile Blood Alcohol Testing (BAT) Units stationed regionally across the state. The BAT Program provides resources to law enforcement agencies in North Carolina for assistance in detection, apprehension, and prosecution of impaired drivers. More specifically, the BAT Program enables law enforcement in their efforts to conduct DWI checking stations. This grant will fund three full-time BAT Coordinators and three part-time BAT Coordinators while supporting operational costs associated with the BAT mobiles.

CMTW: Chapter 1, Section 2.1

Agency: North Carolina Department of Health and Human Services-Forensic Testing for Alcohol

Project Number: M5BAC-21-15-02

Project Title: Drug Recognition Expert Program

Project Description: This ongoing project funds the Drug Recognition Expert (DRE) Training Coordinator and adds a DRE Program Coordinator position. The DRE Training Coordinator schedules training across the state to help officers detect impaired suspects under the influence of drugs. The coordinator also provides instruction for DRE's and DRE instructors to ensure state of the art training for all certified DRE personnel. The newly created DRE Program Coordinator oversees all of the DRE programs and helps to develop effective education programs and strategies that will be provided to all DREs in the North Carolina.

CMTW: Chapter 1, Section 7.1

Agency: North Carolina Department of Health and Human Services-Forensic Testing for Alcohol

Project Number: M5TR-21-15-01

Project Title: Science Program

Project Description: This is an ongoing project that provides for and maintains the breath alcohol testing instruments statewide. The project also trains law enforcement officers on these instruments.

CMTW: Chapter 1, Section 2.3

Agency: North Carolina Department of Health and Human Services-Forensic Testing for Alcohol

Project Number: M5TR-21-15-02

Project Title: Standardized Field Sobriety Training Program

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

CMTW: Chapter 1, Sections 2.1 and 2.2

Agency: Kernersville Police Department

Project Number: AL-21-02-01

Project Title: Forsyth County DWI Task Force Continuation

Project Description: This ongoing project expands the Forsyth County DWI Task Force. Forsyth County is ranked sixth in alcohol-related fatalities. This Task Force is a multi-



Impaired Driving (Drugs and Alcohol)

agency effort between the police departments of Kernersville and Winston-Salem and the Forsyth County Sheriff's Office.

CMTW: Chapter 1, Sections 2.1 and 2.2

Agency: NC State Highway Patrol
Project Number: M5HVE-21-15-01
Project Title: Booze It & Lose It 2021
Project Description: This continuation project funds the NC State Highway Patrol for overtime enforcement of driving while impaired offenses. The NCSHP will accomplish this by strategically placing Troopers in the top twenty-five counties for impaired driving fatalities during the "Booze It and Lose It" sponsored campaigns in FY2021. They will do this by focusing on driving while impaired suspects during the peak night time hours and on the weekends.
CMTW: Chapter 1, Sections 2.1 and 2.2

Agency: N.C. Department of Public Safety - Alcohol Law Enforcement
Project Number: AL-21-02-03
Project Title: Public Info Program/Mobile Enforcement Grant 2021
Project Description: This project that will allow North Carolina Alcohol Law Enforcement (NC ALE) Agents to conduct their Keys to Life Programs and Mobile Enforcement Operations while focusing on the top 25 counties for young driver-alcohol related crashes.
CMTW: Chapter 1, Sections 6.2, 6.4 and 6.5

Agency: Buncombe County
Project Number: M5CS-21-15-02
Project Title: Buncombe County DWI Treatment Court
Project Description: This is a continuation project that provides funding for the Buncombe County DWI Treatment Court's Treatment Court Coordinator position.
CMTW: Chapter 1, Section 3.1

Agency: NC Mothers Against Drunk Driving
Project Number: M5X-21-15-01
Project Title: Impaired Driving & Underage Drinking Prevention
Project Description: This is an ongoing project to fund the MADD Program Specialist and Court Monitor Specialist positions, and to provide materials and support for public education and awareness events.
CMTW: Chapter 1, Section 3.3 and 6.5

Agency: NC Conference of District Attorneys
Project Number: M5CS-21-15-01 OP-21-04-02
Project Title: NCCDA 2020 TSRP Program
Project Description: This is an ongoing project with the Conference of District Attorneys to educate law enforcement personnel, prosecutors, magistrates and judges on basic and advanced traffic related safety topics and their daily job duties/responsibilities. This grant also funds Traffic Safety Resource Prosecutors (TSRP) to alleviate the increased caseloads, provide technical assistance, train prosecutors, law



Impaired Driving (Drugs and Alcohol)

enforcement, judicial officials, and other allied officials in the counties with DWI Task Forces.

CMTW: Chapter 1, Sections 2.1 and 2.2

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: AL-21-02-14
Project Title: Impaired Driving 2.0
Project Description: This is a new project to evaluate the current Booze It & Lose It initiative in North Carolina and assist with developing and administering innovations for the program's next phase, to be developed in conjunction with Insurance Institute for Highway Safety (IIHS) and GHSP.
CMTW: Chapter 1, Sections 2.1 and 5.4

Agency: Guilford County Sheriff's Office
Project Number: AL-21-02-05
Project Title: Guilford County DWI Task Force
Project Description: This is a continuation grant to fund a multi-agency DWI Task Force (Guilford County Sheriff's Office, and High Point Police Department). Guilford County ranks third in overall fatalities, third in alcohol-related fatalities and third in unrestrained fatalities. The grant also funds a DWI Educator, who educates the public on impaired driving.
CMTW: Chapter 1, Sections 2.1 and 2.2

Agency: Guilford County Sheriff's Office
Project Number: AL-21-02-06
Project Title: Guilford County DWI Task Force Expansion
Project Description: This grant expands the impaired driving enforcement project for the Guilford County DWI Task Force by funding enforcement hours for two additional Task Force members. Guilford County ranks third in overall fatalities, third in alcohol-related fatalities and third in unrestrained fatalities.
CMTW: Chapter 1, Sections 2.1 and 2.2

Agency: NC Department of Justice SBI
Project Number: M5BAC-21-15-04
Project Title: NCSCCL Toxicology Enhancement
Project Description: This is a new project with the North Carolina Department of Justice/North Carolina State Crime Laboratory to fund 3 one-year preventative maintenance or service contracts for the three Liquid Chromatograph/Quadrupole-Time-of-Flight (LC/Q-TOF) instruments. These instruments allow for the screening of blood sample extracts for compounds with known molecular formulas, which includes over a thousand drugs and metabolites. These agreements are needed to keep the instrumentation running at optimal conditions.
CMTW: Chapter 1, Section 7.1

Agency: Winston-Salem Police Department
Project Number: AL-21-02-07
Project Title: Forsyth Co. DWI Task Force Year 11



Impaired Driving (Drugs and Alcohol)

- Project Description:** This is a continuation project to fund the Forsyth County DWI Task Force. Forsyth County ranked sixth in impaired driving-related fatalities and eighth in the number of unrestrained fatalities in 2016. This Task Force is a multi-agency effort between the police departments of Kernersville, Winston-Salem, and the Forsyth County Sheriff's Office.
CMTW: Chapter 1, Sections 2.1 and 2.2
- Agency:** Charlotte-Mecklenburg Police Department
Project Number: M5HVE-21-15-02
Project Title: DWI Task Force
Project Description: This project funds a DWI Task Force project with the Charlotte-Mecklenburg Police Department for enforcement hours for seven DWI Task force officers. The Task Force will work closely with the local teen safe driving project to educate the teens and the citizens of Mecklenburg County about the dangers of drinking and driving.
CMTW: Chapter 1, Sections 2.1, 2.2 and 6.5
- Agency:** Buncombe County Sheriff's Office
Project Number: AL-21-02-11
Project Title: Buncombe County DWI Task Force
Project Description: This is a new grant to fund activity hours for two deputies and a supervisor to conduct impaired driving enforcement in Buncombe County. Buncombe County ranks 8th for overall fatalities and 11th for alcohol-related fatalities statewide.
CMTW: Chapter 1, Sections 2.1 and 2.2
- Agency:** Belmont Police Department
Project Number: AL-21-02-12
Project Title: Belmont DWI Officer
Project Description: This is a new grant to fund activity hours for a police officer to conduct impaired driving enforcement in Belmont. As the gateway to Charlotte, a dedicated officer will greatly impact impaired driving throughout the county. Gaston County is ranked ninth for overall traffic fatalities and 12 th for alcohol-related fatalities.
CMTW: Chapter 1, Sections 2.1 and 2.2
- Agency:** Statesville Police Department
Project Number: AL-21-02-13
Project Title: Statesville DWI Task Force
Project Description: This is a new grant with the Statesville Police Department. The grant will fund activity hours for two officers to conduct impaired driving enforcement in Statesville. The City of Statesville Police Department (SPD) serves the county seat of Iredell County. Iredell County is ranked 13th for alcohol related fatalities, and 13th for overall fatalities. The DWI Officers will work nights and weekends apprehending impaired driving suspects with the goal of reducing alcohol-related serious injuries and fatalities in Iredell County.
CMTW: Chapter 1, Sections 2.1, 2.2 and 7.1
- Agency:** Buncombe County District Court -NC Administrative Office of the Courts



Impaired Driving (Drugs and Alcohol)

Project Number:	AL-21-02-09
Project Title:	Buncombe County DWI Treatment Court (NC Jud)
Project Description:	This is an ongoing project with the Buncombe County District Court to fund a DWI Treatment Court. The court identifies Level 1 and 2 offenders and facilitates entry into the program. This project funds a Legal Assistant to work in conjunction with the Buncombe County DWI Treatment Court Coordinator. CMTW: Chapter 1, Section 3.1
Agency:	Apex Police Department
Project Number:	AL-21-02-08
Project Title:	Apex PD DWI Enforcement Officer
Project Description:	This is the third year of a grant to provide the Apex Police Department with enforcement hours for one DWI officer. Wake County is ranked second in the state in alcohol-related fatalities. CMTW: Chapter 1, Sections 2.1 and 2.2
Agency:	University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number:	SA-21-09-06
Project Title:	Repeat Offenders
Project Description:	This is the third year of a 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. CMTW: Chapter 1, Sections 1.3, 4.4 and 4.5
Agency:	Governor's Highway Safety Program
Project Number:	AL-21-00-00
Project Title:	GHSP In-House Impaired Driving Future Projects
Project Description:	GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose. CMTW:
Agency:	Governor's Highway Safety Program
Project Number:	M5X-21-00-00
Project Title:	GHSP In-House Impaired Driving Future Projects
Project Description:	GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose. CMTW:
Agency:	Lumberton Police Department
Project Number:	M5HVE-21-15-03
Project Title:	Lumberton DWI Enforcement Team
Project Description:	This a continuation project for enforcement for two traffic officers for the Lumberton Policy Department. Robeson County is ranked 5th for alcohol-related fatalities and 2nd for unrestrained fatalities.The officers will collaborate with



Impaired Driving (Drugs and Alcohol)

other agencies and municipalities within Robeson County. In addition to enforcement efforts, the officers will educate students by giving seminars at local high schools and attending driver education classes around the county.

CMTW: Chapter 1, Sections 2.1, 2.2 and 6.5

Agency: Robeson County District Attorney's Office
Project Number: AL-21-02-04
Project Title: Robeson County DWI Treatment Court
Project Description: This is the second year of a grant to fund the Robeson County DWI Treatment Court to decrease the number of repeat DWI offenders in Robeson County and to address these cases in a timely manner. This grant with the District Attorney's office will also provide sentencing alternatives to eligible offenders convicted of DWI.
CMTW: Chapter 1, Section 3.1

Agency: New Hanover Co. Sheriff's Office
Project Number: M5BAC-21-15-03
Project Title: New Hanover Forensic Lab
Project Description: The New Hanover County Sheriff's Office Forensic Lab will continue to ensure continuity of operations, providing analysis for casework submitted by partner agencies to ensure effective investigation and prosecution of crime and offenders with consistent, reliable testing and results. The grant will fund the salary and benefits for the Laboratory Technician, supplies, and training.
CMTW: Chapter 1, Section 7.1

Agency: Onslow County Sheriff's Office
Project Number: AL-21-02-02
Project Title: Onslow County SO DWI Team
Project Description: This is the third year of a grant for the Onslow County Sheriff's Office to fund activity hours for three deputies and a supervisor to conduct traffic safety enforcement. Onslow County is ranked 20th in overall fatalities, 14th in alcohol related fatalities, and 15th in speed related fatalities.
CMTW: Chapter 1, Sections 2.1 and 2.2

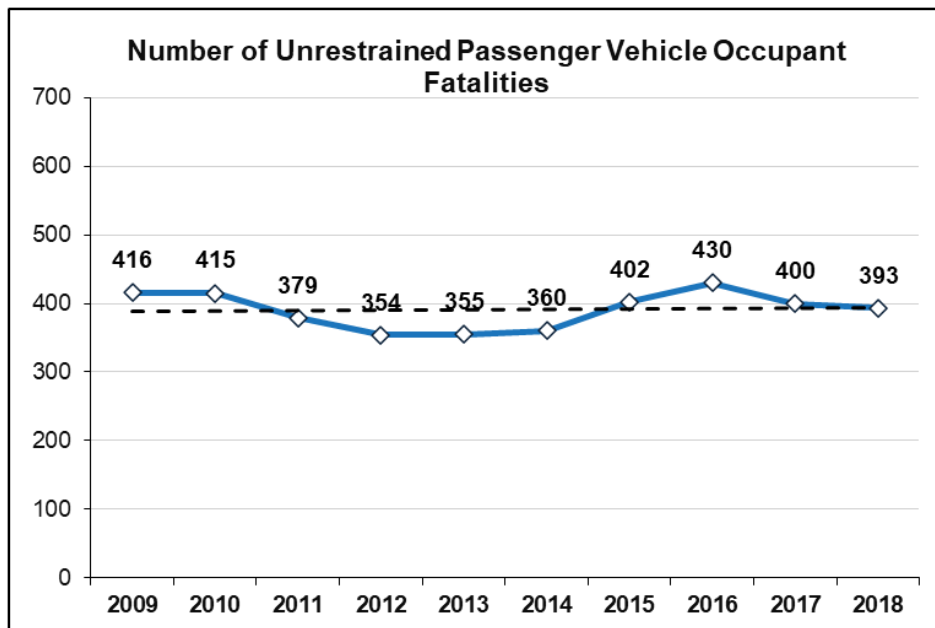


Occupant Protection (Adult & CPS)

Passenger Vehicle Driver and Occupant Deaths and Injuries

The goal of the North Carolina occupant protection program is to reduce fatalities by having drivers and passengers comply with seat belt usage laws and ensuring young children are properly secured in age and size appropriate car and booster seats. As restraint use increases, the number of unrestrained occupant fatalities should decline.

In 2018, there were 393 fatalities in North Carolina involving an unrestrained passenger vehicle driver or occupant—a decrease of seven fatalities from the previous year. Although unrestrained fatalities have dropped the last two years, the long-term trend suggests little change in unrestrained fatalities in North Carolina. This pattern mirrors unrestrained fatalities nationwide.

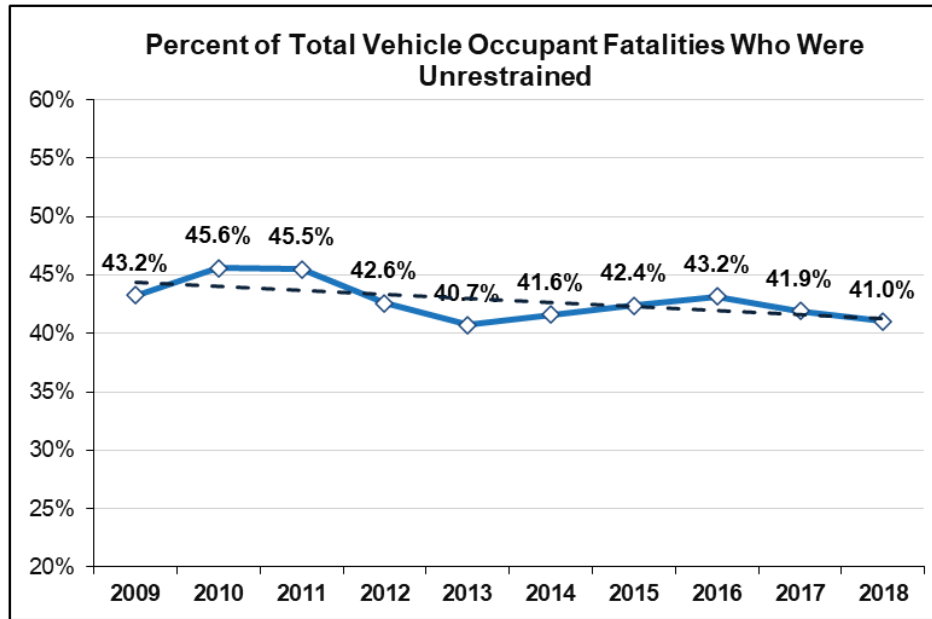


Source: FARS, 2009–2018

The next figure shows the percentage of passenger fatalities who were unrestrained at the time of crash. In 2018, 41.0 percent of fatally injured vehicle drivers and occupants were unrestrained, a decrease from 41.9 percent in 2017. Although the percent of unrestrained fatalities has fluctuated over time, the long-term trend suggests a gradual decline.

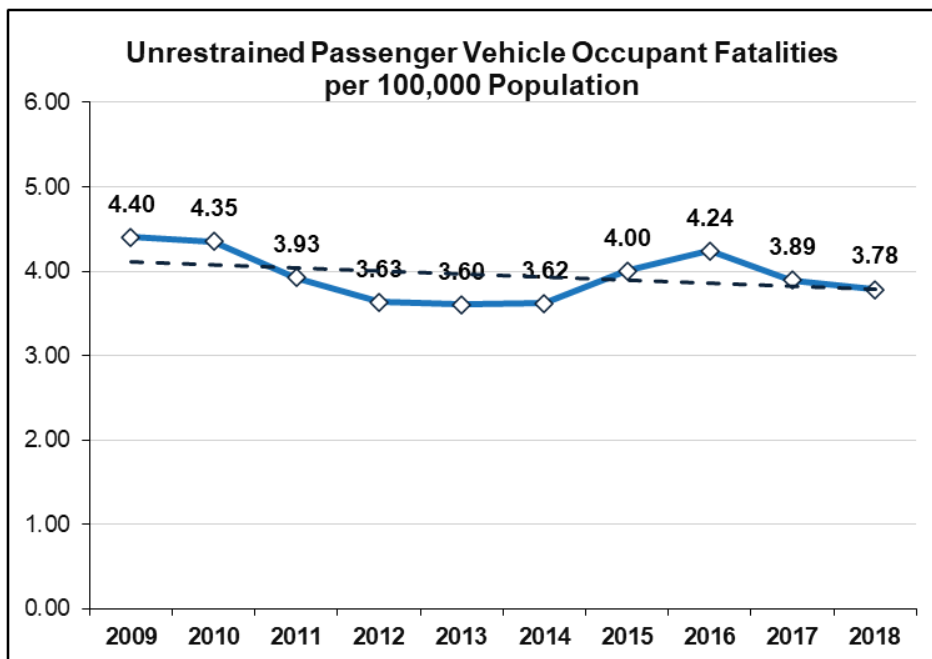


Occupant Protection (Adult & CPS)



Source: FARS, 2009–2018

Because North Carolina’s population has grown considerably during the last decade, fatality rates per capita may be the most useful indicator of progress in this area. The figure below shows unrestrained fatalities per 100,000 population from 2009 through 2018. This number has declined each of the past two years, which mirrors the long-term trend showing a decline in unrestrained fatalities per capita.

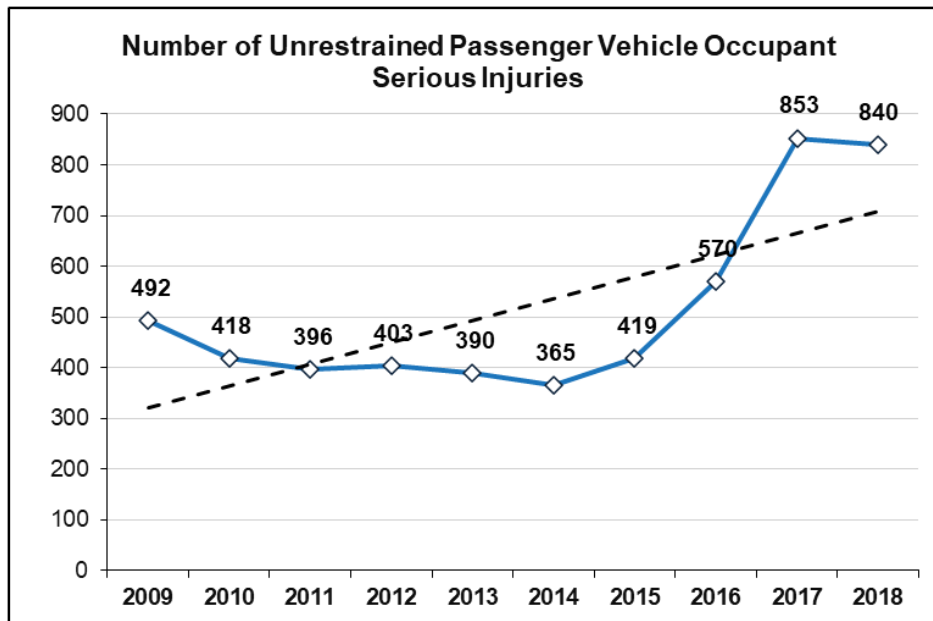


Source: FARS, 2009–2018 and U.S. Census



Occupant Protection (Adult & CPS)

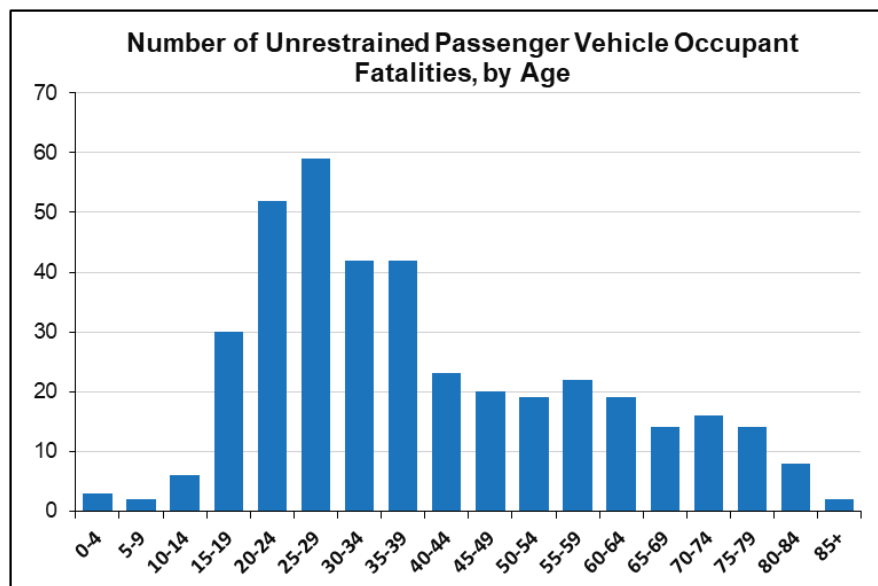
In 2018, there were 840 serious (“A”) injuries among unrestrained vehicle occupants. This is a small decline from the 853 serious injuries in 2017. (Note that the definition of “serious injury” changed in late 2016, which impacted the unrestrained serious injuries numbers in 2016 and 2017).



Source: NCDOT Motor Vehicle Crash Data, 2009–2018

NOTE: The definition of “serious injury” was changed in late 2016, likely contributing to the rise in reported injuries.

In 2018 there were three times as many unrestrained fatalities among males (302) as females (91). As shown in the figure below, unrestrained fatalities vary by age, with the highest number among passenger vehicle occupants ages 20 to 39 and very low rates for those under 15.

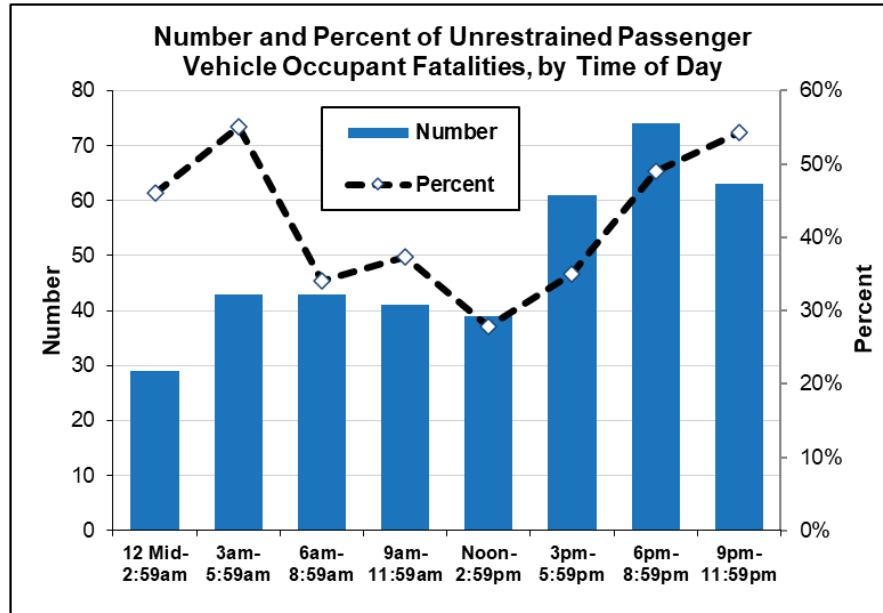


Source: FARS, 2018



Occupant Protection (Adult & CPS)

The next figure shows the number (left axis, blue bars) and percent (right axis, blue line) of unrestrained passenger vehicle occupant fatalities and the time of day those crashes occurred. The number of unrestrained fatalities is highest from 3:00 p.m. to midnight. However, the *percent* of unrestrained fatalities is highest late at night (from 6:00 p.m. to 5:59 a.m.).



Source: FARS, 2018

The table below shows the 37 counties with the most unrestrained fatalities from 2014 to 2018. Mecklenburg County had the most unrestrained fatalities, followed by Guilford, Wake and Robeson counties. The 37 counties listed in the table account for 71 percent of the state's unrestrained fatalities from 2014 to 2018. The table also shows the percent of unrestrained fatalities in each county. Franklin (57.1 percent), Durham (55.4), Duplin (55.0) and Alamance (50.8) Counties have the highest percentage of unrestrained fatalities, well above the statewide average of 41.0 percent.



**Unrestrained Passenger Vehicle Occupant Fatalities,
2014 2018**

County	Total Unrestrained Fatalities	Percent of Total County Fatalities Who Were Unrestrained	Percent of Total NC Unrestrained Fatalities
Mecklenburg	135	45.3%	6.8%
Guilford	82	42.9%	4.1%
Wake	82	40.2%	4.1%
Robeson	77	47.5%	3.9%
Johnston	51	44.0%	2.6%
Cumberland	50	42.4%	2.5%
Forsyth	49	37.1%	2.5%
Davidson	45	45.5%	2.3%
Gaston	45	42.9%	2.3%
Buncombe	42	43.3%	2.1%
Durham	41	55.4%	2.1%
Harnett	40	40.0%	2.0%
Moore	35	46.1%	1.8%
Nash	35	37.2%	1.8%
Columbus	33	42.9%	1.7%
Duplin	33	55.0%	1.7%
Union	33	38.8%	1.7%
Alamance	31	50.8%	1.6%
Brunswick	31	45.6%	1.6%
Pender	31	46.3%	1.6%
Randolph	31	42.5%	1.6%
Sampson	30	41.1%	1.5%
Rowan	29	40.8%	1.5%
Wayne	27	42.9%	1.4%
Cabarrus	26	38.8%	1.3%
Cleveland	26	32.9%	1.3%
Iredell	26	31.0%	1.3%
Pitt	26	36.1%	1.3%
Franklin	24	57.1%	1.2%
Catawba	23	40.4%	1.2%
Surry	23	45.1%	1.2%
Wilson	23	43.4%	1.2%
Lee	22	40.0%	1.1%
Edgecombe	21	48.8%	1.1%
Halifax	21	46.7%	1.1%
Rockingham	20	40.8%	1.0%
Granville	19	38.8%	1.0%

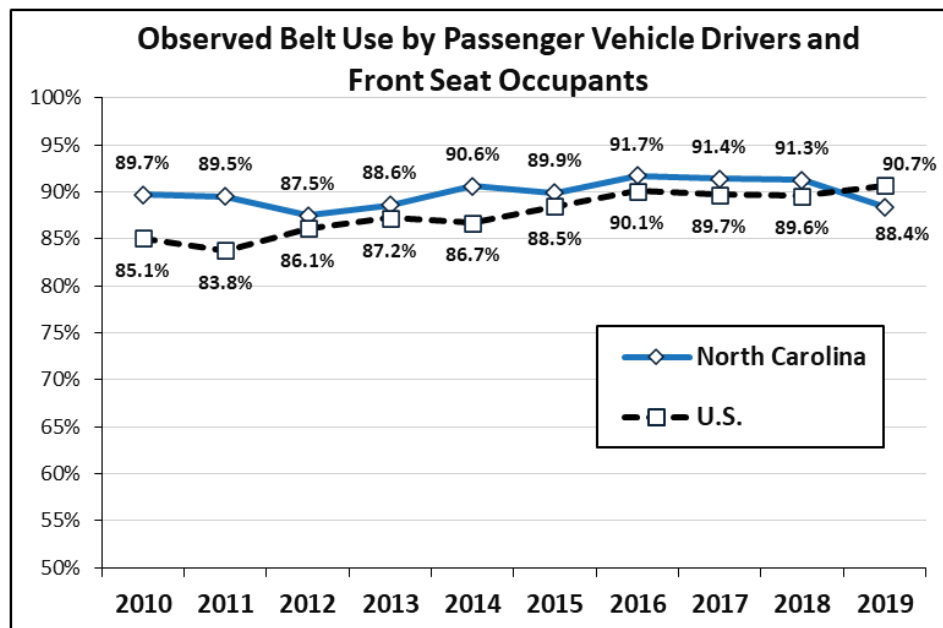
Source: FARS, 2014–2018



Behaviors

North Carolina’s most recent annual seat belt use survey, conducted in accordance with North Carolina’s NHTSA-certified plan, was conducted in June 2019 at 120 sites in 15 counties. For all sites, trained observers recorded information for stopped or nearly stopped vehicles. Data were collected during rush hours (weekdays between 7 a.m. and 9 a.m. or 3:30 p.m. and 6 p.m.), non-rush hours (weekdays between 9 a.m. and 3:30 p.m.), and on weekends (Saturday or Sunday between 7 a.m. and 6 p.m.). In total, field observers collected seat belt use data on 36,324 drivers and 8,516 front right seat passengers for a total of 44,840 observations.

The 2019 observed belt use rate for passenger vehicle drivers and front-seat passengers was 88.4 percent, down from the 2018 rate of 91.3 percent. For drivers, the observed belt use rate in 2019 was 88.8 percent. This is lower than the rate of 91.3 percent recorded in the 2018 survey. The 2019 observed belt use rate for right front-seat passengers was 86.3 percent, down from the 2018 rate of 90.3 percent. Although North Carolina’s observed belt use rate has remained close to 90 percent for the past ten years, this year’s observed belt use rate dipped below the national average for the first time ever.



Source: North Carolina’s annual seat belt use survey reports and NHTSA

In 2019, observed belt use was 2.5 percentage points higher among drivers (88.8 percent) than front seat passengers (86.3 percent). As shown in the table below, groups with somewhat lower observed seat belt use in North Carolina include males, young drivers, those driving in rural areas, and drivers of pickup trucks and vans. Belt use was also lower among those living in the coastal region of the state.



Observed Seat Belt Use Rates, June 2019	
Category	Weighted Use (%)
Overall	
Driver	88.8
Passenger	86.3
Combined	88.4
Sex of Driver	
Male	88.4
Female	89.7
Age of Driver	
16–24	85.6
25–44	88.2
45–64	91.0
65+	89.7
Urban/Rural	
Urban	89.7
Rural	86.3
Vehicle Type	
Car	89.8
Van	80.5
Minivan	94.2
Pickup Truck	85.8
Sport-Utility Vehicle	91.2
Region	
Mountain	87.7
Piedmont	92.5
Coast	85.8

Source: The 2019 North Carolina Observational Survey of Seat Belt Use

Seatbelt observations were conducted in 15 counties. As shown in the next table, observed belt use in 2019 differed across counties, from a low of 81.1 percent in Columbus County, to a high of 93.9 percent in Alamance County. Several counties experienced sizeable drops in observed seat belt use between the 2018 and 2019 surveys including Columbus (-9.9 percentage points), Mecklenburg (-7.6), Buncombe (-5.7), Robeson (-5.5), Nash (-5.3), Cleveland (-5.2), Wilkes (-4.3) and Sampson (-4.2).



Observed Seat Belt Use Rates by County			
County	2018 Observed Belt Use %	2019 Observed Belt Use %	2018 2019 change
Alamance	93.4	93.9	+0.5
Buncombe	95.0	89.3	-5.7
Catawba	87.2	90.5	+3.3
Cleveland	90.5	85.3	-5.2
Columbus	92.0	82.1	-9.9
Durham	88.4	91.6	+3.2
Forsyth	92.1	92.5	+0.4
Guilford	91.0	91.2	+0.2
Mecklenburg	92.3	84.7	-7.6
Nash	90.6	85.3	-5.3
Pender	91.3	88.9	-2.4
Robeson	89.5	84.0	-5.5
Sampson	91.6	87.4	-4.2
Wake	91.4	92.6	+1.2
Wilkes	95.8	91.5	-4.3

Source: The 2018 and 2019 North Carolina Observational Surveys of Seat Belt Use

Statewide Campaigns/Programs

Enforcement Activities

North Carolina's seat belt law (G.S. 20-135.2A) requires drivers and front and rear seat passengers ages 16 and older to wear seat belts in vehicles required to have them. The North Carolina Child Passenger Safety law (G.S. 20-137.1) requires occupants age 15 and younger to be appropriately restrained in all vehicles required to have seat belts and requires an age and size appropriate child restraint or booster seat for children younger than age 8 and weighing less than 80 pounds. Additionally, children younger than age 5 and weighing less than 40 pounds must be in the rear seat in vehicles with active front passenger airbags.

In 2019, North Carolina law enforcement agencies conducted three occupant protection campaigns:

- Spring *Click it or Ticket* (May 20 - June 2, 2019)
- Child Passenger Safety Week (September 15-20, 2019)
- Thanksgiving *Click it or Ticket* (November 25 – December 1, 2019)

During these campaigns, 11,283 occupant restraint citations were issued: 10,091 citations for violations of the seat belt law and 1,192 citations for violations of the child passenger safety law. By comparison, 9,905 total occupant restraint citations were issued during the previous year's campaigns.

As shown in the table below, an additional 16,732 seat belt violations and 2,811 child passenger safety law violations were issued in 2019 during other enhanced enforcement periods (e.g., *Booze It & Lose It*).



Occupant Protection (Adult & CPS)

An additional 109,430 seat belt and CPS citations were issued in 2019 during non-campaign periods throughout the year.

North Carolina Seat Belt and Child Passenger Safety Law Citations		
Campaign / Violations	2018	2019
Spring Click It or Ticket Campaign		
Seat belt violations	6,741	7,843
Child passenger safety law violations	754	813
Total	7,495	8,656
Child Passenger Safety Week Campaign		
Seat belt violations	329	289
Child passenger safety law violations	102	93
Total	431	382
Thanksgiving Click It or Ticket Campaign		
Seat belt violations	1,680	1,959
Child passenger safety law violations	299	286
Total	1,979	2,245
Click It or Ticket/CPS Week Overall Totals		
Seat belt violations	8,750	10,091
Child passenger safety law violations	1,155	1,192
Total	9,905	11,283
Other Campaign Totals (e.g., Booze It & Lose It)		
Seat belt violations	14,269	16,732
Child passenger safety law violations	3,538	2,811
Total	17,807	19,543
Totals - All Enforcement Campaigns		
Seat belt violations	23,019	26,823
Child passenger safety law violations	4,693	4,003
Total	27,712	30,826
Totals Citations for Year (AOC*)		
Seat belt violations	102,193	102,318
Child passenger safety law violations	18,579	18,129
Total	120,722	120,447
Totals - Non-Enforcement Campaign Citation #		
Seat belt violations	79,174	92,506
Child passenger safety law violations	13,886	16,924
Total	84,589	109,430
Totals - Non-Enforcement Campaign Citation % (AOC*)		
Seat belt violations	77.5%	90.4%
Child passenger safety law violations	74.7%	93.4%
Total	70.1%	90.9%

Sources: GHSP Online Reporting system and *North Carolina Administrative Office of the Courts (AOC) - Calendar year data from Administrative Office of the Courts includes Child Passenger Safety (Child Not in Rear Seat – 20-137.1(A1), Fail to Secure



Occupant Protection (Adult & CPS)

Passenger Under 16 – 20-137.1, No Child Restraint System – 20-137.1) and Seat Belt (Fail to Wear Seat Belt-Driver – 20-135.2A, Fail to Wear Seat Belt-Front Seat – 20-135.2A, Fail to Wear Seat Belt-Rear Seat – 20-135.2A€, License/Permit Seat Belt Violation <18 – 20-11(L)).

North Carolina is planning a similar level of enforcement participation in FY2021. North Carolina law enforcement agencies will conduct three occupant protection campaigns:

- Thanksgiving *Click it or Ticket* (November 23 – 29, 2020)
- Spring *Click it or Ticket* (May 17 - June 6, 2021)
- Child Passenger Safety Week (September 19-25, 2021)

Child Passenger Safety Programs

The North Carolina Child Passenger Safety (CPS) Program is managed through a collaborative approach between GHSP, the University of North Carolina Highway Safety Research Center, and the Department of Insurance, Office of State Fire Marshal/Safe Kids North Carolina. This approach unites the research and field perspectives to create a comprehensive approach to child passenger safety. In addition, two groups of stakeholders, the NC CPS Board and the OP Task Force provide input and feedback. By pooling resources and perspectives, North Carolina can coordinate a large array of child passenger safety efforts.

As of April 2020, North Carolina had 3,321 child passenger safety certified Technicians and Instructors. Of these, 3,278 were Technicians (including 108 Technician Proxies) and 43 were Technician Instructors. North Carolina had at least one Technician in 96 of 100 counties. More than half (59%) of these Technicians are in the fire services (e.g., fire fighters). Law enforcement is the second largest profession represented (13%).

North Carolina has the largest number of certified Technicians in the United States. In addition to being large, North Carolina's CPS Technician population is also relatively stable, with a recertification rate consistently higher than the national average. At the end of 2019, 65.5% of eligible North Carolina Technicians recertified, compared with 55.5% nationally.

North Carolina has an extensive network of Permanent Checking Stations (PCS) where certified CPS technicians provide hands on child passenger safety education to ensure caregivers can correctly and confidently use their restraints. As of April 2020, there were 208 PCS programs operating 264 locations to serve families in 87 counties. The majority (159) are in rural counties; that is, counties with an average population density of 250 people per square mile or less. Additionally, 141 are in counties where the percent of children age 0-17 living in poverty is higher than the State average. Many of these programs also serve neighboring counties without a PCS. Parents and other caregivers can search the buckleupnc.org website for programs that offer child passenger safety assistance in their communities. During FY2019, NC PCSs checked 9,110 car seats. Almost half (48 percent) of these checks were for children less than age one. Another 41 percent were for children 1-5 years old.

The NC criteria for permanent checking stations clearly meets and exceeds NHTSA's Inspection Station criteria. Criteria for recognition as a PCS in North Carolina include:



Occupant Protection (Adult & CPS)

- The sponsoring agency must provide one or more permanent locations where parents/caregivers can receive car seat installation assistance and education.
- The primary contact for the PCS must be a current Nationally Certified Child Passenger Safety Technician or Technician Instructor (CPST).
- A current CPST must be available, on site, for scheduled appointments and walk-in hours.
- All persons educating caregivers on the installation and proper use of occupant restraints must be currently certified CPSTs.
- Individuals who are not current CPSTs may assist by filling out inspection forms and/or providing general safety information in the form of handouts or referrals to websites and other resources.
- The sponsoring agency must develop and implement protocols to make sure that:
 - All education provided is within the scope of the national CPST curriculum.
 - All aspects of correct restraint use and installation are evaluated based on the car seat and vehicle manufacturer’s instructions and are documented using a CPS checklist form.
 - Caregivers are educated on the use and installation of their car seat, have a “hands-on” role in this process, and make the final decision on how to use and install their car seat.
- If personnel are subject to emergency response calls, the sponsoring agency must develop and implement protocols to make sure that:
 - Certified CPSTs involved in seat checks are designated as the last to be called.
 - A back-up plan is in place to complete seat checks in the event all involved personnel are called to respond to an emergency.
 - Prior to beginning a seat check, caregivers are informed about the possibility of emergency responses and the back-up plan for completing the check.
- Appropriate documentation must be made for each seat checked, distributed, and/or installed. Documentation must be kept on file for at least three years and must be made available to appropriate State agencies upon request.
- The sponsoring agency must post a fixed checking station sign on site.

The counties with PCS programs represent the majority 97.8% of North Carolina’s total 2019 population, including 98.6% of the state’s Hispanic population, 98.2% of the state’s Black/African American population, and 95.9% of the state’s American Indian population, as shown in the table below.

Permanent Checking Station (PCS) Presence in North Carolina Counties, by Population and Race

County & Presence of PCS	2019 Population	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
PCS Present in County					
Alamance	170,483	1.6%	2.0%	1.4%	1.9%
Alexander	38,530	0.4%	0.2%	0.1%	0.1%
Alleghany	11,466	0.1%	0.1%	0.0%	0.0%
Anson	25,290	0.2%	0.1%	0.5%	0.1%
Ashe	27,861	0.3%	0.2%	0.0%	0.0%
Avery	18,022	0.2%	0.1%	0.0%	0.1%
Beaufort	47,480	0.5%	0.4%	0.5%	0.4%
Bertie	19,636	0.2%	0.0%	0.5%	0.1%
Bladen	34,497	0.3%	0.3%	0.5%	0.5%
Brunswick	142,088	1.4%	0.7%	0.7%	0.7%



Permanent Checking Station (PCS) Presence in North Carolina Counties, by Population and Race

County & Presence of PCS	2019 Population	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
Buncombe	264,056	2.5%	2.0%	0.6%	0.9%
Burke	91,810	0.9%	0.5%	0.3%	0.6%
Cabarrus	212,917	2.0%	2.0%	1.7%	1.0%
Caldwell	83,417	0.8%	0.4%	0.2%	0.4%
Camden	10,611	0.1%	0.0%	0.1%	0.0%
Carteret	71,163	0.7%	0.3%	0.2%	0.2%
Caswell	23,664	0.2%	0.1%	0.3%	0.1%
Catawba	159,494	1.5%	1.5%	0.6%	0.6%
Chatham	75,994	0.7%	1.0%	0.4%	0.7%
Chowan	14,114	0.1%	0.1%	0.2%	0.0%
Clay	11,860	0.1%	0.0%	0.0%	0.0%
Cleveland	99,776	0.9%	0.3%	0.9%	0.3%
Columbus	56,290	0.5%	0.3%	0.8%	1.1%
Craven	103,779	1.0%	0.7%	1.0%	0.3%
Cumberland	332,455	3.2%	3.7%	5.4%	3.2%
Currituck	27,526	0.3%	0.1%	0.1%	0.1%
Dare	37,290	0.4%	0.3%	0.0%	0.2%
Davidson	169,468	1.6%	1.3%	0.7%	1.0%
Davie	43,430	0.4%	0.3%	0.1%	0.2%
Duplin	59,736	0.6%	1.3%	0.6%	0.7%
Durham	315,741	3.0%	4.7%	5.4%	2.4%
Edgecombe	52,586	0.5%	0.2%	1.3%	0.2%
Forsyth	379,693	3.6%	5.5%	4.6%	2.4%
Franklin	69,112	0.7%	0.6%	0.7%	0.4%
Gaston	222,744	2.1%	1.5%	1.6%	1.0%
Gates	12,132	0.1%	0.0%	0.2%	0.0%
Granville	61,406	0.6%	0.5%	0.8%	0.4%
Greene	21,050	0.2%	0.4%	0.3%	0.4%
Guilford	539,666	5.1%	4.5%	8.2%	2.6%
Halifax	51,194	0.5%	0.1%	1.2%	1.3%
Harnett	135,239	1.3%	1.6%	1.2%	1.8%
Haywood	63,328	0.6%	0.3%	0.0%	0.2%
Henderson	118,312	1.1%	1.2%	0.2%	0.5%
Hertford	24,037	0.2%	0.1%	0.6%	0.1%
Hoke	54,842	0.5%	0.7%	0.7%	3.0%
Iredell	181,380	1.7%	1.3%	0.9%	0.8%
Jackson	44,335	0.4%	0.3%	0.0%	2.3%
Johnston	205,951	2.0%	2.8%	1.4%	1.3%
Jones	10,196	0.1%	0.0%	0.1%	0.1%
Lee	61,690	0.6%	1.3%	0.5%	0.6%
Lenoir	56,372	0.5%	0.5%	1.0%	0.3%
Lincoln	86,453	0.8%	0.5%	0.2%	0.2%
Macon	36,498	0.3%	0.3%	0.0%	0.2%



Occupant Protection (Adult & CPS)

Permanent Checking Station (PCS) Presence in North Carolina Counties, by Population and Race

County & Presence of PCS	2019 Population	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
Madison	22,602	0.2%	0.1%	0.0%	0.0%
Martin	23,150	0.2%	0.1%	0.4%	0.1%
Mecklenburg	1,108,107	10.5%	14.3%	16.0%	6.0%
Moore	101,180	1.0%	0.7%	0.5%	0.6%
Nash	95,647	0.9%	0.5%	1.7%	0.6%
New Hanover	235,560	2.2%	1.4%	1.4%	1.0%
Onslow	201,548	1.9%	2.3%	1.2%	0.9%
Orange	147,093	1.4%	1.4%	0.7%	0.6%
Pasquotank	39,731	0.4%	0.2%	0.7%	0.1%
Pender	63,406	0.6%	0.4%	0.4%	0.4%
Perquimans	13,639	0.1%	0.0%	0.1%	0.0%
Person	40,370	0.4%	0.2%	0.4%	0.2%
Pitt	179,731	1.7%	1.1%	2.7%	0.6%
Polk	21,696	0.2%	0.1%	0.0%	0.1%
Randolph	144,914	1.4%	1.7%	0.4%	1.2%
Richmond	45,079	0.4%	0.3%	0.6%	1.0%
Robeson	131,056	1.2%	1.2%	1.4%	28.8%
Rockingham	91,788	0.9%	0.6%	0.7%	0.3%
Rowan	142,643	1.4%	1.4%	1.0%	0.5%
Rutherford	68,908	0.7%	0.3%	0.3%	0.1%
Sampson	64,284	0.6%	1.2%	0.7%	1.5%
Scotland	35,732	0.3%	0.1%	0.6%	2.7%
Stanly	63,727	0.6%	0.3%	0.3%	0.2%
Stokes	46,420	0.4%	0.1%	0.1%	0.1%
Surry	73,232	0.7%	0.8%	0.1%	0.3%
Transylvania	35,484	0.3%	0.1%	0.1%	0.1%
Union	237,287	2.3%	2.8%	1.2%	1.0%
Vance	45,969	0.4%	0.4%	1.0%	0.3%
Wake	1,089,579	10.4%	11.0%	10.5%	6.8%
Watauga	57,899	0.6%	0.2%	0.0%	0.1%
Wayne	125,825	1.2%	1.6%	1.7%	0.7%
Wilkes	70,200	0.7%	0.4%	0.1%	0.2%
Wilson	82,282	0.8%	0.9%	1.4%	0.3%
Yadkin	38,196	0.4%	0.4%	0.0%	0.2%
TOTAL POP					
SERVED BY PCS	10,272,124	97.8%	98.6%	98.2%	95.9%
<i>No PCS Present in County</i>					
Cherokee	29,630	0.3%	0.1%	0.0%	0.2%
Graham	8,687	0.1%	0.0%	0.0%	0.3%
Hyde	5,181	0.0%	0.1%	0.1%	0.0%
McDowell	46,684	0.4%	0.3%	0.1%	0.3%
Mitchell	15,239	0.1%	0.1%	0.0%	0.1%
Montgomery	27,666	0.3%	0.4%	0.2%	0.2%



Permanent Checking Station (PCS) Presence in North Carolina Counties, by Population and Race					
County & Presence of PCS	2019 Population	% of NC Total Pop	% of NC Hispanic Pop	% of NC Black/African American Pop	% of NC American Indian Pop
Northampton	20,527	0.2%	0.0%	0.5%	0.1%
Pamlico	13,266	0.1%	0.1%	0.1%	0.1%
Swain	14,275	0.1%	0.1%	0.0%	2.0%
Tyrrell	4,259	0.0%	0.0%	0.1%	0.0%
Warren	20,022	0.2%	0.1%	0.4%	0.6%
Washington	12,071	0.1%	0.1%	0.3%	0.1%
Yancey	18,623	0.2%	0.1%	0.0%	0.1%
TOTAL POP NOT SERVED BY PCS	236,130	2.3%	1.4%	1.8%	4.1%
NC TOTAL	10,508,254	100.0%	100.0%	100.0%	100.0%

North Carolina anticipates the number of PCS locations will increase 5 percent in FY2021 to a total of 276 locations. A particular focus will be on PCS locations within the 13 counties currently without a program. This will increase the total number of locations serving both rural and at-risk populations.

The NC Department of Insurance (DOI) Office of State Fire Marshal (OSFM) coordinates car seat distribution in collaboration with local Safe Kids Coalitions and Permanent Checking Stations. Through these collaborations, these programs provide NHTSA/GHSP funded no-cost car seats, along with education on their correct use, to qualifying families when available. Using these programs as car seat distribution sites helps to ensure that trained, qualified personnel provide education and harnessing/installation assistance to parents and caregivers who receive seats purchased with GHSP funding. ***No more than five percent (5%) of 405(b) funds will be used to purchase child passenger safety seats.***

The NC DOI OSFM also coordinates North Carolina's Child Passenger Safety classes. Classes are held based on need, requests from local agencies and programs, ability of a location to fill a class of 20-25 students, and availability of a suitable training location. Classes are held in both urban and rural areas throughout the state.

In FY2019, 28 Certification Courses were held in North Carolina resulting in the certification of 553 new Technicians. Additionally, five Certification Renewal courses were held for those people whose certifications had expired but who wanted to remain active in the field. In total, 621 individuals were certified or recertified, as shown in the table below.



Summary of NC CPS Certification and Renewal Classes by Type and Region, FY2019

Class Type & Region	No. Classes	# Certified/ Recertified	Average No. Students
Certification Classes			
Southwest (Region 1)	8	167	21
Northwest (Region 2)	6	126	21
Northeast (Region 3)	6	107	18
Southeast (Region 4)	8	153	19
Certification Total	28	553	20
Renewal Classes			
Southwest (Region 1)	2	35	18
Northwest (Region 2)	1	10	10
Northeast (Region 3)	2	23	12
Southeast (Region 4)	0	0	0
Renewal Total	5	68	14
FY2019 Total	33	621	--

Classes in FY2020 have been impacted by the COVID-19 outbreak. We anticipate the distribution and location of classes in FY2021 will be similar to the distributions in FY2019 assuming there are no further public health impacts. North Carolina plans to hold approximately 28 classes with a total of 520 – 650 students in FY2021.

Summary

Unrestrained fatalities have dropped the past two years in North Carolina. Moreover, long-term trends suggest gradual declines in unrestrained fatalities per 100,000 population and the percent of occupant vehicle fatalities who were unrestrained.

North Carolina's observed restraint use rate for drivers is 88.8 percent. This is the lowest rate in more than five years and the first time NC's rate has been below the national average. Belt use is lowest among males, young adults ages 20-39, and occupants of vans and pickup trucks. In addition, belt use is lower at nighttime than other times of day and the percent of unrestrained fatalities is highest from 6:00 p.m. to 5:59 a.m. Four counties in North Carolina account for one-fifth (19 percent) of the state's unrestrained fatalities (Mecklenburg, Guilford, Wake and Robeson).

Countermeasures & Funding Priorities

To address the problem areas described above and to meet North Carolina's targets, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 9th Edition of NHTSA's Countermeasures that Work (CMTW). CMTW is designed to assist State Highway Safety Offices in selecting evidence-based countermeasures for addressing major highway safety problem areas.



Occupant Protection (Adult & CPS)

GHSP is involved in an ongoing process to implement a comprehensive occupant protection program through a strategic plan developed by a statewide Occupant Protection Task Force. This strategic plan is based in part on the recommendations from the April 2016 NHTSA-facilitated occupant protection program assessment. The statewide campaigns, programs, and countermeasures that follow may be updated to account for the recommendations generated by the statewide Occupant Protection Task Force and working groups that have been established to address specific programs and target groups. An occupant protection assessment was scheduled for June 2020, but was cancelled due to COVID-19. GHSP intends to reschedule this assessment to FY2021.

GHSP will work with program partners to continue support for child passenger safety efforts in the state. GHSP will work to maintain a large CPS Technician (and therefore Permanent Checking Station) program through CPS Certification and Renewal classes held across the state and by supporting opportunities for CPS Technicians to earn continuing education credits needed for recertification. GHSP is also working to expand the child passenger safety diversion program. 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 to receive education and installation help by a CPS technician. Once the technician is comfortable with the driver's understanding on how to properly use their car seat, 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. Currently, forty-four counties in North Carolina have diversion programs.

GHSP will strive to increase occupant restraint use by working with law enforcement, media, local partners and others to educate the public about occupant protection and to enforce North Carolina's occupant protection laws. GHSP law enforcement grantees will be required to conduct a minimum of one nighttime seat belt enforcement effort each month. GHSP will also encourage nighttime seat belt enforcement in counties that are overrepresented in unbelted fatalities. Through support and refinement of the Vision Zero Analytics project, GHSP will continue to facilitate the collection and sharing of data and county maps with agencies in these counties. In addition, GHSP will partner with the North Carolina State Highway Patrol to conduct Special Operation Projects in designated high-risk counties. Selected enforcement days and times will correspond with data showing when unrestrained fatalities are occurring.

GHSP has expanded the annual observational seat belt use survey to cover all 100 counties over a three-year period. During FY2021, the survey will include counties in the western part of the state. This new approach will ensure that seat belt usage rates are available for every county at least once every three years.

Media Plan

GHSP will support all FY2021 occupant protection campaigns and seat belt mobilizations with earned and/or paid media to draw attention to each of the campaigns. North Carolina utilizes a variety of media modes to draw attention to the campaigns and the enforcement efforts in the state. Media will concentrate on counties and demographic groups which demonstrate low seat belt usage.

Campaign kickoff events are planned for all FY2021 campaigns, seeking earned media attention that will be gained from partnerships with NC DOT Communications Office, Safe Kids North Carolina, NC State Highway Patrol, local law enforcement, etc. Typically, the kickoff events will feature the GHSP Director,



state law enforcement, local law enforcement, and often victims, survivors, or offenders. At times GHSP will change the typical kickoff format to draw attention to a variety of occupant protection issues.

Advertising and targeted marketing opportunities will be done through GHSP's agency of record. Marketing and advertising efforts are becoming more precise with the ability to micro-target GHSP's audience and utilize a variety of mediums to ensure "Click It or Ticket" efforts use the most effective messaging. Paid media will be utilized during enforcement periods and certain months when increased unbelted fatalities occur. GHSP is creating new video ads to appeal to young adults, a key demographic with traditionally lower occupant protection use rates than others. In-house social media will also be used throughout the entire year with messaging targeting key demographics and areas.

FY2021 Occupant Protection Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2021 North Carolina Highway Safety Plan to address occupant protection. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's Countermeasures that Work).

Agency: Governor's Highway Safety Program
Project Number: M1X-21-00-00
Project Title: GHSP In-House Occupant Protection Future Projects
Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.
CMTW:

Agency: Governor's Highway Safety Program
Project Number: M2X-21-00-00
Project Title: GHSP In-House Occupant Protection Future Projects
Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.
CMTW:

Agency: Southeastern Regional Medical Center
Project Number: OP-20-04-01
Project Title: Robeson County "Saved By the Belt" Occupant Protection Program
Project Description: This is the third year of a project to fund a part-time coordinator overseeing a seat belt diversion program. This program is a partnership with the Robeson County District Attorney's Office, local law enforcement agencies, and the court system. The program allows first time seat belt use offenders to have their first offense dismissed if they participate in the Trauma NursesTalk Tough (TNTT) seat belt education program.
CMTW: Chapter 2, Section 3.2

Agency: NCSHP
Project Number: OP-21-04-05
Project Title: Click It or Ticket 2021



Occupant Protection (Adult & CPS)

Project Description: This is an ongoing continuation project that provides funding for overtime enforcement for occupant restraint violations. The project will provide increased and sustained enforcement efforts in the top twenty-five counties for unrestrained fatalities during the Click It or Ticket campaigns in FY2021. Select waves of overtime enforcement will be conducted during the May Click It or Ticket campaign and at other times throughout the year.
CMTW: Chapter 2, Section 2.1

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: M1PE-21-13-01
Project Title: Buckle Up NC Program
Project Description: This is a continuation project to maintain and update the BuckleUpNC website (www.buckleupnc.org), which provides consumer information to the public through a toll free number, website, brochures and flyers. The project also provides program and technical assistance to child passenger safety advocates and administrators. The Highway Safety Research Center will continue to support the North Carolina Occupant Protection Task Force and will continue to collaborate with GHSP and the Office of the State Fire Marshal on Occupant Protection issues throughout the year.
CMTW: Chapter 2, Sections 3.1 and 3.2

Agency: North Carolina Department of Insurance
Project Number: M1CPS-21-13-01
Project Title: North Carolina's Statewide CPS Program
Project Description: This ongoing project funds the Office of State Fire Marshal (OSFM)/Safe Kids NC to continue child passenger safety efforts. This project restructured and reinforced the child passenger safety diversion program through partnerships with the Governor's Highway Safety Program, local District Attorneys' Offices, child passenger safety programs and law enforcement.
CMTW: Chapter 2, Sections 6.1, 6.2 and 7.2

Agency: North Carolina State University - Institute of Transportation Research and Education
Project Number: M1X-21-13-01
Project Title: Seat Belt Study
Project Description: This project conducts North Carolina's Annual Seat Belt Survey. This survey is required by National Highway Traffic Safety Administration (NHTSA) to qualify for seat belt incentive grant program funds, and is conducted in accordance with the Uniform Criteria for State Observational Surveys of Seat Belt Use. The survey will be conducted in select counties and results will produce the statewide seatbelt use rate.
CMTW:

Agency: Mountain Area Health Education Center
Project Number: M1CPS-21-13-02
Project Title: Safe Kids WNC
Project Description: This is a continuation project to fund Safe Kids Western North Carolina (Safe Kids WNC) to increase and maintain the base of Child Passenger Safety (CPS)



Technicians trained in Special Needs Transportation. Safe Kids WNC is the referral resource for families of children with special health care needs and offer the “Transporting Children with Special Needs” CPS enrichment course two times per year in different regions of the state. This project will allow Safe Kids WNC to develop and continue to grow partnerships with law enforcement while participating in local Click It or Ticket enforcement activities and the CPS Diversion Program. The project will educate preteens and teens through program objectives to become a safe passenger now, as well as in the future as drivers.

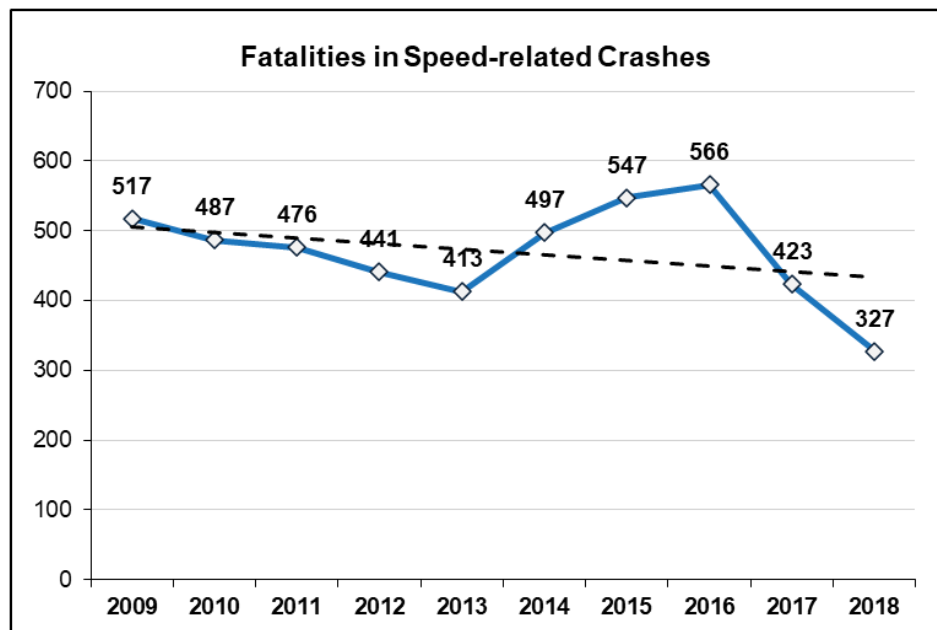
CMTW: Chapter 2, Sections 6.1 and 6.2



Police Traffic Services

Crashes, Deaths and Injuries

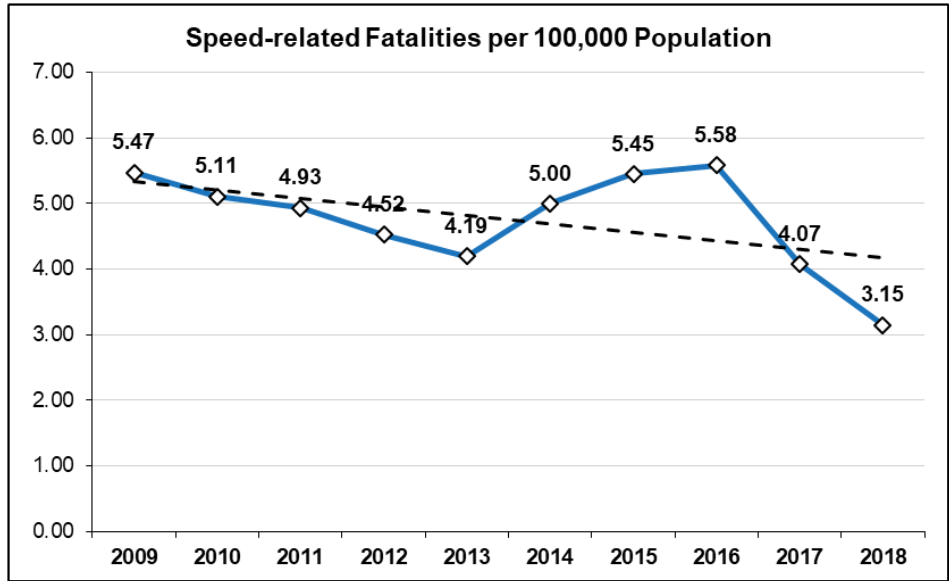
In 2018, 327 persons were killed in crashes in North Carolina involving a driver who was speeding. This was a 23 percent decrease from the 423 speed-related fatalities in 2017. With the exception of the years 2013-2016, speed-related fatalities have steadily declined in North Carolina over the past decade, as shown in the figure below.



Source: FARS, 2009–2018

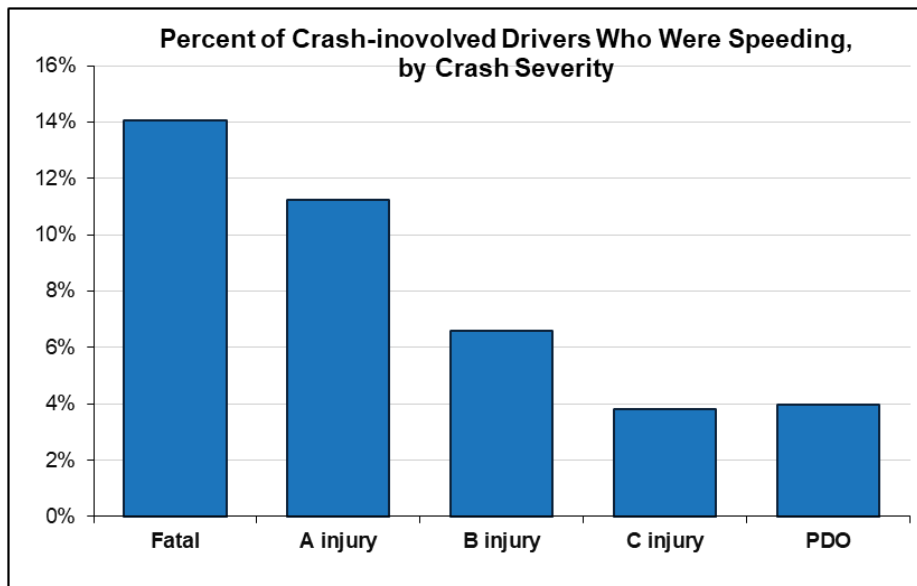
Twenty-three percent of fatalities in 2018 involved a driver who was speeding, down from 30 percent in 2017. As mentioned previously, North Carolina’s population has grown rapidly during the last decade. Consequently, it is important to consider fatality rates per capita. The figure below shows speed-related driving fatalities per 100,000 population in North Carolina from 2009 through 2018. The past two years have seen a noticeable drop in speed-related fatalities per capita, which now stand at its lowest rate in more than 10 years.





Source: FARS, 2009–2018 and U.S. Census

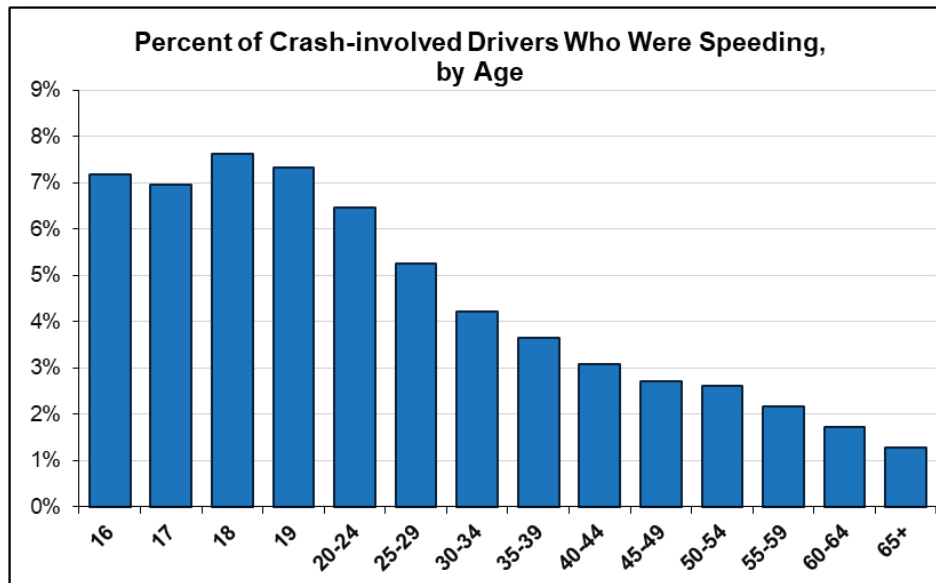
In addition to the 327 speed-related fatalities in 2018, there were 636 serious (“A”) injuries, 6,354 less severe injuries, and 12,941 property damage only crashes. Crashes involving speeding drivers are more likely to involve death or injury compared to non-speed related crashes. As shown in the figure below, 14 percent of fatal crashes in 2018 involved a driver who was speeding compared to just 4 percent of property damage only crashes. Crashes at higher speeds involve a greater transfer of forces, which increases the likelihood of serious injury or death.



Source: NCDOT Motor Vehicle Crash Data, 2018



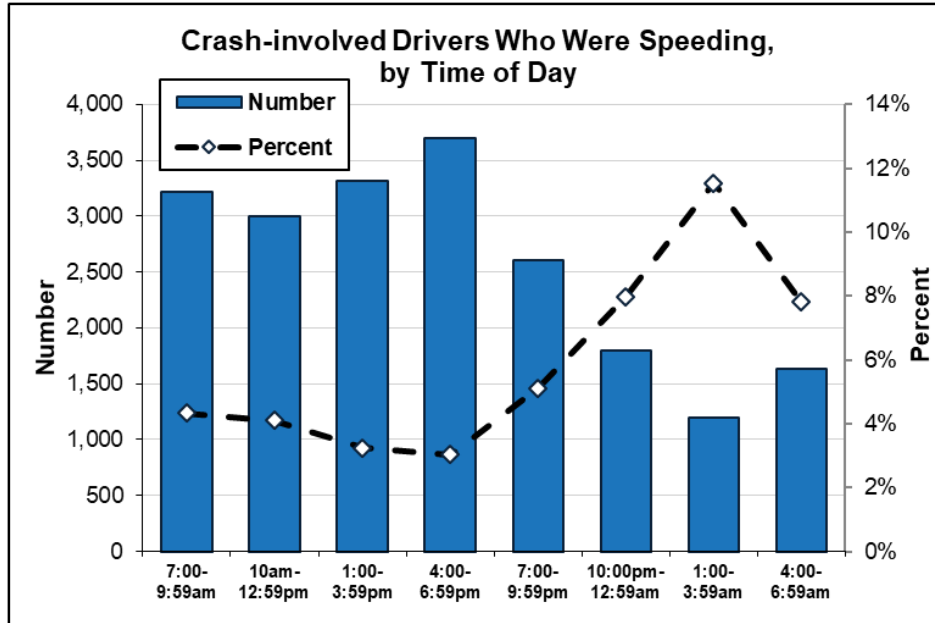
Among all drivers in crashes in North Carolina during 2018, 4.3 percent were speeding based on the judgment of the officer at the scene of the crash. Male drivers are noticeably more likely to be involved in speed-related crashes than female drivers. Among crash-involved drivers in 2018, 5.1 percent of males were speeding compared to 3.3 percent of females. Speeding also varies by the age of the driver. As shown in the figure below, speed involvement in crashes tends to be highest among the youngest drivers and gradually decreases with age.



Source: NCDOT Motor Vehicle Crash Data, 2018

Speeding is substantially more common in rural crashes than urban crashes. During 2018, 7.6 percent of drivers in crashes on rural roads were speeding, compared to 2.5 percent of drivers who crashed on urban roads. Speeding also varies by vehicle type. Thirteen percent of crash-involved motorcycle riders were speeding in 2018, compared to less than 5 percent of drivers of cars, SUVs or pickups.

The next figure shows the number and percent of drivers in crashes who were speeding by time of day. The number of crash-involved drivers who were speeding tends to be highest during the daytime, especially during the afternoon “rush hour” (i.e., 4:00-6:59 p.m.). However, the *percent* of crash-involved drivers who were speeding is highest late at night, peaking between 1:00 and 3:59 a.m. In other words, the majority of speed-related crashes occur during the day when more drivers are on the road, but crashes occurring late at night are quite likely to involve speeding.



Source: NCDOT Motor Vehicle Crash Data, 2018

North Carolina has 100 counties. The table below shows the 30 counties with the most fatalities in crashes involving a driver who was speeding from 2014 to 2018. Mecklenburg County had the highest number of speed-involved fatalities during this period, followed by Guilford, Wake, Robeson and Cumberland counties. These five counties are among the largest in North Carolina and include many of the most populous cities. Together, the 30 counties listed in the table account for two-thirds (66 percent) of all speed-related fatalities in North Carolina from 2014 to 2018.

The table also shows fatalities per 10,000 population. When looking at speed-related fatalities per capita, the counties that stand out include Robeson (1.35), Hoke (1.07), Nash (0.94), Cleveland (0.85), Harnett (0.81), Lee (0.79), and Davidson (0.74). These counties are well above the overall North Carolina per capita rate of 0.45. Several of these counties are in rural areas in either the southeastern part of the state or along the I-95 corridor.



**Fatalities in Crashes Involving a Driver Who Was Speeding,
2014 2018**

County	Fatalities in speed related crashes	Fatalities per 10,000 population	% of all speed involved fatalities
Mecklenburg	202	0.37	8.56%
Guilford	110	0.41	4.66%
Wake	104	0.19	4.41%
Robeson	89	1.35	3.77%
Cumberland	78	0.47	3.31%
Davidson	62	0.74	2.63%
Forsyth	62	0.33	2.63%
Gaston	61	0.55	2.58%
Johnston	59	0.59	2.50%
Durham	58	0.37	2.46%
Harnett	54	0.81	2.29%
Buncombe	49	0.38	2.08%
Nash	45	0.94	1.91%
Randolph	45	0.62	1.91%
Onslow	44	0.44	1.86%
Cleveland	42	0.85	1.78%
Cabarrus	36	0.34	1.53%
Union	35	0.30	1.48%
Moore	33	0.66	1.40%
Rowan	33	0.47	1.40%
Wayne	30	0.48	1.27%
Hoke	29	1.07	1.23%
New Hanover	28	0.24	1.19%
Catawba	26	0.33	1.10%
Brunswick	25	0.36	1.06%
Iredell	25	0.28	1.06%
Rockingham	25	0.54	1.06%
Craven	24	0.46	1.02%
Lee	24	0.79	1.02%
Lincoln	24	0.57	1.02%

Source: FARS, 2014–2018

Enforcement Activities

Law enforcement agencies in North Carolina conducted the *Speed a Little. Lose a Lot* campaign from April 15 to April 21, 2019. The campaign included 2,102 checkpoints and patrols and resulted in 10,938 citations for speeding. Additionally, the 2019 campaign resulted in 639 DWI charges, 2,303 occupant restraint charges, 2,863 citations for DWLR, 929 wanted persons apprehended, and 865 citations for reckless driving.



GHSP also partnered with the North Carolina State Highway Patrol (NCSHP) and local law enforcement agencies to conduct the high-visibility *Survive the Drive* campaign. The campaign focuses on speeding, seatbelt nonuse and distracted driving in counties with high fatality rates on rural roads. Although only about 20 percent of the U.S. population lives in rural areas, rural roads account for more than half of all traffic fatalities. According to U.S. DOT, the fatality rate in rural areas is 2.4 times higher than in urban areas. *Survive the Drive* campaign efforts focused on Sampson, Johnston, Harnett, Randolph and Cleveland counties from February through June of 2018 and resulted in 3948 traffic and other related charges.

Eight other enhanced enforcement campaigns were conducted during 2019, such as *Booze It & Lose It* and *Click It or Ticket*. During these campaigns, 27,728 checkpoints and saturation patrols were conducted resulting in 121,131 speeding citations.

Summary

North Carolina has experienced a sizeable decrease in speed-related fatalities the last two years. However, speeding continues to be a factor in almost 25 percent of all motor vehicle fatalities in the state. 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. The counties that account for the most speed-involved fatalities are Mecklenburg, Guilford, Wake, Robeson and Cumberland.

GHSP believes the number of speed-related fatalities in North Carolina can be further reduced through a combination of enforcement and educational programs. These countermeasures are described elsewhere in this section.

Countermeasures and Funding Priorities

To address the problem areas described above and to meet North Carolina's goals for 2021, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 9th 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.

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 29 – April 4, 2021. 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, 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 work with agencies to address the problem locations and GHSP will consider funding as needed to enhance the enforcement efforts. The Statewide Traffic Enforcement Program mainly focuses on speed enforcement and thus will provide additional enforcement efforts to address the overall speeding problem.

In FY2021, GHSP will continue to support a highly successful Law Enforcement Liaison program through a network of eleven Regional Law Enforcement Liaisons to coordinate and organize GHSP highway safety



efforts and activities throughout the state. Through the guidance and coordination efforts of these Regional LEL's, planning, preparation, and reporting activities are accomplished. In addition, GHSP will continue to fund enforcement activity hours for traffic safety officers in counties with increased speeding and unrestrained fatalities. GHSP is also providing funding for new enforcement activity hours in the Matthews Police Department in Mecklenburg County, the Dunn Police Department in Harnett County, the Smithfield Police Department in Johnston County, the Union County Sheriff's Office, the Columbus County Sheriff's Office, the Pender County Sheriff's Office, and the Brunswick County Sheriff's Office. Additional enforcement efforts will take place through the administration of overtime grants to the Durham County Sheriff's Office, the Asheboro Police Department in Randolph County, and the State Capitol Police Department in Wake County.

Media Plan

GHSP will support the statewide "Speed a Little, Lose a Lot." campaign through both paid and earned media. Campaign kickoff events are planned for all FY2021 campaigns, seeking earned media attention gained from partnerships with NC DOT's Communications Office, State Highway Patrol, local law enforcement, Conference of District Attorneys, etc. Typically, the kickoff events will feature the GHSP Director, state law enforcement, local law enforcement, and often victims, survivors, or offenders. At times GHSP will change the typical kickoff format to draw attention to a variety of speed-related issues.

GHSP will continue to rely heavily on the use of technologies, such as variable message signs or boards, and social media sites such as Facebook, Instagram and Twitter, to spread the word on the enforcement crackdown. GHSP will rely on the NC DOT Communications Office to assist in this effort.

FY2021 Police Traffic Services Projects

The following section outlines the key projects that are currently approved by the review team and officially part of the original submission of the FY2021 North Carolina Highway Safety Plan to address speeding, aggressive driving, and other unsafe driving behaviors. A complete listing of projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's Countermeasures that Work).

Agency: Matthews Police Department
Project Number: PT-21-06-22
Project Title: Matthews Police Department Traffic Unit
Project Description: This is the first year of a grant for the Matthews Police Department to fund activity hours for two officers to conduct traffic safety enforcement. Mecklenburg County is ranked 1st for overall fatalities 1st for alcohol-related fatalities, 1st for unrestrained fatalities and 1st for young driver fatal crashes. The goal of the project is to reduce alcohol-related and unrestrained traffic crashes and injuries through enforcement and education efforts.
CMTW: Chapter 1, Section 2.5, and Chapter 2, Sections 2.3 and 3.1

Agency: Union County Sheriff's Office
Project Number: PT-21-06-25
Project Title: Union County Traffic Enforcement
Project Description: This is the first year of a grant for the Union County Sheriff's Office to fund activity hours for two officers to conduct traffic safety enforcement with a primary focus in the Town of Indian Trail. Indian Trail has continued to grow and



is currently the largest and fastest growing municipality in Union County. Union County is ranked number 15 in the state of North Carolina for overall fatalities, number 18 for speed-related fatal crashes, number 16 for alcohol related fatalities, and number 21 in the state for unrestrained fatalities.

CMTW: Chapter 1, Section 2.5, Chapter 2, Section 2.3, and Chapter 3, Section 2.2

Agency: Mooresville Police Department
Project Number: PT-21-06-14
Project Title: Mooresville Traffic Unit Year 2-FY2021
Project Description: This is the second year for the grant to fund enforcement hours for two traffic officers for a data-driven, proactive traffic enforcement team consisting of four officers, two GHSP funded officers and two town funded officers.
CMTW: Chapter 1, Section 2.5, Chapter 2, Section 2.3, and Chapter 3, Section 2.2

Agency: Cabarrus County Sheriff's Office
Project Number: PT-21-06-18
Project Title: Cabarrus Co. Traffic Enforcement Unit
Project Description: This is the second year of a three year project to fund enforcement hours for two deputies for traffic enforcement and traffic safety education in Cabarrus County.
CMTW: Chapter 1, Section 2.5, Chapter 2, Section 2.3, and Chapter 3, Section 2.2

Agency: Gastonia Police Department
Project Number: PT-21-06-19
Project Title: Gastonia Traffic Safety Grant
Project Description: This is the second year of a grant with the Gastonia Police Department to fund activity hours for two police officers to conduct traffic safety enforcement. Gaston County is ranked 9th for overall fatalities 12th for alcohol-related fatalities, 8th for unrestrained fatalities and 12th for young driver fatal crashes. The goal of the project is to reduce alcohol-related and unrestrained traffic crashes and injuries through enforcement and education efforts.
CMTW: Chapter 1, Section 2.5, and Chapter 2, Sections 2.3 and 3.1

Agency: Concord Police Department
Project Number: PT-21-06-28
Project Title: Overtime Grant
Project Description: This project will provide the Concord Police Department with funding for overtime for traffic enforcement. Efforts will focus on seatbelt and speeding enforcement in an effort to reduce related fatalities. Officers will be required to work 4-6 hour shifts focusing on saturation patrols and high visibility enforcement.
CMTW: Chapter 2, Sections 2.1, and 2.3 and Chapter 3, Section 2.2

Agency: NC Division of Motor Vehicles -NC Department of Transportation
Project Number: PT-21-06-20



Police Traffic Services

Project Title:	Processing Services Training
Project Description:	This is a continuation project to train hearing officers on conducting professional and thorough hearings that balance an individual's privilege to drive with highway safety concerns. The hearing officers are educated on law changes (case law and statutes) to ensure that they conduct and hold hearings in accordance with all applicable laws. The project will also bring the National Judicial College (NJC) to North Carolina to conduct training for the hearing officers. CMTW: Chapter 1, Section 3, and Chapter 3, Section 3
Agency:	Dare County Sheriff's Office
Project Number:	PT-21-06-02
Project Title:	Region 1 LEL
Project Description:	This is an ongoing project for the Region 1 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 1 to continue GHSP campaigns and other traffic related initiatives as it pertains to GHSP. CMTW: Chapter 1, Section 2.1, Chapter 2, Section 2.1, and Chapter 3, Section 2.2
Agency:	Knightdale Police Department
Project Number:	PT-21-06-12
Project Title:	Knightdale PD Traffic Unit
Project Description:	This is a second-year project for the Knightdale Police Department. Knightdale is requesting continuation for enforcement hours for a traffic safety officer. The officer will be tasked with reducing alcohol-related collisions, reducing unrestrained serious injuries by 25% and reducing young driver fatal crashes. Wake county is ranked either second or third in the areas Knightdale plans to target. CMTW: Chapter 1, Section 2.5, and Chapter 2, Sections 2.3 and 3.1
Agency:	Columbus Police Department
Project Number:	PT-21-06-03
Project Title:	Region 10 LEL
Project Description:	This is an ongoing project for the Region 10 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 10 to continue GHSP campaigns and other traffic related initiatives as it pertains to GHSP. CMTW: Chapter 1, Section 2.1, Chapter 2, Section 2.1, and Chapter 3, Section 2.2
Agency:	Dunn Police Department
Project Number:	PT-21-06-24
Project Title:	Dunn Traffic Safety Grant
Project Description:	This is a new project to fund enforcement hours for two officers to work traffic enforcement. Harnett County is ranked in the top 15 in all focus areas. CMTW: Chapter 1, Section 2.5
Agency:	Orange County Sheriff's Office
Project Number:	PT-21-06-04



Police Traffic Services

Project Title:	Region 5 LEL
Project Description:	This is an ongoing project for the Region 5 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 5 to continue GHSP campaigns and other traffic related initiatives as it pertains to GHSP. CMTW: Chapter 1, Section 2.1, Chapter 2, Section 2.1, and Chapter 3, Section 2.2
Agency:	New Hanover Co. Sheriff's Office
Project Number:	PT-21-06-05
Project Title:	Region 3 LEL
Project Description:	This is an ongoing project for the Region 3 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 3 to continue GHSP campaigns and other traffic related initiatives as it pertains to GHSP. CMTW: Chapter 1, Section 2.1, Chapter 2, Section 2.1, and Chapter 3, Section 2.2
Agency:	Marion Police Department
Project Number:	PT-21-06-06
Project Title:	Region 9 LEL
Project Description:	This is an ongoing project for the Region 9 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 9 to continue GHSP campaigns and other traffic related initiatives as it pertains to GHSP. CMTW: Chapter 1, Section 2.1, Chapter 2, Section 2.1, and Chapter 3, Section 2.2
Agency:	Guilford County Sheriff's Office
Project Number:	PT-21-06-10
Project Title:	Region 7 LEL
Project Description:	This is an ongoing project for the Region 7 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 7 to continue GHSP campaigns and other traffic related initiatives as it pertains to GHSP. CMTW: Chapter 1, Section 2.1, Chapter 2, Section 2.1, and Chapter 3, Section 2.2
Agency:	New Bern Police Department
Project Number:	PT-21-06-11
Project Title:	Region 2 LEL
Project Description:	This is a new project for the New Bern PD as Region 2 LEL. The current Region 2 LEL is retiring from the Ayden Police Department. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 2 to continue GHSP campaigns and other traffic related initiatives as it pertains to GHSP. CMTW: Chapter 1, Section 2.1, Chapter 2, Section 2.1, and Chapter 3, Section 2.2
Agency:	Clayton Police Department
Project Number:	PT-21-06-16
Project Title:	Clayton PD Crash Reduction Resolution



Police Traffic Services

Project Description: This is the third year of a project that funds expanding the Clayton Police Departments Traffic Crash Reduction team by providing enforcement hours for one traffic officer. Johnston County is ranked in the 10 in overall, alcohol-related, unstrained, and speed-related fatalities
CMTW: Chapter 1, Section 2.5

Agency: Garner Police Department
Project Number: PT-21-06-17
Project Title: Garner PD Traffic Safety Officer
Project Description: This second year project funds enforcement hours for additional one traffic officer to create a six-man traffic safety team. Wake County is ranked either second or third in the areas Garner plans to target.
CMTW: Chapter 1, Section 2.5

Agency: Charlotte/Mecklenburg Police Department
Project Number: PT-21-06-33
Project Title: Region 8 LEL
Project Description: This is an ongoing project for the Region 8 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 8 to continue GHSP campaigns and other traffic related initiatives as it pertains to GHSP.
CMTW: Chapter 1, Section 2.1, Chapter 2, Section 2.1, and Chapter 3, Section 2.2

Agency: Nash County Sheriff's Office
Project Number: PT-21-06-21
Project Title: Nash County Crash Reduction Team
Project Description: This grant funds enforcement hours for two deputies on the Crash Reduction Team to work traffic safety and education. The deputies will conduct targeted enforcement and conduct education and outreach in the community to increase awareness of traffic safety issues. Nash County is ranked 13th in speed related and unrestrained fatalities
CMTW: Chapter 1, Section 2.5, and Chapter 2, Sections 2.3 and 3.1

Agency: Durham County Sheriff's Office
Project Number: PT-20-06-30
Project Title: Overtime Grant
Project Description: This project funds overtime for traffic enforcement. Efforts will focus on seatbelt and speeding enforcement in an effort to reduce related fatalities. Officers will be required to work 4-6 hour shifts focusing on saturation patrols and high visibility enforcement. Durham County is ranked 12th in seatbelt fatalities and 10th in speed.
CMTW: Chapter 2, Section 2.1 and 2.3, and Chapter 3, Section 2.2

Agency: Smithfield Police Department
Project Number: PT-21-06-31
Project Title: Smithfield PD Crash Reduction & Education



Project Description: This project funds enforcement hours for two traffic officers to help increase traffic safety through education and enforcement. Johnston County is ranked in the top 10 in overall, alcohol-related, unstrained, and speed-related fatalities.
CMTW: Chapter 1, Section 2.5, and Chapter 2, Sections 2.3 and 3.1

Agency: Governor's Highway Safety Program

Project Number: PT-21-06-01

Project Title: GHSP In-House STEP Program

Project Description: This is an ongoing project to fund a program for traffic safety equipment for use in an statewide enforcement and education program. The Governor's Highway Safety Program (GHSP) conducts various enforcement efforts throughout the year, including several "Booze It & Lose It" and "Click It or Ticket" campaigns. GHSP encourages 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 are evaluated at the end of the year for their participation and reporting. Based on a demonstrated need, agencies may then request specific equipment to assist GHSP in achieving their goals in the reduction of alcohol, speed, or unrestrained fatalities. This project funds the cost of the equipment.

CMTW: Chapter 1, Section 2.1, Chapter 2, Section 2.1, and Chapter 3, Section 2.2

Agency: Robeson County Sheriff's Office

Project Number: PT-21-06-13

Project Title: Robeson County Traffic Team

Project Description: This is the second year of a project that provides enforcement hours for a three-man traffic team to work in high crash areas and to deliver safety education programs.

CMTW: Chapter 1, Section 2.5, and Chapter 2, Sections 2.3 and 3.1

Agency: N.C. Justice Academy (NCDOJ)

Project Number: PT-21-06-15

Project Title: Spreading the Belief in Vision Zero

Project Description: This grant allows for the purchase of approved Speed Measuring Instruments (SMIs) in North Carolina for training purposes. NC Justice Academy (NCJA) conducts Driving Instructor training (EVOC) to help reduce emergency vehicle crashes. NCJA offers the Traffic Crash Investigation and Reconstruction program that provides a thorough reconstruction of highway incidents.

CMTW: Chapter 3, Section 2.3

Agency: Asheboro Police Department

Project Number: PT-21-06-26

Project Title: Overtime Grant

Project Description: This grant will provide overtime funding for traffic enforcement focusing on speeding and seatbelt violations in Asheboro. Randolph County is ranked 14th in speed-related fatalities and 19th in unrestrained fatalities.

CMTW: Chapter 2, Section 2.3, and Chapter 3, Section 2.2



Police Traffic Services

Agency: State Capitol Police - Overtime
Project Number: PT-21-06-27
Project Title: Overtime Grant
Project Description: This project will fund overtime efforts by the State Capitol Police Department to enforce pedestrian safety laws and ordinances in Raleigh. Wake County is ranked second in the state in pedestrian fatalities.
CMTW: Chapter 8, Section 4.4

Agency: Pender County Sheriff's Office
Project Number: PT-21-06-23
Project Title: Pender County Traffic Safety Team
Project Description: This is the first year of a grant for the Pender County Sheriff's Office to fund activity hours for two deputies to conduct traffic safety enforcement. Pender County is ranked 24th in overall fatalities, 25th in alcohol related fatalities, and 18th in unrestrained fatalities.
CMTW: Chapter 1, Section 2.5

Agency: Brunswick County Sheriff's Office
Project Number: PT-21-06-29
Project Title: Brunswick County Highway Safety Project
Project Description: This is the first year of a grant for the Brunswick County Sheriff's Office to fund activity hours for two deputies to conduct traffic safety enforcement. Brunswick County is ranked 26th in overall fatalities, 19th in alcohol related fatalities, 17th in unrestrained fatalities, and 25th in speed related fatalities.
CMTW: Chapter 1, Section 2.5

Agency: Tarboro Police Department
Project Number: PT-21-06-07
Project Title: Region 4 LEL
Project Description: This is an ongoing project for the Region 4 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 4 to continue GHSP campaigns and other traffic related initiatives as it pertains to GHSP.
CMTW: Chapter 1, Section 2.1, Chapter 2, Section 2.1, and Chapter 3, Section 2.2

Agency: Jackson County Sheriff's Office
Project Number: PT-21-06-08
Project Title: Region 11 LEL
Project Description: This is an ongoing project for the Region 11 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 11 to continue GHSP campaigns and other traffic related initiatives as it pertains to GHSP.
CMTW: Chapter 1, Section 2.1, Chapter 2, Section 2.1, and Chapter 3, Section 2.2

Agency: Rockingham Police Department
Project Number: PT-21-06-09
Project Title: Region 6 LEL



Police Traffic Services

Project Description: This is an ongoing project for the Region 6 LEL. The Regional LEL will continue serving GHSP to encourage County Coordinators within Region 6 to continue GHSP campaigns and other traffic related initiatives as it pertains to GHSP.
CMTW: Chapter 1, Section 2.1, Chapter 2, Section 2.1, and Chapter 3, Section 2.2

Agency: Columbus County Sheriff's Office

Project Number: PT-21-06-32

Project Title: Columbus County Traffic Team 2021

Project Description: This is the first year of a grant for the Columbus County Sheriff's Office to fund activity hours for two deputies to conduct traffic safety enforcement. Columbus County is ranked 21st in overall fatalities and 16th in unrestrained fatalities.
CMTW: Chapter 1, Section 2.5

Agency: Gastonia Police Department

Project Number: PT-21-06-34

Project Title: Gastonia Traffic Enforcement Vehicles

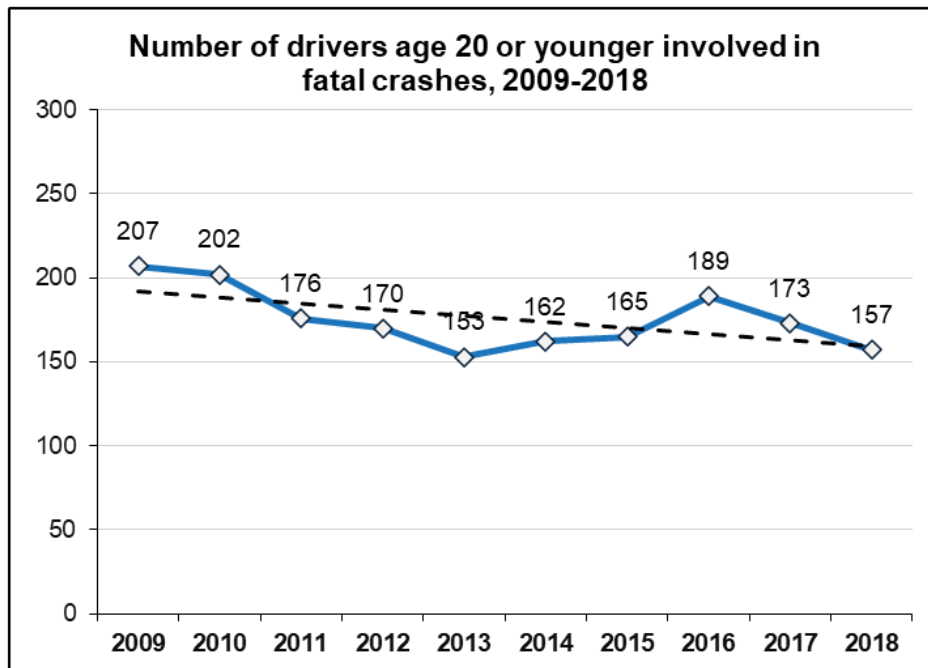
Project Description: In FY2020, the Gastonia Police Department was awarded a grant to fund enforcement hours for two traffic officers. Due to restrictions brought about by the COVID pandemic, the agency was unable to purchase patrol vehicles for these officers during the fiscal year. The funds were returned to GHSP. This grant will fund the purchase of these patrol vehicles and upfit equipment in FY2021 to be used for traffic safety enforcement and education efforts.
CMTW: Chapter 1, Section 2.1, Chapter 2, Section 2.1, and Chapter 3, Section 2.2



Young Drivers

Crashes, Deaths and Injuries

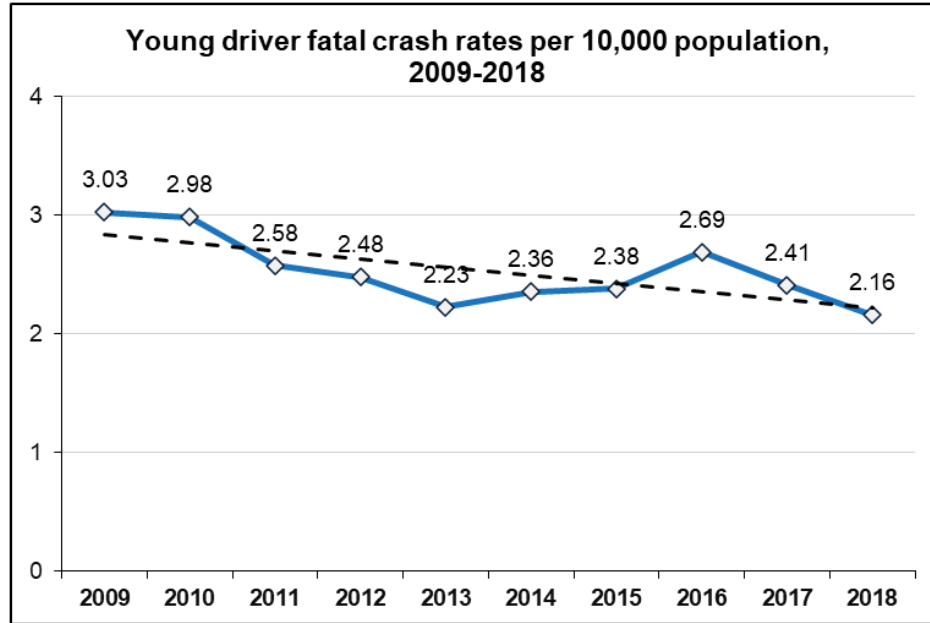
Motor vehicle crashes are a leading cause of death among young people in North Carolina. During 2018, 157 drivers age 20 or younger were involved in a fatal crash, a decrease of 16 fatal crashes from 2017. As shown in the figure below, the long-term trend shows a gradual decline in young driver fatal crash involvement in North Carolina.



Source: FARS, 2009–2018

North Carolina’s population has grown rapidly during the past decade. Consequently, it is important to examine crash involvements per capita. The figure below shows fatal crash rates per 10,000 population for drivers ages 16 to 20. In 2018, the fatal crash rate decreased from 2.41 to 2.16. Moreover, the long-term trend shows fatalities per capita dropped by 29 percent between 2009 and 2018. The fatal crash rate for young drivers is currently at its lowest level in more than a decade.



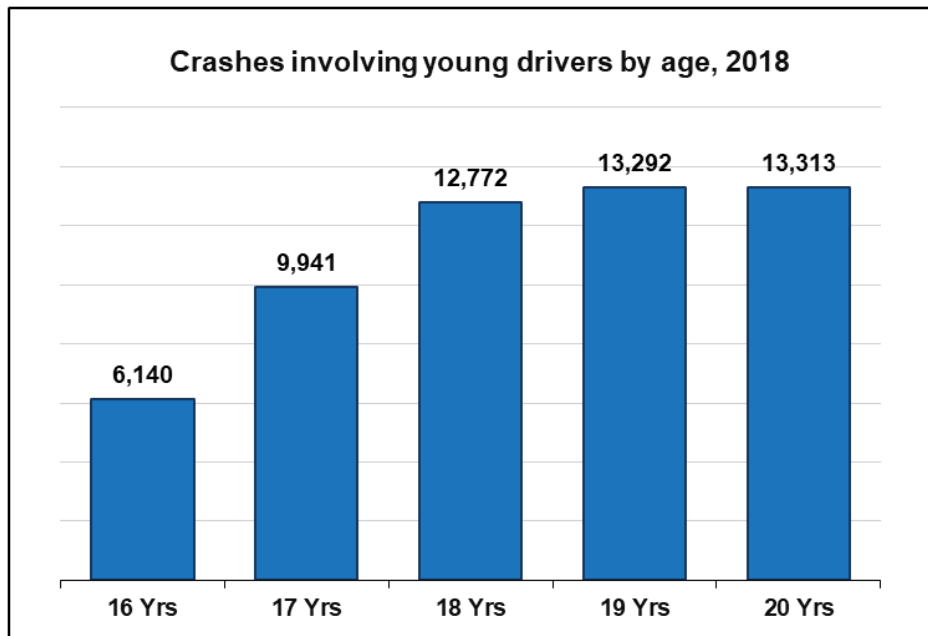


Source: FARS, 2009–2018, and U.S. Census Bureau

Despite the reduction in young driver fatal crashes over the past decade, young drivers continue to be over-represented in crashes and fatalities. In 2018, persons 16 to 20 years old comprised just 3.5 percent of the population in North Carolina, but they accounted for 7.7 percent of all fatal crashes. In addition to fatal crashes, drivers 16 to 20 years old were involved in 604 serious (“A”) injury crashes, 16,231 less severe injury crashes, and 38,152 property damage only crashes.

The figure below shows young driver crashes by single year of age. As age increases, crashes also increase. Sixteen-year-olds are less likely to have a license than their older counterparts, and they tend to drive fewer miles. Also, there is growing evidence that young people are waiting until age 18 or older to obtain their first license. North Carolina’s graduated driver licensing (GDL) system only applies to those under age 18. Consequently, these “older novices” are missing the protective benefits of GDL.



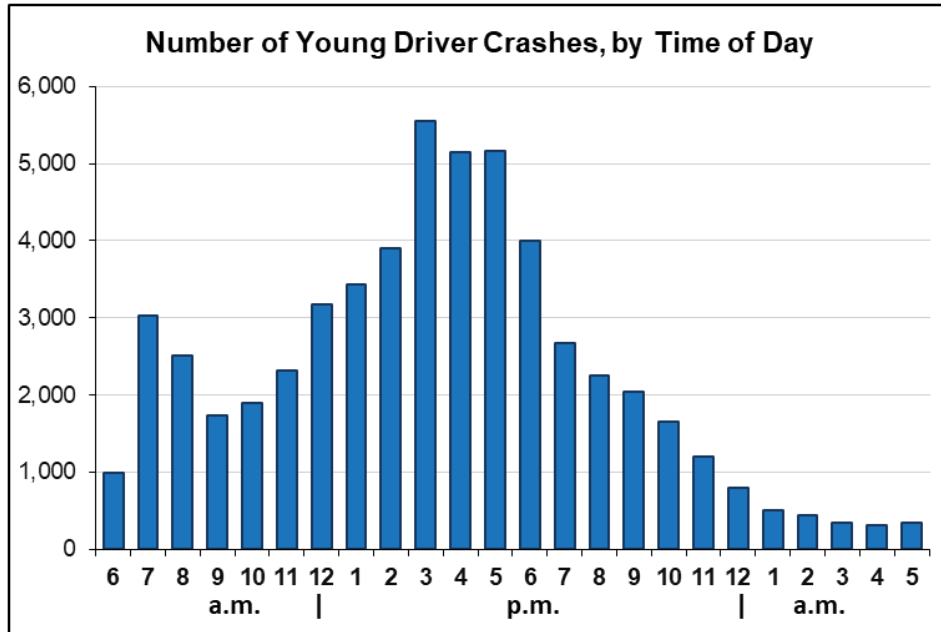


Source: NCDOT Motor Vehicle Crash Data, 2018

Among young drivers ages 16 to 20, males accounted for a greater proportion of crashes than females (53 percent versus 47 percent). In addition, young driver crashes were more likely to occur on urban roads than rural roads (60 percent versus 40 percent). Two-thirds (67 percent) of crash-involved young drivers were driving passenger cars. Fewer were driving SUVs (19 percent), pickup trucks (11 percent), or other types of vehicles.

The figure below shows the time of day of young driver crashes in 2018. There are distinct peaks between 7:00-8:59 a.m. and 3:00-5:59 p.m. This coincides with times when teenagers are driving to and from school. Young driver crashes drop off in the evening and are very low late at night. Nighttime is more dangerous for drivers of all ages because of darkness, fatigue, alcohol, and other factors, but it is especially dangerous for young drivers who are less experienced in this setting. North Carolina currently restricts unsupervised driving after 9 p.m. for teens with a provisional GDL license.





Source: NCDOT Motor Vehicle Crash Data, 2018

The table below lists the 35 counties with the highest numbers of young drivers involved in fatal crashes from 2014 to 2018. Mecklenburg County had the largest number of young drivers involved in fatal crashes (57), followed by Wake (56), Guilford (37), Buncombe (25), and Cumberland (24) counties. In total, the 35 counties listed in the table account for 73 percent of all young drivers involved in fatal crashes in North Carolina from 2014 to 2018. The counties near the top of the table are generally those with the largest populations. When looking at the rate of young driver involvement in fatal crashes per 10,000 population, the counties which stand out are Columbus (8.93), Sampson (7.30), Vance (5.65), Franklin (5.30), Harnett (4.50), Stanly (4.50), Davidson (4.28), and Rockingham (4.20).

Young drivers (ages 16 20) involved in fatal crashes, 2014–2018

County	Young drivers involved in fatal crashes	Rate per 10,000 population	% of all 16 20 involved in fatal crashes
Mecklenburg	57	1.72	6.72%
Wake	56	1.47	6.60%
Guilford	37	1.77	4.36%
Buncombe	25	3.37	2.95%
Cumberland	24	1.99	2.83%
Davidson	23	4.28	2.71%
Harnett	23	4.50	2.71%
Johnston	23	3.16	2.71%
Robeson	21	3.50	2.48%
Randolph	18	3.57	2.12%
Columbus	17	8.93	2.00%
Sampson	17	7.30	2.00%
Onslow	16	1.86	1.89%
Union	16	1.65	1.89%
Pitt	15	1.56	1.77%
Catawba	14	2.59	1.65%
Cleveland	14	4.03	1.65%
Durham	14	1.31	1.65%
Forsyth	14	1.07	1.65%
Gaston	14	1.90	1.65%
Rowan	14	2.93	1.65%
Cabarrus	13	1.72	1.53%
Alamance	12	1.85	1.42%
Franklin	12	5.30	1.42%
Nash	12	3.80	1.42%
Rockingham	12	4.20	1.42%
Moore	11	3.72	1.30%
Henderson	10	3.18	1.18%
Wilson	10	3.75	1.18%
Iredell	9	1.41	1.06%
New Hanover	9	1.06	1.06%
Orange	9	1.12	1.06%
Stanly	9	4.50	1.06%
Vance	9	5.65	1.06%
Wayne	9	2.15	1.06%

Source: FARS, 2014–2018 and U.S. Census



Summary

North Carolina has experienced a noteworthy reduction in fatal crashes involving young drivers during the past decade. Between 2009 and 2018, fatal crashes dropped by 24 percent. The decrease is evident even after taking population changes into account. Unfortunately, fatal crashes continue to be a leading cause of death for young people in North Carolina. Mecklenburg, Wake, Guilford, Buncombe and Cumberland counties account for the largest number of young driver fatal crashes.

Countermeasures and Funding Priorities

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 FY2021, GHSP is funding teen driver safety initiatives led by University Health Systems of Eastern North Carolina, the Cabarrus County Health Alliance, the University of North Carolina Highway Safety Research Center, and continued leadership in the Driver Education Advisory Committee. 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.

Media Plan

GHSP will utilize earned media attention for youth and teen driving safety. The media is much attuned to youth issues and is currently very responsive to all efforts to better educate and train the state's young drivers. GHSP has planned media events at strategic location across the state to promote the distracted driving message "One Text or Call Could Wreck It All" at local high schools.

GHSP has formed a long-standing marketing opportunity with the NC High School Athletic Association (NCHSAA) to educate high school athletes, coaches and other school officials about the importance of seat belt use and the dangers of impaired driving. Under this arrangement, the "Click It or Ticket" campaign is a major part of the NCHSAA events, marketing and education activities, including poster contests, video contests, athletic tournaments and other aspects of the program. Through this arrangement, GHSP educates coaches—one of the most influential people in a young person's life—about safe driving, and those coaches in turn spread this message to their players.

GHSP is also working to expand its social media presence on Facebook, Twitter, Instagram and other platforms that are popular among teen drivers. Having a presence on various social media sites allows GHSP to communicate with teen drivers directly and target our messaging to them.

FY2021 Young Driver Projects

The following section outlines the key projects that are currently approved by the review team and officially part of the original submission of the FY2021 North Carolina Highway Safety Plan to address young driver safety. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's Countermeasures that Work).

Agency:	Cabarrus County Health Alliance
Project Number:	SA-21-09-05
Project Title:	Keeping Every Youth Safe (KEYS)



Project Description: This is the initial year of a project that provides funding for two positions to manage the Keeping Every Youth Safe (KEYS) program in Cabarrus County. The project will establish a safe driving task force within Cabarrus County, establish a Law Enforcement Mentoring program, train high school leaders on safe driving and develop social media safe driving messages to distribute. The project aims to reduce the number of young driver-involved serious injury crashes and reduce the amount of teens reporting that they drive while impaired.
CMTW: Chapter 1, Section 6.5, and Chapter 6, Section 4.1

Agency: University Health Systems of Eastern NC (Vidant Health)

Project Number: SA-21-09-07

Project Title: Distracted Driving in Eastern North Carolina: Expansion of Parent and Teen Education to High Schools in Craven and Martin Counties

Project Description: This project will continue efforts to expand local parent education and peer-to-peer education initiatives to several additional counties in Eastern North Carolina.

CMTW: Chapter 4, Section 2.2, and Chapter 6, Section 3.1

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center

Project Number: DE-21-08-01

Project Title: North Carolina Teen Driver Safety Initiative

Project Description: This is an ongoing project to fund the Teen Driver Resource Center. The Highway Safety Resource Center will continue providing guidance and assistance to various stakeholder groups with interest in improving teen driver and passenger safety throughout North Carolina.

CMTW: Chapter 6, Sections 1-4

Agency: SADD

Project Number: SA-21-09-14

Project Title: A Comprehensive Approach to Reducing Teen Crashes: North Carolina SADD

Project Description: This is a new project through which SADD will seek to identify the causes of teen crashes through a data-driven approach, respond with evidence-based countermeasures, and build a sustainable network of peer-to-peer based student chapters to provide programming in schools and communities across the state. SADD will work with GHSP to select five communities over-represented in teen crashes. These Program Implementation Communities (PIC's) will receive programming and intervention strategies to reduce teen crashes.

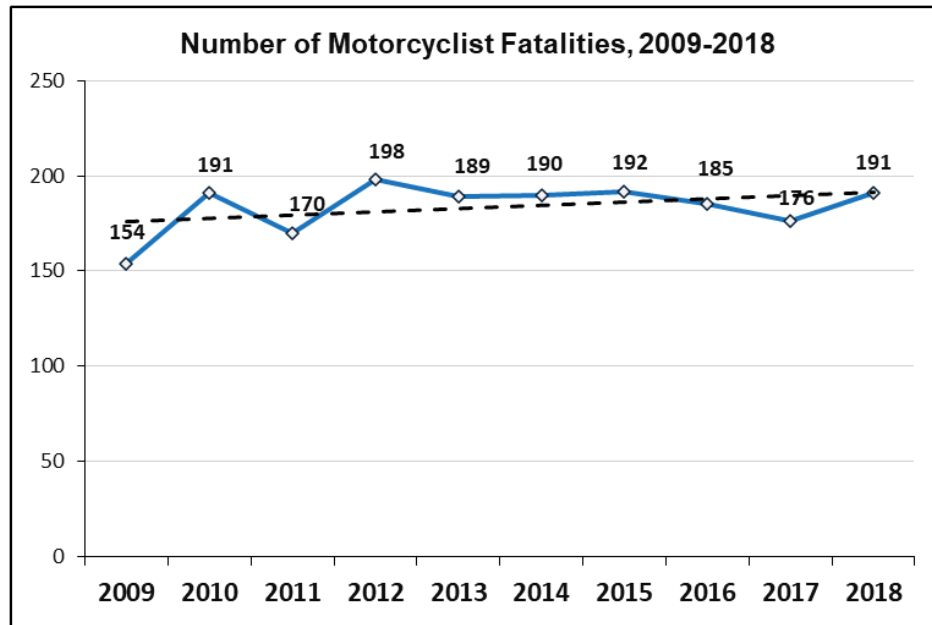
CMTW: Chapter 6, Section 3.1



Motorcycle Safety

Crashes, Deaths and Injuries

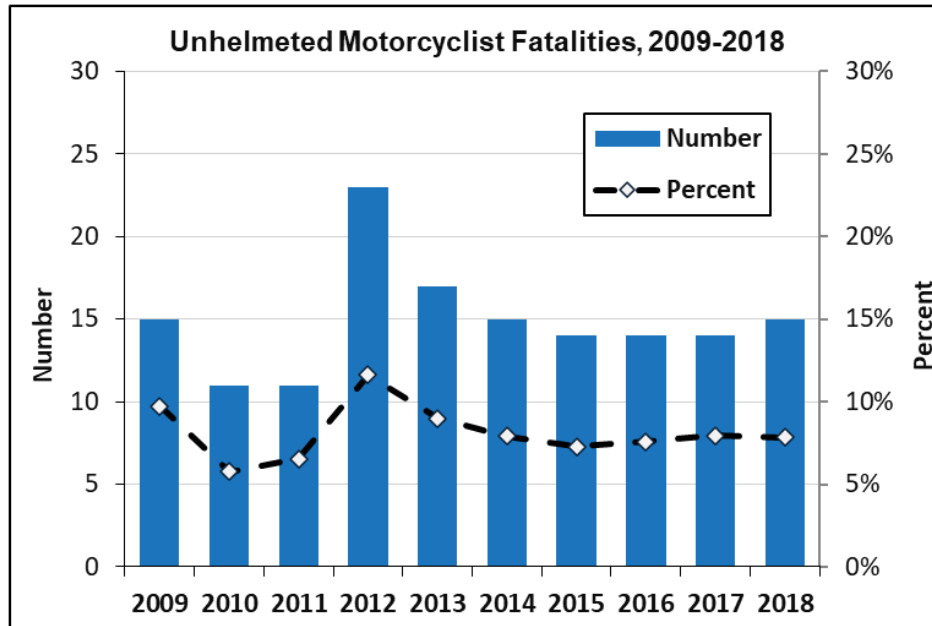
In 2018, there were 191 motorcycle rider fatalities in North Carolina, an increase of 15 fatalities from 2017. As shown in the figure below, the long-term trend suggests a gradual rise in motorcycle rider fatalities over the past ten years.



Source: FARS, 2009–2018

Motorcyclists represented 13.3 percent of all traffic fatalities in North Carolina during 2018. Over the past ten years, motorcyclists have consistently accounted for 12 to 15 percent of all fatalities. One positive finding is the vast majority of fatally injured motorcyclists in North Carolina were wearing a helmet when they crashed. In all likelihood, there would have been many more fatalities if North Carolina did not have a universal helmet law and a high rate of helmet use. In 2018, 15 fatally injured motorcycle riders were not wearing a helmet. As shown in the figure below, the percentage of killed riders that were unhelmeted has remained relatively consistent and low, averaging 8.0 percent over the last ten years. NHTSA estimates that motorcycle helmets save approximately 100 lives each year in North Carolina.





Source: FARS, 2009–2018

As shown in the table below, the crash and fatality rate per registered motorcycle has been relatively stable in North Carolina since 2010. The total number of crashes, fatalities and registered motorcycles have also remained within a narrow range.

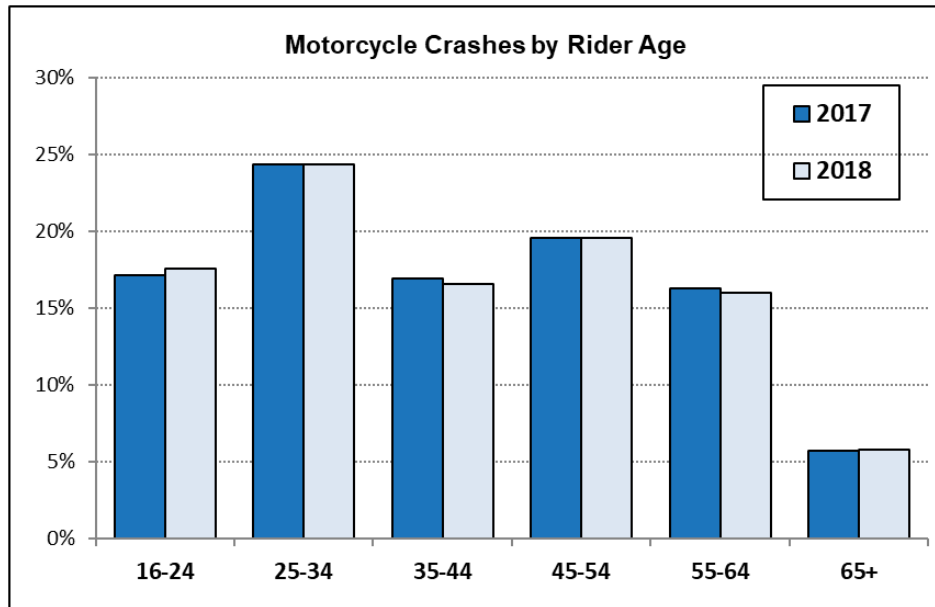
Motorcycle Crash and Fatality Rates Per Registered Motorcycle, 2001-2018					
Year	Total Crashes	Total Fatalities	Registered Motorcycles*	Crash Rate per 1,000 Registered Motorcycles	Fatality Rate per 10,000 Registered Motorcycles
2001	2,541	109	111,051	22.9	10.00
2002	2,606	123	121,047	21.0	10.24
2003	2,904	108	131,991	20.8	8.18
2004	3,350	136	145,450	21.3	9.69
2005	3,664	152	160,420	21.0	9.48
2006	4,099	150	176,909	21.1	8.76
2007	4,390	201	193,486	20.5	10.60
2008	4,877	169	210,719	20.9	8.16
2009	4,162	154	200,718	18.3	7.87
2010	4,330	191	182,836	23.7	10.67
2011	4,750	170	191,732	24.8	8.76
2012	4,805	198	194,471	24.7	10.18
2013	4,383	189	191,162	22.9	9.89
2014	4,440	190	188,675	23.5	10.07
2015	4,504	192	192,034	23.5	10.00
2016	4,826	185	189,029	25.5	9.79
2017	4,674	176	188,197	24.8	9.35
2018	4,398	191	189,392	23.2	10.08

*Note: Registered motorcycle data are from NCDOT vehicle registration file. These differ substantially from what is reported in the FHWA database, which is simply an estimate of motorcycle registrations.

The vast majority (94 percent) of crash-involved motorcycle riders in 2018 were male. Forty-three percent of motorcycle crashes were single vehicle crashes, and half (50 percent) occurred on rural roads. Alcohol use continues to be an important contributing factor to motorcycle crashes. Alcohol use was suspected in 8.7 percent of all motorcyclist crashes in 2018—more than twice the rate of alcohol involvement in crashes involving passenger vehicles.

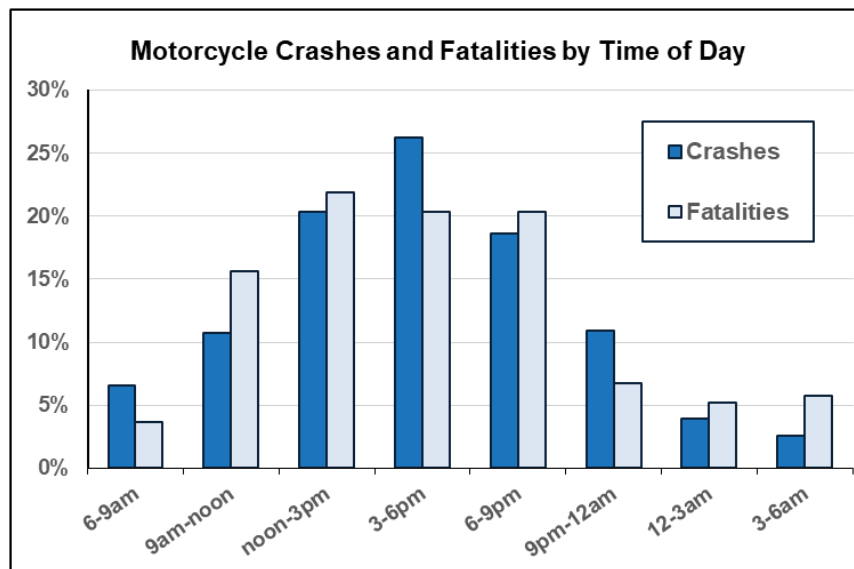
Riders age 25 to 34 account for the most motorcycle crashes in North Carolina. However, the number of older riders in crashes has increased in recent years. As shown in the figure below, riders age 45 and older now account for 41 percent of all riders involved in crashes in North Carolina.





Source: NCDOT Motor Vehicle Crash Data, 2017–2018

Motorcyclist fatalities are overrepresented on weekends. During 2018, 46 percent of motorcyclist fatalities in North Carolina occurred on Saturday or Sunday. As shown in the figure below, motorcycle crashes and fatalities tend to be most common during the afternoon and early evening. Motorcycle crashes are highest between 3 p.m. and 6 p.m., while fatalities peak between noon and 3 p.m.



Source: NCDOT Motor Vehicle Crash Data, 2018 and FARS, 2018

North Carolina has 100 counties. The table below shows the 35 counties with the highest number of motorcyclist fatalities from 2014–2018. The counties with the most fatalities include Mecklenburg, Guilford, Wake, and Cumberland. These four counties account for 20 percent of all motorcyclist fatalities



in the state. These four counties also have relatively large populations. In all, the 35 counties listed in the table account for three-fourths (76 percent) of motorcyclist fatalities in North Carolina.

Motorcyclist Fatalities by County, 2014-2018		
County	Motorcyclist Fatalities	Percent of Total Motorcyclist Fatalities
Mecklenburg	50	5.36%
Guilford	45	4.82%
Wake	44	4.72%
Cumberland	43	4.61%
Onslow	33	3.54%
Forsyth	30	3.22%
Buncombe	29	3.11%
Durham	29	3.11%
Davidson	24	2.57%
Catawba	22	2.36%
Gaston	21	2.25%
Iredell	20	2.14%
Johnston	20	2.14%
Randolph	18	1.93%
Robeson	18	1.93%
Rowan	18	1.93%
Cabarrus	17	1.82%
Harnett	17	1.82%
Alamance	15	1.61%
Haywood	15	1.61%
New Hanover	15	1.61%
Columbus	14	1.50%
Graham	14	1.50%
Cleveland	13	1.39%
Union	13	1.39%
Wayne	13	1.39%
Brunswick	12	1.29%
Burke	12	1.29%
Pitt	12	1.29%
Pender	11	1.18%
Surry	11	1.18%
Granville	10	1.07%
Henderson	10	1.07%
Wilkes	10	1.07%
Wilson	10	1.07%

Source: FARS, 2014–2018



Motorcycle Safety

A different picture emerges when looking at fatalities per registered motorcycle. Here, many of the counties with the highest fatality rates are in less populated regions. As shown in the table below, Graham County has a dramatically higher fatal crash rate than any other county in North Carolina. This is likely due to Graham County’s reputation as a popular destination for out-of-county and even out-of-state riders.

Top 10 Counties with the Highest Rate of Fatal Crash Involved Motorcyclists Per Registered Motorcycle, 2014 2018

County	Motorcyclist Fatalities	Motorcycle Crashes	Registered Motorcycles	Crash Involved Motorcycles Per 1000 Registered Motorcycles	Fatality Rate Per 10,000 Registered Motorcycles
Graham	14	292	1,202	242.93	116.47
Madison	9	90	3,380	26.63	26.63
Columbus	14	103	5,495	18.74	25.48
Bladen	6	52	2,876	18.08	20.86
Durham	29	574	14,362	39.97	20.19
Anson	5	56	2,505	22.36	19.96
Warren	3	28	1,529	18.31	19.62
Hertford	3	39	1,577	24.73	19.02
Wilson	10	161	5,382	29.91	18.58
Haywood	15	233	8,339	27.94	17.99

Summary

Motorcycles remain a popular form of transportation in North Carolina. Motorcyclists accounted for 13.3 percent of all traffic fatalities in North Carolina in 2018. The vast majority of fatally injured motorcycle riders are male, and many are age 45 or older. In comparison with passenger vehicle crashes, motorcycle crashes disproportionately occur on rural roads, are single vehicle crashes, and involve alcohol. Four counties in North Carolina— Mecklenburg, Guilford, Wake and Cumberland— account for 20 percent of the state’s motorcyclist fatalities. However, many of the counties with the highest crash rates per registered motorcycle are in less populated regions. Graham County has a dramatically higher crash rate than any other county in North Carolina. This is likely due to the county’s reputation as a popular tourist destination for motorcyclists.

Countermeasures and Funding Priorities

GHSP is strongly supportive of efforts to provide training to help motorcyclists become safe riders. During FY2021, GHSP plans to continue expanding the “BikeSafe North Carolina” program to reach a larger number of motorcyclists. BikeSafe offers training in safe 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. The motorcycle officer then provides feedback and instruction on how the student can improve his/her riding techniques to enhance safety. North Carolina currently has 184 trained motorcycle officers from 46 agencies and is continually



seeking to expand to the military and other municipal motor units. GHSP supports the BikeSafe program through Section 402 and Section 405 motorcycle safety incentive funds.

In FY2019, the North Carolina State Highway Patrol assumed a leadership role in coordinating the BikeSafe NC program. The program has a new Statewide Coordinator from the NCSHP who is responsible for monitoring safety course material, evaluating the course, and providing updates to the program as needed. The Statewide Coordinator also attends and assesses courses and trainings throughout the state. The NCSHP began a curriculum update for the BikeSafe program in FY2020. The program update is being facilitated through BikeSafe London and will include a new training curriculum and teaching presentation, a full instructor plan, a full student lesson plan, and a two-day train-the-trainer session. The primary focus of the curriculum update will include the changes set forth by BikeSafe London and the new studies/practices designed to reduce motorcycle fatalities.

Media Plan

GHSP will utilize a variety of media modes to draw attention to motorcycle safety efforts in the state. GHSP will again conduct kickoff events for Motorcycle Safety Awareness Month in May 2020. 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 also provides a \$120,000 media budget for motorcycle safety. This will be used for targeted motorcycle safety messages through local radio, cable TV and other media. This funding will also be used to help publicize the updated BikeSafe curriculum and for events associated with educating BikeSafe instructors.

GHSP plans to continue a partnership with Capital City Bikefest and Eurobike which is held in Raleigh each year. These events draw 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.

Additional advertising will be done as funds become available in key areas that may include billboards, radio, digital ads, social media and other advertising opportunities throughout the state during Motorcycle Safety Awareness month. Earned media and social media support will continue throughout the summer months when motorcycle crashes occur more often.

FY2021 Motorcycle Safety Projects

The following section outlines the key projects that are currently approved by the review team and officially part of the original submission of the FY2021 North Carolina Highway Safety Plan to address motorcycle safety. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's Countermeasures that Work).

Agency:	Winston-Salem Police Department
Project Number:	M9MT-21-16-02
Project Title:	BikeSafe Regional Coordinator
Project Description:	This is an ongoing project to fund the BikeSafe NC initiative of the GHSP in the western central region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.



CMTW: Chapter 5, Section 3.2

Agency: Raleigh Police Department
Project Number: M9MT-21-16-01
Project Title: BikeSafe Regional Coordinator
Project Description: This is an ongoing project to fund the BikeSafe NC initiative of the GHSP in the eastern central region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.

CMTW: Chapter 5, Section 3.2

Agency: NC State Highway Patrol
Project Number: MC-21-03-01
Project Title: Bike Safe 2021
Project Description: This is an ongoing project to fund the BikeSafe NC initiative of the GHSP throughout North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to reduce motorcycle crashes and fatalities through training. The NCSHP will assume responsibility for oversight of the program while continuing to maintain the BikeSafe NC website. This grant will fund a position and equipment within the NCSHP to supervise the program throughout the state.

CMTW: Chapter 5, Section 3.2

Agency: Cabarrus County Sheriff's Office
Project Number: M9MT-21-16-03
Project Title: BikeSafe Regional Coordinator
Project Description: This is an ongoing project to fund the BikeSafe NC initiative of the GHSP in the southwestern region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.

CMTW: Chapter 5, Section 3.2

Agency: Asheville Police Department
Project Number: M9MT-21-16-04
Project Title: BikeSafe Regional Coordinator
Project Description: This is an ongoing project to fund the BikeSafe NC initiative of the GHSP in the northwestern region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.

CMTW: Chapter 5, Section 3.2

Agency: Jacksonville Police Department
Project Number: M9MT-21-16-05
Project Title: BikeSafe Regional Coordinator
Project Description: This is an ongoing project to fund the BikeSafe NC initiative of the GHSP in the southeastern region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.



CMTW: Chapter 5, Section 3.2

Agency: Lenoir County Community College
Project Number: M9MT-21-16-06
Project Title: Motorcycle Safety Equipment
Project Description: This is an ongoing project to offer rider training to meet the needs of a growing population of motorcyclists.
CMTW: Chapter 5, Section 3.2

Agency: Lenoir County Community College
Project Number: M9MT-21-16-07
Project Title: N.C. Motorcycle Safety Education Program (NCMSEP) Quality Assurance
Project Description: This project trains motorcycle educators through a quality assurance team and the summer rider coach instructor update.
CMTW: Chapter 5, Section 3.2

Agency: Wilson Police Department
Project Number: M9MT-21-16-08
Project Title: BikeSafe Regional Coordinator
Project Description: This is an ongoing project to fund the BikeSafe NC initiative of the GHSP in the northeastern region of North Carolina. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities through training.
CMTW: Chapter 5, Section 3.2

Agency: Governor's Highway Safety Program
Project Number: M9X-21-00-00
Project Title: GHSP In-House Motorcycle Safety Future Projects
Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.
CMTW:



Traffic Records

NHTSA defines Traffic Records performance measures as tools for measuring data quality and establishing goals for data improvement. NHTSA has established the following six characteristics of quality traffic records: Timeliness, Accuracy, Completeness, Uniformity, Integration and Accessibility.

The North Carolina Governor's Highway Safety Program (GHSP) uses a data-driven process to determine funding allocations that help to improve data quality. North Carolina has many high-quality data sources to assist with highway safety planning including:

- North Carolina Department of Transportation (NCDOT) traffic crash data
- NC driver license history data
- NC vehicle registration data
- NHTSA's Fatality Analysis Reporting System
- Administrative Office of the Courts adjudication data
- Citation data reported by law enforcement agencies who participate in highway safety campaigns
- U.S. Census data
- Seat belt use observational survey data

North Carolina Traffic Records Coordinating Committee (TRCC)

The Traffic Records Coordinating Committee (TRCC) works to provide accurate and complete traffic records data in a timely manner that protects the privacy of citizens, fosters collaboration, data and resource sharing, and identifies success by measuring results, ultimately leading to a reduction in traffic fatalities, injuries, and crashes. The TRCC's diverse membership includes data stewards for each primary traffic records data or information systems in North Carolina.

The TRCC has met regularly since 2002. The three most recent meetings were held on the following dates:

- October 2, 2019 (at UNC HSRC in Chapel Hill)
- February 4, 2020 (at AOC in Raleigh)
- May 6, 202 (via GoToMeeting due to the pandemic)

The State's Traffic Records Coordinator is Bob Stevens, a Highway Safety Specialist with GHSP.

TRCC's website provides access to the Traffic Records Assessment, traffic records strategic plan reports and list of key agency contacts within North Carolina. More information can be found at the current NC TRCC website: <https://connect.ncdot.gov/groups/NCTRCC/Pages/default.aspx>:



North Carolina Traffic Records Assessment

The 2017 North Carolina Traffic Records Assessment provided valuable information to inform and update North Carolina Traffic Records Strategic Plans. Below is a list of Assessment recommendations and the efforts being made on each recommendation:

Crash Recommendations

- Improve the procedures/process flows for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The NC TRCC is working on NC state crash reporting form updates and reviewing all current crash database procedures and process flows. The NC General Assembly has mandated moving NC's crash database to a non-government vendor. To help with that effort, HSRC hosted a peer review meeting in February featuring five states that have already done substantial state data conversion and updates.

Vehicle Recommendations

- Improve the data quality control program for the Vehicle data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The NC TRCC has added North Carolina Division of Motor Vehicles (NCDMV) data staff, allowing for increased collaboration and feedback on vehicle data quality control procedures and processes.

Driver Recommendations

- Improve the data dictionary for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Driver data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The TRCC is adding NC DMV Driver License area staff to their membership, allowing for greater collaboration on current driver license data quality control procedures and processes.

Roadway Recommendations

- Improve the data quality control program for the Roadway data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The NC TRCC, which includes NCDOT roadway area staff, is providing feedback on current roadway data quality control procedures and processes.

Citation/Adjudication Recommendations

- Improve the interfaces with the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.



- Improve the data quality control program for the Citation and Adjudication systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The NC TRCC is working with the North Carolina Administrative Office of the Courts (AOC) to review their current Citation and Adjudication data system interfaces and is advising AOC staff as needed on their current data quality control procedures and processes.

EMS / Injury Surveillance Recommendations

- Improve the interfaces with the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the data quality control program for the Injury Surveillance systems to reflect best practices identified in the Traffic Records Program Assessment Advisory.

The NC TRCC is working with Emergency Medical Services (EMS) staff to review current Injury Surveillance data area systems interfaces. Additionally, the NC TRCC is advising efforts to link medical data and crash data, working toward Model Inventory of Roadway Elements (MIRE) requirement standards for Fundamental Data Elements (FDEs), and establishing better communication procedures and processes for sharing data across agencies. North Carolina also recently used a NHTSA Traffic Records GO Team for targeted technical assistance on the crash and medical linkage project headed by UNC's Injury Prevention Research Center. TRCC members have applied for Centers for Disease Control (CDC) funding to link medical and crash data using probabilistic software.

Finally, the NC TRCC is improving its internal processes as recommended in the 2017 NC TR Assessment by adding relevant members and replacing members who leave their positions.

In each recommendation area, participants will be able to use the best practices identified in the Traffic Records Program Assessment Advisory as guidelines.

North Carolina Traffic Safety Information Systems Strategic Plan

North Carolina's Traffic Safety Information Systems Strategic Plan documents progress toward the overall goal of providing high-quality data to users. In June 2020, the NC TRCC approved updates to the 2020 Strategic Plan. The Strategic Plan will be reviewed annually for improvements and will be modified as necessary to ensure that progress is being made in each area. New objectives will be added to address changes and to incorporate improvements that may lead to better systems.

Other Efforts

GHSP provided two grants to NC DMV to modernize North Carolina's crash reporting system and improve the Ignition Interlock Management System. Unfortunately, progress has been slowed this year due to budget constraints but both agencies remain committed to these important improvements.

FY2021 Traffic Records Projects

The following section outlines the key projects that are currently approved by the review team and officially part of the original submission of the FY2021 North Carolina Highway Safety Plan to address traffic records. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document.



Agency: University of North Carolina at Chapel Hill - Injury Prevention Research Center
Project Number: M3DA-21-14-01
Project Title: Linking Crash Reports to Medical Data
Project Description: This is the third year of an ongoing project to assess the linkage of crash data to the medical data. The project will build on the previously determined foundations by identifying and overcoming barriers to linking biomedical data to DMV crash report data through the engagement of key stakeholders.

Agency: North Carolina State University - Institute of Transportation Research and Education
Project Number: M3DA-21-14-02 SA-21-09-11
Project Title: NC Vision Zero Technical & Program Support 2020-2021
Project Description: This is an ongoing project to promote North Carolina's Vision Zero efforts by providing analytical information to all stakeholders and eventually the public on crash statistics. This website is maintained and updated monthly as new crash data is received from the state database.

Agency: Jacksonville Police Department
Project Number: M3DA-21-14-10
Project Title: Crash Reporting Software Project 2021
Project Description: This is a first year grant to implement crash reporting software for all crash data.

Agency: University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number: TR-21-07-01
Project Title: Traffic Safety Information Systems Strategic Plan
Project Description: This is an ongoing project to provide technical and logistical support to the Traffic Records Coordinating Committee (TRCC) and to update the NC Strategic Plan for Traffic Safety Information System.

Agency: NC Division of Motor Vehicles (NC DMV)
Project Number: M3DA-21-14-03
Project Title: Electronic Crash (eCrash) Replacement
Project Description: This continuation project will provide partial funding for enhancements to the North Carolina electronic crash reporting system managed by the NC Division of Motor Vehicles.

Agency: NC Division of Motor Vehicles (NC DMV)
Project Number: M3DA-21-14-07
Project Title: PDF eCrash Reporting Project
Project Description: This is a first year grant for a xPDF system for DMV crash system to assist LEA's in submitting crash reports through a PDF file.

Agency: Biscoe Police Department
Project Number: M3DA-21-14-09
Project Title: Mobile Date Terminals (MDTs)
Project Description: This is a one year project to purchase MDT's to enable the police department to further implement electronic crash reporting in an effort to increase timeliness,



accuracy, and completeness. Doing so will increase the percentage of crash reports received electronically in support of the Traffic Safety Information Systems Strategic Plan goals.

Agency: NC Judicial Department-NC Administrative Office of the Courts
Project Number: M3DA-21-14-04
Project Title: eCitation Printer Distribution
Project Description: This is an ongoing project that provides printers to law enforcement agencies and officers on eCitation in an effort to increase the percentage of eCitations versus paper citations in support of the Traffic Safety Information System Strategic Plan goals.

Agency: State Capitol Police
Project Number: M3DA-21-14-08
Project Title: Upgrading Equipment for Crash Reporting
Project Description: This is a one year project to purchase MDT's to enable the police department to further implement electronic crash reporting in an effort to increase timeliness, accuracy, and completeness. Doing so will increase the percentage of crash reports received electronically in support of the Traffic Safety Information Systems Strategic Plan goals.

Agency: Governor's Highway Safety Program
Project Number: M3DA-21-00-00
Project Title: GHSP In-House Traffic Records Future Projects
Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.

Agency: Haw River Police Department
Project Number: M3DA-21-14-05
Project Title: Mobile Data Terminals (MDTs)
Project Description: This is a one year project to purchase MDT's to enable the police department to further implement electronic crash reporting in an effort to increase timeliness, accuracy, and completeness. Doing so will increase the percentage of crash reports received electronically in support of the Traffic Safety Information Systems Strategic Plan goals.

Agency: Weldon Police Department
Project Number: M3DA-21-14-06
Project Title: Mobile Data Terminals (MDTs)
Project Description: This is a one year project to purchase MDT's to enable the police department to further implement electronic crash reporting in an effort to increase timeliness, accuracy, and completeness. Doing so will increase the percentage of crash reports received electronically in support of the Traffic Safety Information Systems Strategic Plan goals.

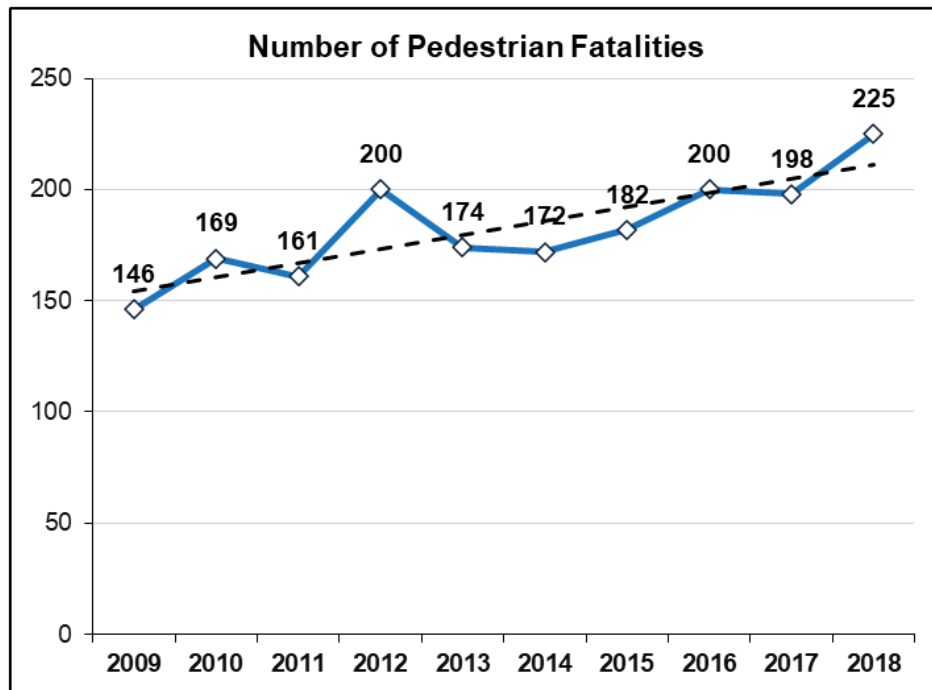


Non-motorized (Pedestrians & Bicyclists)

Pedestrians

Evidence Considered

In 2018, 225 pedestrians were killed in crashes involving a motor vehicle in North Carolina, an increase of 27 fatalities from 2017. As shown in the figure below, the number of pedestrian deaths in North Carolina has increased steadily since 2009. This is similar to national trends.



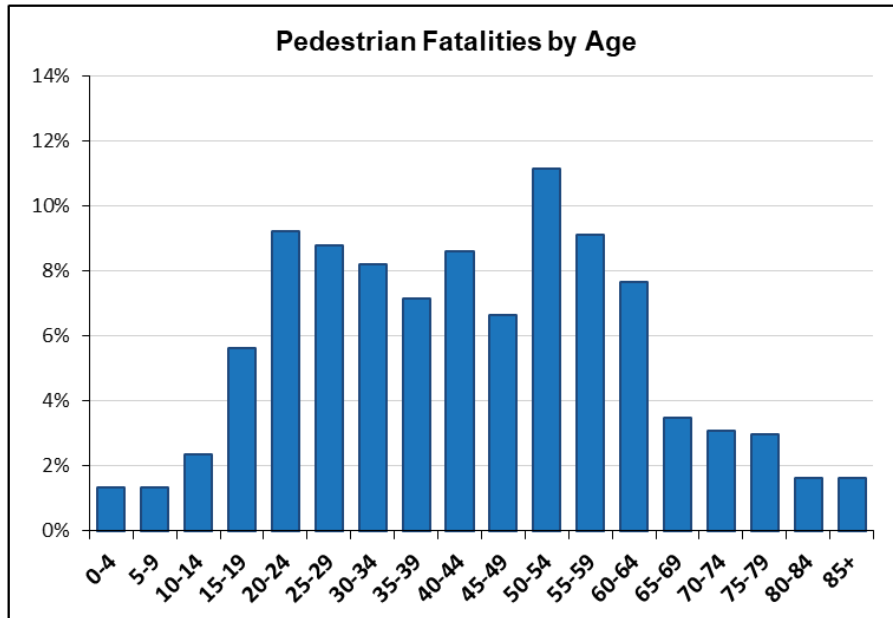
Source: FARS, 2009–2018

Although crashes involving pedestrians represent only one percent of the total reported crashes in North Carolina, pedestrians are highly over-represented in fatal crashes. During 2018, pedestrians accounted for 15.7 percent of all traffic fatalities in the state. Because they don't have the same protection as motor vehicle occupants, pedestrians are likely to be seriously injured or killed in a pedestrian/vehicle crash. Moreover, the faster the vehicle is traveling, the greater the risk to the pedestrian. Research shows the likelihood of pedestrian death is 25 percent when a vehicle is traveling at 32 mph, 50 percent at 42 mph, and 90 percent at 58 mph.

In 2018, males accounted for 69 percent of all pedestrian fatalities (156 male vs. 69 female), a trend that has been consistent for the past several years. The next figure shows the age of pedestrians killed in crashes in North Carolina between the years 2014 and 2018. Pedestrian fatalities are most common among adults ages 20 to 64. Children (<15) and older adults (65+) account for a relatively small percentage of pedestrian fatalities.

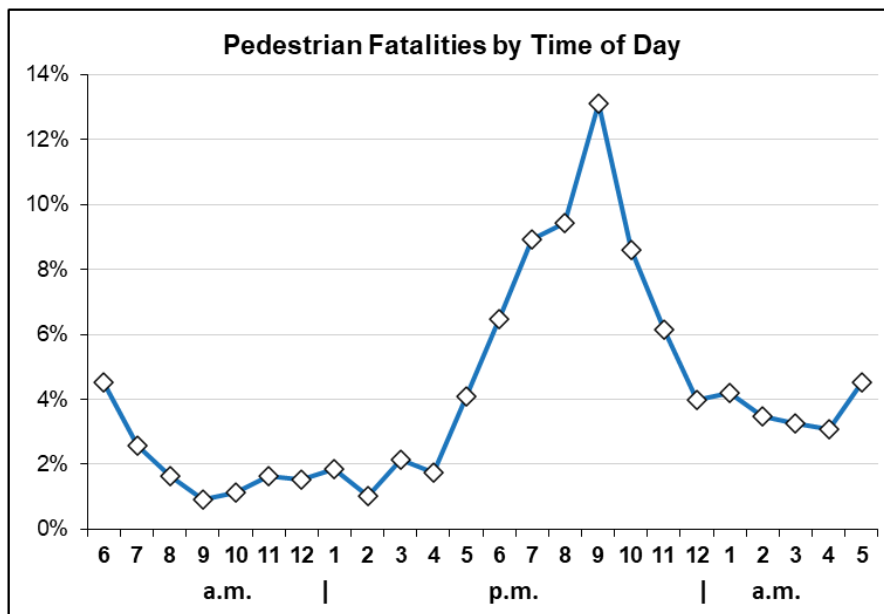


Non motorized (Pedestrians & Bicyclists)



Source: FARS, 2014–2018

Pedestrian alcohol use can be a factor in pedestrian fatalities. Between 2014 and 2018, 19 percent of pedestrians killed in crashes in North Carolina had a positive BAC, and 16 percent had a BAC of .08 or above. Pedestrian fatalities are also common during the evening hours, as shown in the figure below. Half (53 percent) of pedestrian fatalities occur between 6 p.m. and midnight, with fatalities peaking at 9 p.m. Pedestrians can be more difficult to see at nighttime and alcohol-involvement is higher in nighttime crashes. In total, 83 percent of all pedestrian fatalities occur in dark conditions.



Source: FARS, 2014–2018



Non motorized (Pedestrians & Bicyclists)

Pedestrian fatalities are somewhat more common in urban than rural locations (58 percent vs. 42 percent). Urbanized areas have more pedestrians and motor vehicles, and thus more chances for pedestrian-motor vehicle crashes to occur. However, rural areas have fewer facilities for pedestrians such as sidewalks, and vehicles on rural roads are likely to be traveling at high speeds that result in fatalities. Only ten percent of the state's pedestrian fatalities occur at intersections.

The table below shows the 29 counties in North Carolina with the most pedestrian fatalities from 2014 through 2018. Mecklenburg County had the most pedestrian fatalities during this period (114), followed by Wake (72), Guilford (54), and Cumberland (48) counties. In total, the 29 counties listed in the table account for three-fourths (75 percent) of all pedestrian fatalities in the state during this period. The table also shows the pedestrian fatality rate per 100,000 population. Many of the counties with the highest per capita rates of pedestrian fatalities are in the eastern (coastal) part of the state (e.g., Pender, Hoke, Robeson, Nash, Wilson, Cumberland, Pitt, New Hanover and Wayne counties).



Non motorized (Pedestrians & Bicyclists)

Pedestrian Fatalities, 2014 2018			
County	Pedestrian fatalities	Fatalities per 100,000 population	% of all pedestrian fatalities
Mecklenburg	114	2.16	11.67%
Wake	72	1.39	7.37%
Guilford	54	2.07	5.53%
Cumberland	48	2.91	4.91%
Forsyth	36	1.94	3.68%
New Hanover	29	2.59	2.97%
Buncombe	27	2.11	2.76%
Robeson	25	3.76	2.56%
Gaston	24	2.22	2.46%
Durham	23	1.51	2.35%
Pitt	23	2.60	2.35%
Onslow	22	2.27	2.25%
Johnston	20	2.10	2.05%
Catawba	19	2.42	1.94%
Davidson	16	1.93	1.64%
Harnett	16	2.46	1.64%
Nash	16	3.39	1.64%
Wayne	16	2.57	1.64%
Cleveland	14	2.86	1.43%
Iredell	14	1.62	1.43%
Cabarrus	13	1.29	1.33%
Burke	13	2.90	1.33%
Pender	13	4.38	1.33%
Rowan	13	1.85	1.33%
Wilson	13	3.18	1.33%
Randolph	12	1.67	1.23%
Union	11	0.98	1.13%
Craven	10	1.93	1.02%
Hoke	10	3.79	1.02%

Source: FARS, 2014–2018 and U.S. Census

Pedestrian Safety Summary

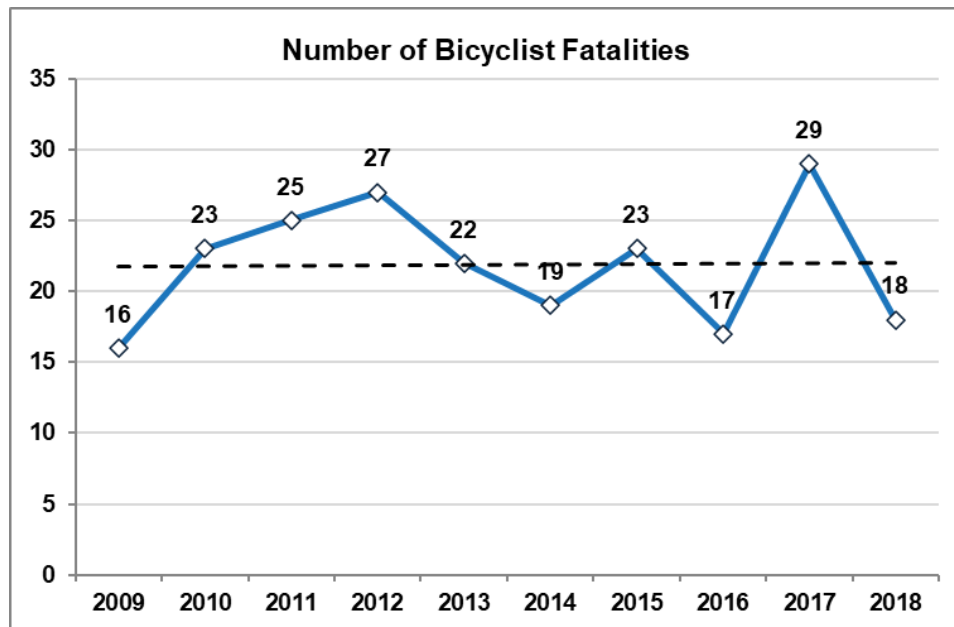
The number of pedestrian fatalities in North Carolina has increased since 2009. Pedestrian fatalities are most common among males, persons age 20 to 64, and during the evening hours. Only ten percent of all pedestrian fatalities in North Carolina occur at intersections. The counties that account for the most pedestrian fatalities are Mecklenburg, Wake, Guilford, and Cumberland. However, several Eastern North Carolina counties have notably high per capita fatality rates.



Bicyclists

Evidence Considered

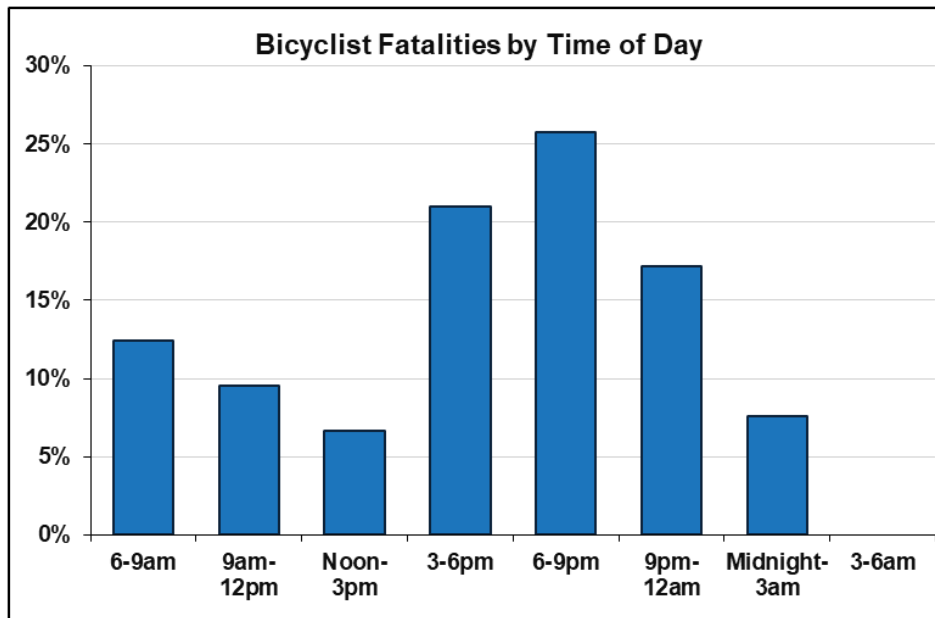
In 2018, there were 18 bicyclists killed in fatal crashes in North Carolina, a decrease of 11 from 2017. As shown in the figure below, bicyclist fatalities in North Carolina have fluctuated from year to year, but the long-term trend suggests little change in fatalities.



Source: FARS, 2009–2018

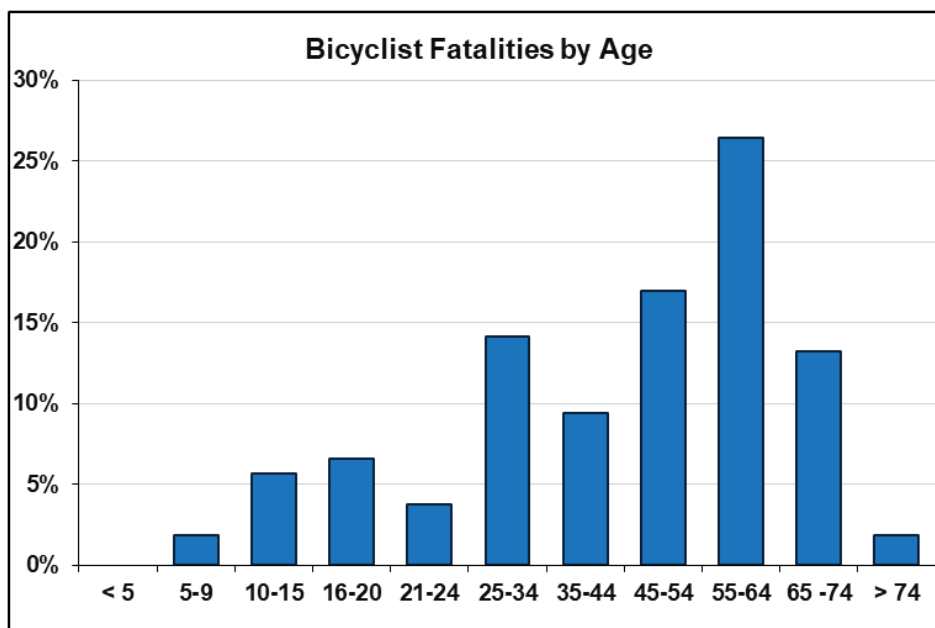
Between 2014 and 2018, 69 percent of bicyclist fatalities occurred on weekdays (Mon-Fri). As shown in the figure below, bicyclist fatalities are highest between the hours of 3:00 p.m. and 9:00 p.m. This reflects commuting cyclists sharing the road with motorists, with declining visibility as it gets darker.

Non motorized (Pedestrians & Bicyclists)



Source: FARS, 2014–2018

Only 23 percent of bicyclist fatalities in North Carolina occur at intersections. Instead, half (52%) of fatalities occur in crashes where a motorist attempts to overtake the bicyclist. As shown in the figure below, bicyclist fatalities are most common among riders ages 55 to 64. Bicyclist fatalities involving children are relatively rare in North Carolina.



Source: FARS, 2014–2018



Non motorized (Pedestrians & Bicyclists)

The table below lists the 19 counties in North Carolina with more than one bicyclist fatality from 2014 to 2018. The counties with the most fatalities include Mecklenburg, Robeson, New Hanover, Guilford, Wake and Durham. No other county had more than three bicyclist fatalities during the five-year period. Several counties near the top of the table also have large populations. In total, the 19 counties listed in the table account for 73 percent of the bicyclist fatalities in North Carolina during this period.

Bicyclist fatalities, 2014–2018			
County	Bicyclist fatalities	Fatalities per 10,000 population	% of all bicyclist fatalities
Mecklenburg	12	0.11	11.32%
Robeson	10	0.76	9.43%
New Hanover	7	0.30	6.60%
Guilford	6	0.11	5.66%
Wake	6	0.06	5.66%
Durham	5	0.16	4.72%
Brunswick	3	0.22	2.83%
Dare	3	0.81	2.83%
Harnett	3	0.23	2.83%
Hoke	3	0.56	2.83%
Pender	3	0.48	2.83%
Catawba	2	0.13	1.89%
Currituck	2	0.74	1.89%
Davidson	2	0.12	1.89%
Gaston	2	0.09	1.89%
Henderson	2	0.17	1.89%
Iredell	2	0.11	1.89%
Sampson	2	0.31	1.89%
Scotland	2	0.56	1.89%

Source: FARS, 2014–2018 and U.S. Census

Bicyclist Safety Summary

Though the number of bicyclist fatalities in North Carolina is less than the number of fatalities involving pedestrians, motorcyclists, and other types of vulnerable road users, they still present a serious problem. Bicyclist fatalities most commonly occur on weekdays and at non-intersections. The victims are typically adults between the ages of 55 and 64. Half of bicyclist fatalities occur where a motorist was attempting to overtake the bicyclist. The counties with the most bicyclist fatalities over the past five years include Mecklenburg, Robeson, New Hanover, Guilford, Wake and Durham.

Countermeasures and Funding Priorities

A growing number of communities in North Carolina 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. 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. One such program



Non motorized (Pedestrians & Bicyclists)

is “Watch for Me NC,” a statewide program funded by GHSP. The program aims to reduce pedestrian and bicycle injuries and deaths through a comprehensive, targeted approach of public education, community engagement, and high visibility law enforcement. The Outer Banks Bicycle & Pedestrian Safety Coalition focuses on pedestrian and bicycle safety in North Carolina’s coastal communities. GHSP will continue a partnership in FY2021 with the North Carolina Department of Administration and the WalkSmart NC program focusing on pedestrian safety for state employees in Raleigh. The program was introduced in FY2020 to raise awareness and educate the public regarding pedestrian safety. In FY2021, GHSP will also partner with the State Capitol Police in Raleigh to conduct pedestrian safety enforcement projects.

Media Plan

GHSP continues to seek opportunities with pedestrian safety partners to draw media attention to the issues of pedestrian safety through earned media events, particularly in counties where pedestrian incidents and injuries are most prevalent. GHSP will partner with the Highway Safety Research Center to promote pedestrian safety in conjunction with the *Watch for Me* campaign. GHSP is funding paid media efforts to promote bicycle and pedestrian safety utilizing NCDOT’s agency of record. Pedestrian and bicycle media efforts will focus on awareness of the *Watch for Me* campaign. Paid media will include sidewalk stenciling, transit signage and other out-of-home elements. GHSP will also explore non-traditional media opportunities, such as social media platforms, to bring attention and awareness to pedestrian and bicyclist safety.

FY2021 Non-Motorized (Pedestrian and Bicycle) Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2021 North Carolina Highway Safety Plan to address pedestrian and bicyclist safety. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA’s Countermeasures that Work).

Agency: Governor's Highway Safety Program
Project Number: FHX-21-00-00
Project Title: GHSP In-House Pedestrian Safety Future Projects
Project Description: GHSP will set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are maintained for this purpose.
CMTW:

Agency: Outer Banks Bicycle Pedestrian Safety Coalition
Project Number: PS-21-05-01
Project Title: Outer Banks Safety Education Grant
Project Description: This grant funds this local coalition to do public education and law enforcement training related to bicycle and pedestrian safety.
CMTW: Chapter 8, Section 4.4, and Chapter 9, Sections 2.2 and 3.3

Agency: Town of Chapel Hill
Project Number: PS-21-05-02
Project Title: Pedestrian Safety Action Plan
Project Description: The Town of Chapel Hill will create a Road to Zero Task Force that will help implement safety measurements set by the Pedestrian Safety Action Plan. The



Non motorized (Pedestrians & Bicyclists)

plan builds off North Carolina's Vision Zero Initiative and seeks to create a safe, connected, and accessible community for pedestrians. This grant will also partially fund GIS/Complete Streets specialist to analyze existing pedestrian crash data, continue to collect pedestrian crash data, and provide guidance to treat high-risk streets and intersections. Funding will also provide for overtime enforcement activities.

CMTW: Chapter 8, Sections 4.1 and 4.4

Agency:	North Carolina Department of Administration
Project Number:	PS-21-05-03
Project Title:	WalkSmart NC FY2021
Project Description:	This is the second year of a project through which the N.C. Department of Administration and Office of State Human Resources will address state employee pedestrian safety in Wake County by raising awareness through education. The Office of State Human Resources (OSHR) proposes to increase pedestrian safety in areas with high numbers of state employees who are pedestrians and/or motorists by creating a comprehensive education, training, enforcement and public awareness campaign. This OSHR campaign, called "WalkSmart NC", would include a virtual library of education and resources that may be replicated by any State agency, university or other entity.

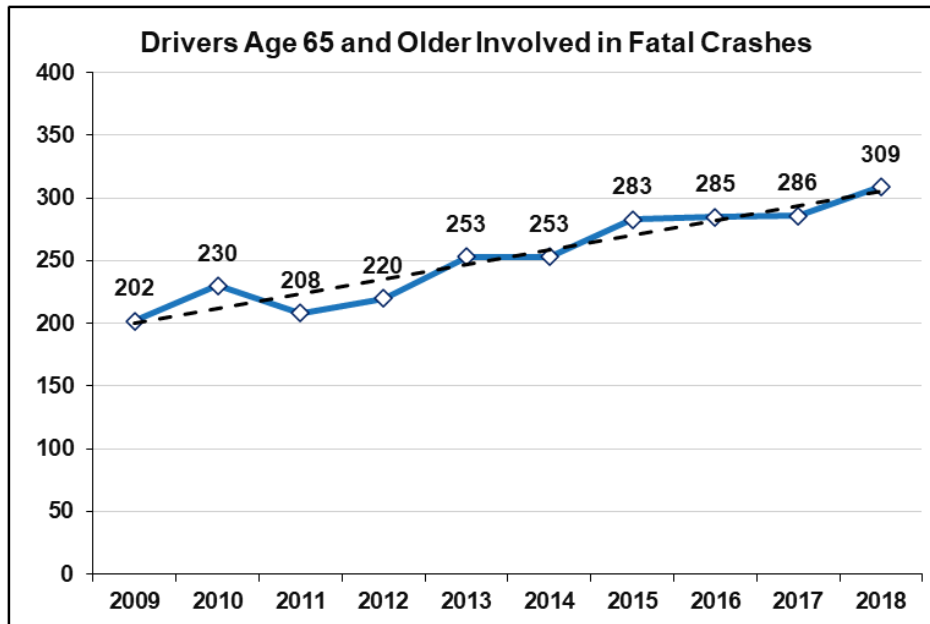
CMTW: Chapter 8, Section 4.5



Older Drivers

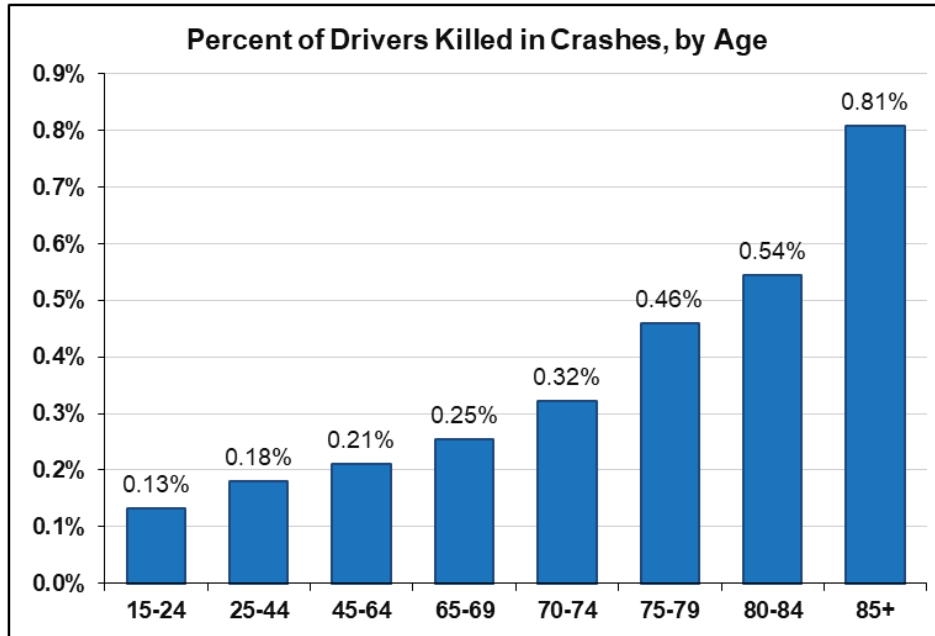
Evidence Considered

A total of 309 drivers age 65 and older were involved in fatal crashes in North Carolina in 2018, an increase of 23 fatal crashes from 2017. The figure below shows fatal crashes involving older drivers for the years 2009 to 2018. Over that ten-year span, fatal crashes have steadily increased.



Source: FARS, 2009–2018

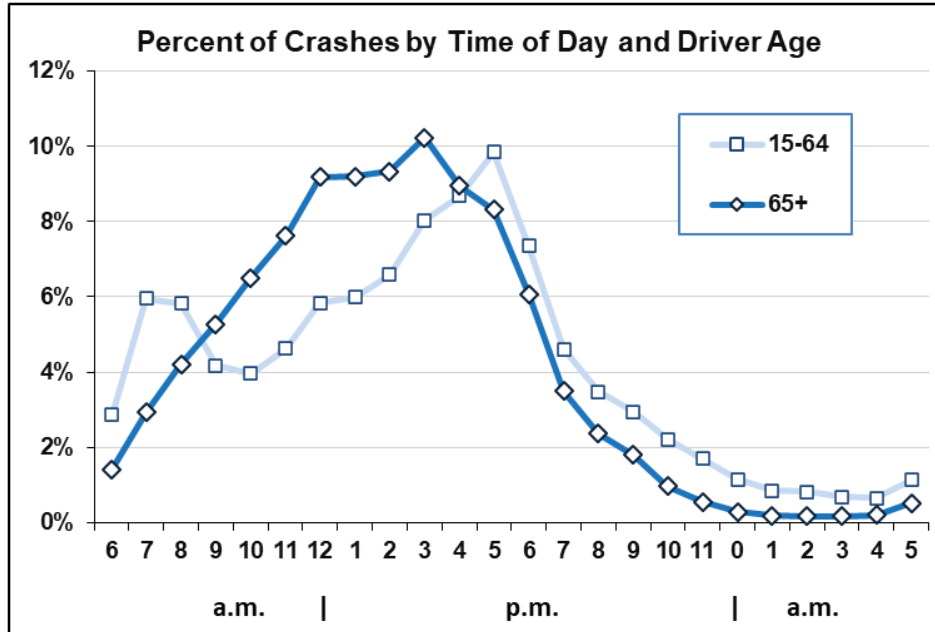
When older drivers are involved in a crash, they are more likely than their younger counterparts to be killed. The next figure shows the percent of crash-involved drivers in North Carolina who were killed, based on the age of the driver. The risk of being killed in a crash increases, especially at age 75. Drivers 75 and older are four times more likely to be killed if involved in a crash than are the youngest drivers (15-24 years old). To a large degree, this reflects the increasing fragility of older persons.



Source: North Carolina Motor Vehicle Crash Data, 2018

In 2018, there were 50,139 drivers age 65 and older involved in a crash in North Carolina. Drivers age 65 and older represented approximately 20 percent of the driving age population in 2018 but accounted for 11 percent of drivers in crashes and 20 percent of the drivers killed. Among older drivers in crashes, 57 percent were male, and 63 percent occurred on urban roads.

The crashes of older and younger drivers differ somewhat by time of day, as shown in the next figure. For drivers age 15 to 64, crashes peak at 7 a.m. and 5 p.m., corresponding with morning and evening “rush hours.” For drivers age 65 and older, crashes are highest between noon and 5 p.m. Older drivers have fewer crashes than their younger counterparts during the nighttime hours.



Source: NCDOT Motor Vehicle Crash Data, 2018

The table below lists the 40 counties with the highest number of older drivers involved in fatal crashes from 2014 to 2018. The counties with the highest numbers of fatal crashes during this period were Mecklenburg (61), Guilford (54), Wake (47) and Forsyth (40). These counties all have large populations. The table also shows the fatal crash rate per 10,000 population for drivers 65 and older. Columbus (3.91), Pender (3.55), Richmond (3.51), Robeson (3.25) and Sampson (3.05) counties have a particularly high per capita crash rate for older drivers. In total, the 40 counties listed in the table account for 71 percent of all older drivers in North Carolina involved in fatal crashes during the five-year period.



Older drivers (65+) involved in fatal crashes, 2014-2018

County	Older drivers involved in fatal crashes	Rate per 10,000 population	% of all 65+ drivers involved in fatal crashes
Mecklenburg	61	0.99	4.71%
Guilford	54	1.34	4.17%
Wake	45	0.73	3.47%
Forsyth	40	1.36	3.09%
Buncombe	33	1.27	2.55%
Robeson	32	3.25	2.47%
Cumberland	30	1.44	2.31%
Gaston	28	1.58	2.16%
Johnston	26	1.96	2.01%
Brunswick	25	1.23	1.93%
Nash	25	2.84	1.93%
Harnett	24	2.83	1.85%
Randolph	24	1.91	1.85%
Rowan	24	1.96	1.85%
Pitt	23	1.99	1.77%
Columbus	21	3.91	1.62%
Lincoln	21	2.84	1.62%
Union	21	1.43	1.62%
Catawba	20	1.44	1.54%
Davidson	20	1.35	1.54%
Pender	20	3.55	1.54%
Surry	20	2.79	1.54%
Haywood	19	2.39	1.47%
Henderson	19	1.22	1.47%
Moore	19	1.45	1.47%
Alamance	18	1.26	1.39%
Burke	17	1.85	1.31%
Cabarrus	17	1.22	1.31%
Iredell	17	1.21	1.31%
Sampson	17	3.04	1.31%
Wayne	17	1.69	1.31%
Cleveland	16	1.75	1.23%
Chatham	15	1.60	1.16%
Durham	15	0.77	1.16%
Macon	15	2.90	1.16%
Onslow	14	1.49	1.08%
Richmond	14	3.51	1.08%
Stanly	14	2.33	1.08%
Lee	13	2.61	1.00%
Wilkes	13	1.75	1.00%

Source: FARS, 2014-2018



Older Driver Summary

Fatal crashes involving drivers age 65 and older have steadily increased over the past decade. Moreover, when older drivers are involved in a crash, they are much more likely than their younger counterparts to be killed. Older driver crashes are most common among males on urban roads during the afternoon. The counties in North Carolina that account for the most older driver fatal crashes are Mecklenburg, Guilford, Wake and Forsyth. Columbus, Pender, Richmond, Robeson and Sampson counties are notable for having a high rate of older driver fatal crashes per capita.

Drivers age 65 and older represent a growing proportion of the population in North Carolina, as baby boomers reach age 65. Because of this population shift, older driver crashes and fatalities will likely continue to grow over the next decade. For this reason, it is important that North Carolina adopt a comprehensive approach to reduce crashes involving older drivers.

Countermeasures and Funding Priorities

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 driving 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 www.ncseniordriver.org, a website to provide "one stop shopping" for information about older driver safety and resources in North Carolina. The website is a resource to the state's older drivers, family members of older drivers, physicians, law enforcement personnel, and others.

Recently, GHSP and SDSC applied for and were awarded a National Highway Traffic Safety Administration funded demonstration project promoting Highway Safety Program Guideline (HSPG) No. 13. 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.

Media Plan

GHSP will seek opportunities with older driver partners to draw media attention to the increasing issue of older driver safety, particularly in counties where older driver involved crashes are most prevalent. GHSP does not have any planned media events or advertising scheduled for FY2021 but will evaluate opportunities in the coming months. GHSP will also explore non-traditional media opportunities such as utilizing social media platforms to bring attention and awareness to older driver safety.

FY2021 Older Drivers Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2021 North Carolina Highway Safety Plan to address older driver safety. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA's Countermeasures that Work).

Agency:	University of North Carolina at Chapel Hill Highway Safety Research Center
Project Number:	SA-21-09-12
Project Title:	Senior Driver Information Center
Project Description:	This is a continuing project that provides support to maintain the statewide Senior Driver Safety Coalition and to develop and maintain a website to educate 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.

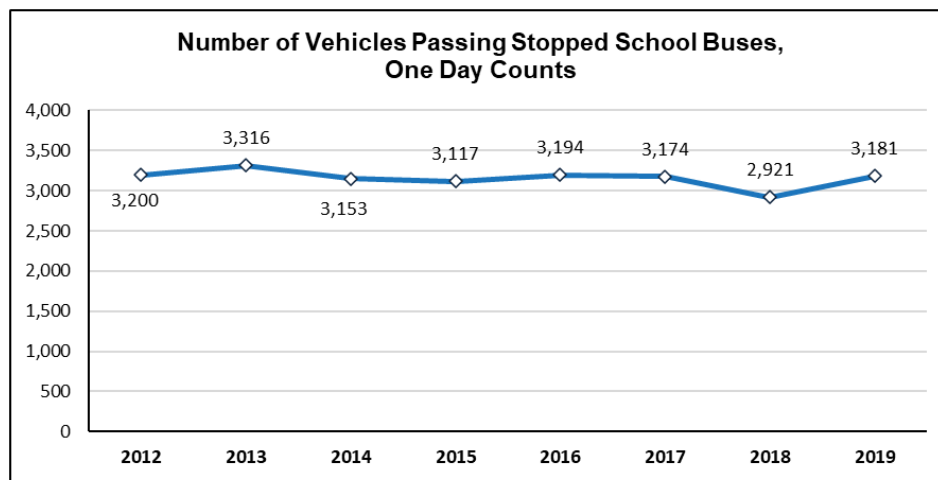
CMTW: Chapter 7, Section 1.2



School Bus Safety

The major problem area related to school buses is children in the "danger zone" around the school bus. This is where most school bus-related fatalities take place. Fourteen years of data compiled by the North Carolina Department of Public Instruction (DPI) show that approximately 3,000 vehicles per day pass a stopped school bus in North Carolina, endangering the lives of children.

The DPI School Transportation Section coordinates an annual count of school bus stop arm violations during a single day in March each year. As shown in the figure below, there were 3,181 incidents recorded statewide during the single day count in 2019. In each case, a moving vehicle passed a stopped school bus when the lights were flashing and the stop arm was extended. The passing vehicle was going the opposite direction (approaching the bus from the front) in 2,237 cases; the vehicle was going in the same direction (approaching the bus from the rear) in 944 cases. Approximately 3,000 stop arm violations have been observed and recorded each year since 2012. Every such incident runs the risk of injuring or killing a child getting on or off a school bus.



Source: North Carolina School Bus Safety Web Stop Arm Violation Statistics
<http://www.ncbussafety.org/Stoparm/index.html>

Camera systems have been developed that can combat school bus stop arm violations by capturing these illegal passing events. Installed on buses, the cameras record critical information such as the vehicle make, model and license number, as well as an image of the offending driver. These are all required elements for successfully prosecuting stop arm violations in North Carolina. A law passed in 2017 authorizes the use of video evidence for issuing violations for passing a stopped school bus in North Carolina. The penalty for a first offense is \$400 and rises to \$750 for a second violation and \$1,000 for each subsequent violation.

In 2012, GHSP provided funds to DPI to conduct a stop-arm camera pilot program. Subsequently, the North Carolina General Assembly provided \$690,000 in funding to deploy stop arm cameras throughout the state beginning with the 2013–2014 school year. This funding has continued annually and provides cameras based on need to local education agencies (LEA's) in North Carolina. According to local



education officials, 1,612 out of 13,172 school buses are equipped with a stop arm violation camera system.

Federal standards do not require seat belts, except for the driver, on large buses with Gross Vehicle Weight Ratings (GVWR) of more than 10,000 pounds. School buses rely on strong, closely spaced, well-padded, energy absorbing seats and higher seat backs to "compartmentalize" and protect passengers during a crash. This compartmentalization, along with the size and construction of school buses, make them very safe vehicles.

School Bus Safety Countermeasures and Funding Priorities

Though compartmentalization works very well in frontal and rear-end crashes, additional protection is needed to keep school bus riders in their seats during side impacts and rollovers. A January 2020 rollover crash occurred in Columbus County resulting in eight children being hospitalized, two in serious condition. DPI has conducted two pilot projects, one in 2003 and another in 2007, looking at the feasibility and acceptance of lap/shoulder belts on school buses. In 2016, DPI began implementing a coordinated rollout of nearly 200 buses fully equipped with lap shoulder belts in 13 counties. DPI is also coordinating an evaluation of the lap/shoulder belt rollout to identify national seat belt implementation best practices, develop technical assistance resources for local education agency implementation, and study seatbelt implementation impacts for students and drivers.

Media Plan

GHSP will seek opportunities with school bus safety partners to draw media attention to school bus safety issues related to bus passengers and children in the "danger zone" around the school bus since this is where most school bus related fatalities take place. GHSP does not have any paid media events or advertising specifically related to school bus safety scheduled for FY2021. GHSP, in partnership with DPI, will explore non-traditional media opportunities such as utilizing social media platforms during National Back To School Safety Month and National School Bus Safety Week to bring attention and awareness to school bus safety.

FY2021 School Bus Safety Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2021 North Carolina Highway Safety Plan to address school bus safety. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document.

Agency:	Department of Public Instruction-Transportation Services
Project Number:	SB-21-10-01
Project Title:	School Travel Safety
Project Description:	This is an ongoing project to provide education on school bus safety to school district staff, as well as the public to improve the safety of every student that rides the school bus.



Communications (Media)

According to NHTSA's *Countermeasures that Work*, high visibility enforcement is one of the most effective approaches for reducing impaired driving and seat belt nonuse. The "High visibility" aspect of campaigns such as *Click It or Ticket* and *Booze It & Lose It* is key because the largest benefit from such campaigns comes from deterring the general driving population from violating traffic safety laws. When drivers believe impaired driving or seat belt nonuse is likely to be detected and violators punished, fewer will engage in these high-risk behaviors. To ensure the general driving population is aware of law enforcement campaigns, they must be highly visible and publicized extensively.

The GHSP Communications and Media plan specifically targets the occupant protection and alcohol-impaired driving efforts of these two campaigns. NC data show young males ages 21-34 are disproportionately affected by crashes involving impairment, not wearing seat belts, or both. Therefore, GHSP has focused many of our media efforts on this demographic and the plan is to continue that focus next year. GHSP is also targeting the 25 counties with the highest impaired driving crash rates and the 25 counties with the lowest seat belt use rates. All campaigns in these areas will include both paid and earned media. This includes an aggressive social media strategy involving digital video, internet radio, microtargeted social media advertising and digital display presence. In addition, GHSP uses targeted display video ads in venues such as movie theatres and Gas Station TV. To a lesser extent, GHSP also uses paid media to support pedestrian/bicycle safety and motorcycle safety activities.

In FY 2020, GHSP created new advertising copy to compliment the digital and internet video strategy. This included two new "Booze It & Lose It" ads and two new "Click It or Ticket" ads, featuring humorous themes and cartoon characters meant to appeal to young adults. Creation of a "Local Heroes" ad campaign focusing on seat belt use in selected counties has been postponed due to the COVID-19 pandemic.

North Carolina will also participate in all national impaired driving mobilizations. A North Carolina specific public service announcement will be placed across the State during the holiday campaign (December 2020 – January 2021). Again, media will include outlets such as television, radio, digital media, internet radio, social media (Facebook, Instagram, Pandora, CBS Sports, AMLI, etc.) and out-of-home elements. Earned media will be gained from kickoff events as well as high visibility checkpoints throughout the campaigns.

In occupant protection, North Carolina will participate in the national *Click It or Ticket* mobilization in FY2021. Media will concentrate on counties and demographic groups which demonstrate low seat belt usage as described under the Occupant Protection program area. Paid media spots will convey an enforcement or social norming message to compliment the national media placement. Media will include outlets such as television, radio, digital media, internet radio, social media and out-of-home elements. Planned campaign kickoffs will precede the mobilizations.

GHSP has used sports marketing to reach our target demographics. Previously, GHSP had commitments from the all major league teams in North Carolina, all major universities, NASCAR, eight of the nine minor league baseball clubs and Live Nation outdoor concert venues. This year, GHSP has focused on targeted marketing at several local venues frequented by this young male demographic. That includes local music festivals, local automobile race tracks, and local and state sporting events. For FY2021, GHSP



will create more focused marketing to this population by strategically marketing with sporting events with a focus on occupant protection and impaired driving.

In FY2021, GHSP plans to continue some of our most successful marketing opportunities and alliances. This includes marketing with: the NC High School Athletic Association, where the “Click It or Ticket” campaign has been a major partner; the NC Sheriffs Association, which includes many law enforcement partners who have not traditionally engaged in traffic safety; and the NC Association of Chiefs of Police, a group comprised of one of GHSP’s main constituencies.

GHSP also plans to host the NC Traffic Safety Conference and Expo in FY2021. This conference, to be held in August in Raleigh, will host over 800 state and national highway safety specialists, with training courses in specific highway safety topics. In addition, GHSP has a grant with the NC State University Institute for Transportation Research & Education (ITRE) to host online trainings. In FY2020, ITRE hosted eight trainings on a variety of topics of interest to law enforcement, engineers, researchers and others.

GHSP plans in FY2021 to continue strong use of targeted social media that began in FY2019. For instance, GHSP will have targeted paid media on music sharing apps such as Pandora, social media platforms such as Instagram and others, and targeted ads on media tablets/channels such as ESPN, Men’s Health magazine and others. We have expanded and integrated social media platforms such as Facebook, Instagram and Twitter as part of our daily community and public engagement practices. We anticipate using these resources to build social media buzz around safe-driving initiatives on a continual basis.

Pedestrian and bicycle media efforts will focus on awareness of the “Watch for Me” campaign. Paid media will include sidewalk stenciling, transit signage and other out-of-home elements. Motorcycle safety awareness media efforts will include extensive social media, outreach to motorcycle clubs and marketing opportunities in conjunction with selected motorcycle events promoting the training classes offered through the “BikeSafeNC” program.

FY2021 Communications (Media) Projects

The following section outlines projects that are currently approved by the review team and officially part of the original submission of the FY2021 North Carolina Highway Safety Plan to address communications/media. A listing of all projects, including the funding level and source, can be found in the Cost Summary at the end of this document. (Note: CMTW = NHTSA’s Countermeasures that Work).

Agency: Governor's Highway Safety Program
Project Number: PS-21-05-04
Project Title: GHSP In-House Pedestrian Safety Media Buys
Project Description: This is an ongoing project to provide funding for a media campaign to address bicycle and pedestrian safety. GHSP plans to continue outreach efforts regarding bicycle and pedestrian safety with a media placement campaign which may include TV, radio, or other advertising as appropriate. As part of the plan, GHSP will utilize our agency of record to supply media buys, placement and distribution of our message using data to target specific locations and identify the most effective methods.
CMTW: Chapter 8, Section 4.4, and Chapter 9, Sections 3.2, 3.3 and 4.2

Agency: Governor's Highway Safety Program



Communications (Media)

Project Number: OP-21-04-03
Project Title: GHSP In-House Occupant Protection Media Buys
Project Description: This is an ongoing project to provide funding for a media campaign to address occupant protection issues. GHSP plans to continue outreach efforts regarding occupant protection with a media placement campaign during each enforcement period. These campaigns may include TV, radio or other advertising as appropriate. As part of the plan, GHSP will utilize 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.
CMTW: Chapter 2, Sections 2.1, 3.1 and 3.2

Agency: Governor's Highway Safety Program
Project Number: M5PEM-21-15-01
Project Title: GHSP In-House Impaired Driving Media Buys
Project Description: This is an ongoing project to provide funding for a media campaign to address impaired driving issues. GHSP plans to continue outreach efforts regarding impaired driving with a media placement campaign during each enforcement period. These campaigns may include TV, radio or other advertising as appropriate. As part of the plan, GHSP will utilize 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.
CMTW: Chapter 1, Sections 2.1, 2.2 and 5.2

Agency: Governor's Highway Safety Program
Project Number: M5PEM-21-15-02 OP-21-04-04
Project Title: GHSP In-House Sports Marketing Media Buys
Project Description: This is an ongoing project to provide funding for sports and events marketing of highway safety messages. This project will provide funding for marketing efforts associated with sporting and other events. Outreach efforts will focus on increasing attention on the target audience using data to identify the most effective venues and messages.
CMTW: Chapter 1, Sections 5.2, and Chapter 2, Sections 3.1 and 3.2



Evidence-based traffic safety enforcement program (TSEP)

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. Several 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, motor vehicle crash data, enforcement and adjudication data, and seat belt use observational surveys. The problem identification process helps to ensure that 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 over-involved in crashes, and to determine when (day vs. night, weekday vs. weekend) and where (counties and cities, urban vs. rural roads) crashes are occurring. Behavioral measures, such as alcohol impairment and seat belt non-use, are also examined.

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 address these problem areas and to meet North Carolina's goals for FY2021, GHSP focuses on strategies that have been proven effective in reducing motor vehicle crashes, injuries and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 9th 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.

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

Continuous Monitoring

To ensure law enforcement projects remain committed to their stated plans, various tracking mechanisms are used by GHSP Highway Safety Specialists to monitor 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, including enforcement projects, are 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



Evidence based TSEP

funding to report their citation totals online on a weekly basis. GHSP also solicits non-grant funded agencies to participate in these campaigns and report as well. These reports of checkpoint and saturation patrol activities include data on the locations and times worked, the number of officers present and the number of citations issued. This monitoring allows GHSP to make adjustments to the enforcement plans for each agency in sufficient time to provide the greatest use of resources to address targeted traffic safety problems.



High Visibility Enforcement Strategies

High Visibility Enforcement (HVE) is a traffic safety approach designed to deter unlawful traffic behaviors. HVE involves checkpoints, saturation patrols, and other proactive law enforcement activities targeting a specific traffic safety issue. These efforts are combined with paid and earned media and other forms of public awareness to educate the public and promote voluntary compliance with the law. According to NHTSA's *Countermeasures that Work*, high visibility enforcement is one of the most effective approaches for reducing impaired driving and seat belt nonuse.

Impaired Driving

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 public awareness and media coverage. During 2019, law enforcement participation rates continued to be high. The statewide participation rate for all highway safety campaigns rose to 88.1% (up from 79.2% in 2018). Statewide participation in "Booze It & Lose It" campaigns averaged 88.5% of all law enforcement agencies (up from 80.0% in 2018). GHSP continues to utilize an online reporting system for law enforcement agencies to report campaign activity. 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 (LELs) working with up to 100 county coordinators (LECCs) to ensure full participation throughout the state. All law enforcement 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 played a major role in assisting law enforcement officers at DWI checking stations and in raising awareness of the dangers of impaired driving at education and safety events. Each year, the BAT Program receives approximately 450 - 500 requests to participate in enforcement and educational events. Approximately 35% of those requests are for educational events that promote safety across the state. Each BAT mobile unit displays the logos of "Booze It & Lose It" and ".08 It's The Law".

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. During FY2019, GHSP provided Section 402 and Section 405 funds to support DWI Enforcement Teams in Buncombe, Forsyth, Guilford, Mecklenburg, Onslow, Robeson, Union, Wake and Wayne counties. GHSP also funded two State Highway Patrol DWI Enforcement Teams to work in Gaston 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. GHSP also provided access to data and county maps in these communities to communicate the location of impaired driving crashes, injuries and fatalities, as well as the time of day and day of week that these are occurring.

Occupant Protection

Research shows that seat belts are the single most important safety device for reducing injuries and fatalities for vehicle occupants during a crash. North Carolina has developed a comprehensive program that combines law enforcement and increased public awareness to enforce the State's seat belt law. The nationwide "Click It or Ticket" program, first developed in North Carolina more than 25 years ago, is one of North Carolina's best tools for increasing belt use. GHSP remains committed to encouraging every North Carolinian to buckle up during every trip—day and night.

In addition to participation in the *Click It or Ticket* mobilizations conducted each spring and fall, GHSP law enforcement grantees are required to conduct a minimum of one nighttime seat belt enforcement effort each month. GHSP also encourages nighttime seat belt enforcement in counties that are overrepresented in unbelted fatalities. GHSP educates law enforcement agencies on the importance of improving seat belt compliance rates and their role in reducing unrestrained fatalities and injuries. GHSP provided law enforcement agencies a guide with descriptions of both the Child Passenger Safety Law and the Seat Belt Law. This guide gives law enforcement officers, particularly those with little to no training in child passenger safety, a clear outline of how to enforce the law.

To increase occupant protection enforcement and improve 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 FY2019 and covered Buncombe, Cumberland, Davidson, Durham, Forsyth, Gaston, Guilford, Harnett, Johnston, Mecklenburg, Onslow, Robeson, Rowan, and Wake Counties. These projects resulted in 1,787 seat belt and 101 child passenger safety citations. A total of 3,144 citation charges were written, including 137 for speeding. Overtime enforcement was conducted for a total of 1,712 hours.

Speeding

In 2017, GHSP introduced a new statewide campaign: "Speed a Little. Lose a Lot" to remind 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 change the overall traffic safety culture. North Carolina conducted the "Speed a Little. Lose a Lot" campaign from April 15 to April 21, 2019.



HVE Strategies

In FY2019, GHSP funded five new projects providing traffic safety officers to supplement existing traffic teams or to create new teams. GHSP continued funding for an additional ten projects providing traffic safety officers. In addition, GHSP provided two overtime grants intended to provide increased speeding and seat belt enforcement. For all teams, speed enforcement in high crash corridors was part of the traffic safety team's day-to-day duties.

GHSP encourages counties to adopt systematic approaches to identify priority roads. The Vision Zero Analytics project, funded by GHSP, provides data and county maps, crash information and spot location data to agencies in the top 20-25 counties that are overrepresented in speeding fatalities. Additionally, GHSP promotes training in Data-Driven Approaches to Crime and Traffic Safety (DDACTS) enforcement strategies. GHSP has continued its long-standing partnership with the North Carolina Justice Academy to provide training in crash investigation and speed measuring instrument certification to law enforcement officers statewide. GHSP has a marketing opportunity with the NC Sheriffs Association to market GHSP programs to participants in the annual NC Sheriff's Leadership Institute.



Equipment and Software/IT Requests of \$5,000 or More

Equipment Requests of \$5,000 or More					
Project number	Agency	Quantity	Description	Unit Amount	Total Amount
M5BAC-21-15-01	NC DHHS-BAT	2	Portable Fingerprint/Photo Capture Device and Software	\$12,000.00	\$24,000.00
AL-21-02-11	Buncombe County Sheriff's Office-DWI Task Force	3	Patrol Vehicles with Upfit of Emergency Lighting, Siren, Radio, Console, etc.	\$35,000.00	\$105,000.00
AL-21-02-11	Buncombe County Sheriff's Office-DWI Task Force	3	In-Car Video System	\$6,000.00	\$18,000.00
AL-21-02-11	Buncombe County Sheriff's Office-DWI Task Force	3	Mobile Data Terminal	\$6,000.00	\$18,000.00
AL-21-02-12	Belmont Police Department-DWI Officer	1	Patrol Vehicles with Upfit of Emergency Lighting, Siren, Radio, Console, etc.	\$35,000.00	\$35,000.00
AL-21-02-12	Belmont Police Department-DWI Officer	1	In-Car Video System	\$6,000.00	\$6,000.00
AL-21-02-12	Belmont Police Department-DWI Officer	1	Mobile Data Terminal	\$6,000.00	\$6,000.00
AL-21-02-13	Statesville Police Department-DWI Officers	2	Patrol Vehicles with Upfit of Emergency Lighting, Siren, Radio, Console, etc.	\$35,000.00	\$70,000.00
AL-21-02-13	Statesville Police Department-DWI Officers	2	In-Car Video System	\$6,000.00	\$12,000.00
AL-21-02-13	Statesville Police Department-DWI Officers	2	Mobile Data Terminal	\$6,000.00	\$12,000.00
M5HVE-21-15-03	Lumberton Police Department-DWI Officers	2	Patrol Vehicles with Upfit of Emergency Lighting, Siren, Radio, Console, etc.	\$35,000.00	\$70,000.00
M5HVE-21-15-03	Lumberton Police Department-DWI Officers	2	In-Car Video System	\$6,000.00	\$12,000.00



Equipment and Software/IT Requests of \$5,000 or More

Equipment Requests of \$5,000 or More					
Project number	Agency	Quantity	Description	Unit Amount	Total Amount
M5HVE-21-15-03	Lumberton Police Department-DWI Officers	2	Mobile Data Terminal	\$6,000.00	\$12,000.00
PT-21-06-22	Matthews Police Department-Traffic Officers	2	Patrol Vehicles with Upfit of Emergency Lighting, Siren, Radio, Console, etc.	\$35,000.00	\$70,000.00
PT-21-06-22	Matthews Police Department-Traffic Officers	2	In-Car Video System	\$6,000.00	\$12,000.00
PT-21-06-22	Matthews Police Department-Traffic Officers	2	Mobile Data Terminal	\$6,000.00	\$12,000.00
PT-21-06-25	Union County Sheriff's Office-Traffic Officers	2	Patrol Vehicles with Upfit of Emergency Lighting, Siren, Radio, Console, etc.	\$35,000.00	\$70,000.00
PT-21-06-25	Union County Sheriff's Office-Traffic Officers	2	In-Car Video System	\$6,000.00	\$12,000.00
PT-21-06-25	Union County Sheriff's Office-Traffic Officers	2	Mobile Data Terminal	\$6,000.00	\$12,000.00
PT-21-06-02	Dare County Sheriff's Office-LEL	2	In-Car Video System	\$6,000.00	\$12,000.00
PT-21-06-03	Columbus Police Department-LEL	2	In-Car Video System	\$5,000.00	\$10,000.00
PT-21-06-24	Dunn Police Department-Traffic Officers	2	Patrol Vehicles with Upfit of Emergency Lighting, Siren, Radio, Console, etc.	\$35,000.00	\$70,000.00
PT-21-06-24	Dunn Police Department-Traffic Officers	2	In-Car Video System	\$6,000.00	\$12,000.00
PT-21-06-24	Dunn Police Department-Traffic Officers	2	Mobile Data Terminal	\$6,000.00	\$12,000.00
PT-21-06-06	Marion Police Department-LEL	3	In-Car Video System	\$6,000.00	\$18,000.00
PT-21-06-31	Smithfield Police Department-Traffic Officers	2	Patrol Vehicles with Upfit of Emergency Lighting, Siren, Radio, Console, etc.	\$35,000.00	\$70,000.00
PT-21-06-31	Smithfield Police Department-Traffic Officers	2	In-Car Video System	\$6,000.00	\$12,000.00
PT-21-06-31	Smithfield Police Department-Traffic Officers	2	Mobile Data Terminal	\$6,000.00	\$12,000.00



Equipment and Software/IT Requests of \$5,000 or More

Equipment Requests of \$5,000 or More					
Project number	Agency	Quantity	Description	Unit Amount	Total Amount
PT-21-06-01	Governor's Highway Safety Program-STEP	TBD	DWI Simulators	\$23,000.00	\$250,000.00
PT-21-06-01	Governor's Highway Safety Program-STEP	TBD	In-Car Video System	\$6,000.00	\$225,000.00
PT-21-06-01	Governor's Highway Safety Program-STEP	TBD	Crash Data Recorder	\$7,300.00	\$75,000.00
PT-21-06-23	Pender County Sheriff's Office-Traffic Officers	2	Patrol Vehicles with Upfit of Emergency Lighting, Siren, Radio, Console, etc.	\$35,000.00	\$70,000.00
PT-21-06-23	Pender County Sheriff's Office-Traffic Officers	2	In-Car Video System	\$6,000.00	\$12,000.00
PT-21-06-23	Pender County Sheriff's Office-Traffic Officers	2	Mobile Data Terminal	\$6,000.00	\$12,000.00
PT-21-06-32	Columbus County Sheriff's Office-Traffic Officers	2	Patrol Vehicles with Upfit of Emergency Lighting, Siren, Radio, Console, etc.	\$35,000.00	\$70,000.00
PT-21-06-32	Columbus County Sheriff's Office-Traffic Officers	2	In-Car Video System	\$6,000.00	\$12,000.00
PT-21-06-32	Columbus County Sheriff's Office-Traffic Officers	2	Mobile Data Terminal	\$6,000.00	\$12,000.00
PT-21-06-29	Brunswick County Sheriff's Office-Traffic Officers	2	Patrol Vehicles with Upfit of Emergency Lighting, Siren, Radio, Console, etc.	\$35,000.00	\$70,000.00
PT-21-06-29	Brunswick County Sheriff's Office-Traffic Officers	2	In-Car Video System	\$6,000.00	\$12,000.00
PT-21-06-29	Brunswick County Sheriff's Office-Traffic Officers	2	Mobile Data Terminal	\$6,000.00	\$12,000.00
M3DA-21-14-09	Biscoe Police Department	8	Mobile Data Terminal	\$6,000.00	\$48,000.00
M3DA-21-14-08	North Carolina Department of Public Safety-State Capitol Police	5	Mobile Data Terminal	\$6,000.00	\$30,000.00
M3DA-21-14-05	Haw River Police Department	2	Mobile Data Terminal	\$6,000.00	\$12,000.00
M3DA-21-14-06	Weldon Police Department	4	Mobile Data Terminal	\$6,000.00	\$24,000.00



Equipment and Software/IT Requests of \$5,000 or More

Equipment Requests of \$5,000 or More					
Project number	Agency	Quantity	Description	Unit Amount	Total Amount
PT-21-06-07	Tarboro Police Department-LEL	1	In-Car Video System	\$6,000.00	\$6,000.00
PT-21-06-07	Tarboro Police Department-LEL	2	Mobile Data Terminal	\$6,000.00	\$12,000.00
PT-21-06-09	Rockingham Police Department-LEL	1	In-Car Video System	\$6,000.00	\$6,000.00
M9MT-21-16-06	Lenoir County Community College	7	Motorcycle Conversion Kits	\$5,800.00	\$40,600.00
SA-21-09-05	Public Health Authority of Cabarrus County	4	Driving Simulators	\$8,582.50	\$34,330.00
PT-21-06-34	Gastonia Police Department	2	Patrol Vehicles with Upfit of Emergency Lighting, Siren, Radio, Console, etc.	\$35,000.00	\$70,000.00

Software/IT Requests of \$5,000 or More					
Project number	Agency	Quantity	Description	Unit Amount	Total Amount
PA-21-01-01	Governor's Highway Safety Program	1	Enterprise Business Service (EBS)	\$90,649.00	\$90,649.00
SA-21-09-02	Governor's Highway Safety Program	1	Traffic Safety Conference Website and App	\$50,000.00	\$50,000.00
M5BAC-21-15-02	NC DHHS-DRE	1	DRE Web-Based Call-Out System (Everbridge) Maintenance and Support	\$7,500.00	\$7,500.00
M5TR-21-15-01	NC DHHS-Science	1	Training and Certification Database Software Solution Annual Renewal Fee	\$115,000.00	\$115,000.00
M5BAC-21-15-04	NC Department of Justice-State Bureau of Investigation Crime Lab	3	Preventative Maintenance/Service Contracts for LC/Q-TOF Instruments	\$49,500.00	\$148,500.00
M5BAC-21-15-03	New Hanover County Forensic Lab	1	Annual Service for Trace 1319 Gas Chromatograph	\$5,500.00	\$5,500.00
M3DA-21-14-02 SA-21-09-11	North Carolina State University - Institute of Transportation Research and Education-Vision Zero Technical and Program Support	1	Hosting/Cloud Services-Azure Cloud Services	\$8,000.00	\$8,000.00



Equipment and Software/IT Requests of \$5,000 or More

Software/IT Requests of \$5,000 or More					
Project number	Agency	Quantity	Description	Unit Amount	Total Amount
M3DA-21-14-02 SA-21-09-11	North Carolina State University - Institute of Transportation Research and Education-Vision Zero Technical and Program Support	1	Hardware/Software-Licenses for Alteryx Designer, Tableau Desktop, ArcGIS Server/Desktop Licenses, SQL Server	\$7,150.00	\$7,150.00
M3DA-21-14-02 SA-21-09-11	North Carolina State University - Institute of Transportation Research and Education-Vision Zero Technical and Program Support	1	BI Site License-Tableau Server Core License	\$21,400.00	\$21,400.00
M3DA-21-14-10	Jacksonville Police Department	1	Crash Reporting Software	\$20,000.00	\$20,000.00
MC-21-03-01	North Carolina Department of Public Safety-NC State Highway Patrol BikeSafe	1	Website Maintenance	\$15,000.00	\$15,000.00
PS-21-05-01	Outer Banks Bicycle and Pedestrian	1	Website Maintenance	\$6,600.00	\$6,600.00
SB-21-10-01	North Carolina Department of Public Instruction-School Bus Safety	1	Website Development	\$23,000.00	\$23,000.00

All equipment purchased will meet Buy America guidelines and state procurement procedures. Furthermore, all equipment purchased will be associated with enforcement, data enhancement, and reporting grants. Specific use of the equipment and software included in the above listed table are included within the grants. GHSP understands equipment purchased with federal funds must be associated with a grant and highway safety activity.

Regional LEL Grants:

Regional Law Enforcement Liaisons are provided funding for the purchase of equipment to further highway safety efforts within their respective regions. Regional LEL's have requested the following types of traffic safety equipment in FY2021:

- In-Car Video Systems: The successful adjudication of traffic safety violations is vital. The installation of in-car cameras assists traffic officers retain critical evidence necessary to secure a conviction in court. In addition, the camera systems ensure accountability on the part of both the officer and the citizen during a traffic stop, thus increasing support and trust for traffic enforcement activities. The camera systems further provide training opportunities and strategies.



Equipment and Software/IT Requests of \$5,000 or More

- **Mobile Data Terminals:** The use of electronic crash reporting allows for more accurate and timely data to be made available to the North Carolina Division of Motor Vehicles. More accurate and timely data provides for the ability to recognize and identify traffic safety concerns more readily. Mobile data terminals ensure that officers have the use of E-Citation for citing traffic violations and provides more timely and accurate arrest data.

GHSP STEP Program:

Equipment made available to participating law enforcement agencies through the GHSP STEP Program is included in this equipment list. The actual number of items to be purchased will not be known until the resource allocation phase of the program is implemented following the onset of the fiscal year. Once equipment is identified, a request with specific totals will be forwarded to NHTSA for approval prior to purchase. GHSP allocates funding for such purchases within the GHSP STEP Program grant. The following equipment is available:

- **Driving While Impaired Simulators:** Impaired driving fatalities rose in 2018 and the long-term trend suggests a gradual rise. Education regarding the risks related to impaired driving is crucial to addressing this traffic safety issue. DWI simulators are an effective tool to further educate the public regarding the consequences of effects of alcohol on driving and further attempt to reduce impaired driving fatalities. DWI simulators allow a driver to experience the effects of driving impaired through virtual reality.
- **Crash Data Recorders:** Vehicle crash data is data stored in the vehicle's safety system after a crash. This data is an important evidentiary component to be collected and evaluated as part of a vehicle crash investigation. The crash data is unbiased, proven, accurate and defensible. When examined along with other available physical evidence from a crash, the vehicle crash data provides a much clearer understanding of what happened before, during, and after the crash so that effective countermeasures can be put in place to reduce the likelihood of future crashes.
- **In-Car Video Systems:** The successful adjudication of traffic safety violations is vital. The installation of in-car cameras assists traffic officers retain critical evidence necessary to secure a conviction in court. In addition, the camera systems ensure accountability on the part of both the officer and the citizen during a traffic stop, thus increasing support and trust for traffic enforcement activities. The camera systems further provide training opportunities and strategies.



Cost Summary



**U.S. Department of Transportation National Highway Traffic Safety Administration
Highway Safety Plan Cost Summary**

State: North Carolina

Page: 1

Report Date: 06/25/2020

2021-HSP-1
For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
NHTSA								
FAST Act NHTSA 402								
Planning and Administration								
	PA-2021-01-01-00	GHSP IN-HOUSE PLANNING & ADMINISTRATION	\$.00	\$ 323,135.00	\$.00	\$ 323,134.00	\$ 323,134.00	\$.00
		Administration Total	\$.00	\$ 323,135.00	\$.00	\$ 323,134.00	\$ 323,134.00	\$.00
Alcohol								
	AL-2021-00-00-00	ID FUTURE PROJECTS-NCGHSP	\$.00	\$.00	\$.00	\$ 1.00	\$ 1.00	\$.00
	AL-2021-02-01-00	TOWN OF KERNERSVILLE	\$.00	\$ 62,035.00	\$.00	\$ 20,679.00	\$ 20,679.00	\$ 20,679.00
	AL-2021-02-02-00	ON SLOW CO SHERIFF'S OFFICE-DWI TASKFORCE	\$.00	\$ 115,810.00	\$.00	\$ 270,223.00	\$ 270,223.00	\$ 270,223.00
	AL-2021-02-03-00	NC DPS - ALE	\$.00	\$.00	\$.00	\$ 13,460.00	\$ 13,460.00	\$.00
	AL-2021-02-04-00	ROBESON CO DA'S OFFICE-DWI TREATMENT	\$.00	\$.00	\$.00	\$ 190,954.00	\$ 190,954.00	\$ 190,954.00
	AL-2021-02-05-00	GUILFORD COUNTY DWI EDUCATOR	\$.00	\$ 418,585.00	\$.00	\$ 139,529.00	\$ 139,529.00	\$ 139,529.00
	AL-2021-02-06-00	GUILFORD COUNTY - DWI TASKFORCE	\$.00	\$ 23,391.00	\$.00	\$ 132,549.00	\$ 132,549.00	\$ 132,549.00
	AL-2021-02-07-00	CITY OF WINSTON-SALEM POLICE DEPT	\$.00	\$ 416,028.00	\$.00	\$ 138,676.00	\$ 138,676.00	\$ 138,676.00
	AL-2021-02-08-00	APEX POLICE DEPARTMENT	\$.00	\$ 12,335.00	\$.00	\$ 69,900.00	\$ 69,900.00	\$ 69,900.00
	AL-2021-02-09-00	BUNCOMBE COUNTY - AOC TREATMENT	\$.00	\$.00	\$.00	\$ 62,543.00	\$ 62,543.00	\$ 62,543.00
	AL-2021-02-11-00	BUNCOMBE COUNTY	\$.00	\$.00	\$.00	\$ 401,080.00	\$ 401,080.00	\$ 401,080.00
	AL-2021-02-12-00	BELMONT POLICE DEPT	\$.00	\$.00	\$.00	\$ 102,296.00	\$ 102,296.00	\$ 102,296.00
	AL-2021-02-13-00	CITY OF STATESVILLE POLICE DEPT	\$.00	\$.00	\$.00	\$ 217,682.00	\$ 217,682.00	\$ 217,682.00
	AL-2021-02-14-00	UNC HSRC - IMPAIRED DRIVING 2.0	\$.00	\$.00	\$.00	\$ 37,616.00	\$ 37,616.00	\$.00
		Alcohol Total	\$.00	\$ 1,048,184.00	\$.00	\$ 1,797,188.00	\$ 1,797,188.00	\$ 1,746,111.00
Motorcycle Safety								
	MC-2021-03-01-00	NCSHP - BIKESAFE	\$.00	\$.00	\$.00	\$ 179,410.00	\$ 179,410.00	\$.00
		Motorcycle Safety Total	\$.00	\$.00	\$.00	\$ 179,410.00	\$ 179,410.00	\$.00

**U.S. Department of Transportation National Highway Traffic Safety Administration
Highway Safety Plan Cost Summary**

State: North Carolina

Page: 2

Report Date: 06/25/2020

2021-HSP-1

For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
Occupant Protection								
	OP-2021-04-01-00	SOUTHEASTERN REGIONAL CPS	\$0.00	\$0.00	\$0.00	\$37,740.00	\$37,740.00	\$37,740.00
	OP-2021-04-02-00	NC JUDICIAL DEPT - CONFERENCE OF DA'S	\$0.00	\$0.00	\$0.00	\$10,000.00	\$10,000.00	\$0.00
	OP-2021-04-03-00	NCDOT - CIOT MEDIA BUYS	\$0.00	\$0.00	\$0.00	\$500,000.00	\$500,000.00	\$0.00
	OP-2021-04-04-00	NCDOT - SPORTS & EVENTS MARKETING	\$0.00	\$0.00	\$0.00	\$350,000.00	\$350,000.00	\$0.00
	OP-2021-04-05-00	NCSHP CLICK IT OR TICKET	\$0.00	\$0.00	\$0.00	\$150,000.00	\$150,000.00	\$0.00
	Occupant Protection Total		\$0.00	\$0.00	\$0.00	\$1,047,740.00	\$1,047,740.00	\$37,740.00
Pedestrian/Bicycle Safety								
	PS-2021-05-01-00	OUTER BANKS BIKE & PED	\$0.00	\$0.00	\$0.00	\$10,150.00	\$10,150.00	\$10,150.00
	PS-2021-05-02-00	CHAPEL HILL PEDESTRAIN	\$0.00	\$0.00	\$0.00	\$67,000.00	\$67,000.00	\$67,000.00
	PS-2021-05-03-00	NCDOA - WALKSMART NC	\$0.00	\$0.00	\$0.00	\$100,000.00	\$100,000.00	\$0.00
	PS-2021-05-04-00	NCDOT - WATCH FOR ME	\$0.00	\$0.00	\$0.00	\$200,000.00	\$200,000.00	\$0.00
	Pedestrian/Bicycle Safety Total		\$0.00	\$0.00	\$0.00	\$377,150.00	\$377,150.00	\$77,150.00
Police Traffic Services								
	PT-2021-06-01-00	GHSP IN-HOUSE STEP PROGRAM	\$0.00	\$0.00	\$0.00	\$2,500,000.00	\$2,500,000.00	\$2,500,000.00
	PT-2021-06-02-00	DARE COUNTY - LEL	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00
	PT-2021-06-03-00	TOWN OF COLUMBUS POLICE DEPT - LEL	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00
	PT-2021-06-04-00	ORANGE COUNTY - LEL	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00
	PT-2021-06-05-00	NEW HANOVER COUNTY - LEL	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00
	PT-2021-06-06-00	CITY OF MARION PD - LEL	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00
	PT-2021-06-07-00	TOWN OF TARBORO PD - LEL	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00
	PT-2021-06-08-00	JACKSON COUNTY SHERIFF'S OFFICE - LEL	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00
	PT-2021-06-09-00	ROCKINGHAM PD - LEL	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00
	PT-2021-06-10-00	GUILFORD COUNTY - LEL	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00

**U.S. Department of Transportation National Highway Traffic Safety Administration
Highway Safety Plan Cost Summary**

State: North Carolina

Page: 3

Report Date: 06/25/2020

2021-HSP-1

For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
	PT-2021-06-11-00	CITY OF NEW BERN PD - LEL	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00
	PT-2021-06-12-00	KNIGHTDALE PD - TRAFFIC ENFORCEMENT	\$0.00	\$21,903.00	\$0.00	\$51,107.00	\$51,107.00	\$51,107.00
	PT-2021-06-13-00	ROBESON COUNTY SHERIFF - TRAFFIC ENFORCE	\$0.00	\$56,117.00	\$0.00	\$130,939.00	\$130,939.00	\$130,939.00
	PT-2021-06-14-00	TOWN OF MOORESVILLE - TRAFFIC UNIT	\$0.00	\$51,900.00	\$0.00	\$121,100.00	\$121,100.00	\$121,100.00
	PT-2021-06-15-00	NC DEPT OF JUSTICE - JUSTICE ACADEMY	\$0.00	\$0.00	\$0.00	\$162,800.00	\$162,800.00	\$0.00
	PT-2021-06-16-00	CLAYTON POLICE DEPARTMENT	\$0.00	\$30,480.00	\$0.00	\$30,481.00	\$30,481.00	\$30,481.00
	PT-2021-06-17-00	GARNER POLICE DEPARTMENT	\$0.00	\$20,987.00	\$0.00	\$48,970.00	\$48,970.00	\$48,970.00
	PT-2021-06-18-00	CABARRUS COUNTY-TRAFFIC & EDUCATION UNIT	\$0.00	\$56,898.00	\$0.00	\$132,764.00	\$132,764.00	\$132,764.00
	PT-2021-06-19-00	GASTONIA POLICE DEPARTMENT	\$0.00	\$39,810.00	\$0.00	\$92,890.00	\$92,890.00	\$92,890.00
	PT-2021-06-20-00	NC DMV ADMINISTRATIVE HEARINGS	\$0.00	\$0.00	\$0.00	\$58,350.00	\$58,350.00	\$0.00
	PT-2021-06-21-00	NASH COUNTY CRASH REDUCTION TEAM	\$0.00	\$57,667.00	\$0.00	\$57,668.00	\$57,668.00	\$57,668.00
	PT-2021-06-22-00	MATTHEWS POLICE DEPARTMENT	\$0.00	\$39,838.00	\$0.00	\$225,746.00	\$225,746.00	\$225,746.00
	PT-2021-06-23-00	PENDER COUNTY SHERIFF'S OFFICE	\$0.00	\$30,372.00	\$0.00	\$172,109.00	\$172,109.00	\$172,109.00
	PT-2021-06-24-00	CITY OF DUNN POLICE DEPT	\$0.00	\$31,966.00	\$0.00	\$181,139.00	\$181,139.00	\$181,139.00
	PT-2021-06-25-00	UNION COUNTY TRAFFIC ENFORCEMENT	\$0.00	\$43,725.00	\$0.00	\$247,775.00	\$247,775.00	\$247,775.00
	PT-2021-06-26-00	ASHEBORO POLICE DEPARTMENT	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00
	PT-2021-06-27-00	STATE CAPITOL POLICE - OT	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00
	PT-2021-06-28-00	CONCORD POLICE DEPARTMENT	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00
	PT-2021-06-29-00	BRUNSWICK COUNTY SHERIFF'S OFFICE	\$0.00	\$35,970.00	\$0.00	\$203,832.00	\$203,832.00	\$203,832.00
	PT-2021-06-30-00	DURHAM COUNTY SHERIFF'S OFFICE	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00
	PT-2021-06-31-00	TOWN OF SMITHFIELD POLICE DEPT	\$0.00	\$33,856.00	\$0.00	\$191,852.00	\$191,852.00	\$191,852.00
	PT-2021-06-32-00	COLUMBUS COUNTY SHERIFF'S OFFICE	\$0.00	\$31,074.00	\$0.00	\$176,083.00	\$176,083.00	\$176,083.00
	PT-2021-06-33-00	CHARLOTTE-MECKLENBURG PD - LEL	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$25,000.00
	PT-2021-06-34-00	GASTONIA POLICE DEPARTMENT	\$0.00	\$10,500.00	\$0.00	\$59,500.00	\$59,500.00	\$59,500.00

**U.S. Department of Transportation National Highway Traffic Safety Administration
Highway Safety Plan Cost Summary**

State: North Carolina

Page: 4

Report Date: 06/25/2020

2021-HSP-1

For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
Police Traffic Services Total			\$0.00	\$593,063.00	\$0.00	\$5,220,105.00	\$5,220,105.00	\$4,998,955.00
Traffic Records								
	TR-2021-07-01-00	UNC HSRC - STRATEGIC PLAN	\$0.00	\$0.00	\$0.00	\$55,892.00	\$55,892.00	\$0.00
Traffic Records Total			\$0.00	\$0.00	\$0.00	\$55,892.00	\$55,892.00	\$0.00
Driver Education								
	DE-2021-08-01-00	UNC HSRC - TEEN DRIVER SAFETY INITIATIVE	\$0.00	\$0.00	\$0.00	\$146,792.00	\$146,792.00	\$0.00
Driver Education Total			\$0.00	\$0.00	\$0.00	\$146,792.00	\$146,792.00	\$0.00
Safe Communities								
	SA-2021-09-01-00	GHSP IN-HOUSE - PROGRAMS & OPERATIONS SU	\$0.00	\$0.00	\$0.00	\$916,565.00	\$916,565.00	\$0.00
	SA-2021-09-02-00	GHSP IN-HOUSE - MEDIA & EVENTS	\$0.00	\$0.00	\$0.00	\$633,550.00	\$633,550.00	\$0.00
	SA-2021-09-03-00	UNC - HSRC STEP WEBSITE	\$0.00	\$0.00	\$0.00	\$6,867.00	\$6,867.00	\$0.00
	SA-2021-09-04-00	NCSU-ITRE CONFERENCE & EVENTS	\$0.00	\$0.00	\$0.00	\$306,526.00	\$306,526.00	\$0.00
	SA-2021-09-05-00	CABARRUS COUNTY PUBLIC HEALTH - KEYS	\$0.00	\$0.00	\$0.00	\$153,278.00	\$153,278.00	\$153,278.00
	SA-2021-09-06-00	UNC-HSRC REPEAT OFFENDERS	\$0.00	\$0.00	\$0.00	\$58,025.00	\$58,025.00	\$0.00
	SA-2021-09-07-00	UNIVERSITY HEALTH SYSTEMS NC-DISTRACTED	\$0.00	\$0.00	\$0.00	\$96,422.00	\$96,422.00	\$0.00
	SA-2021-09-08-00	UNC HSRC - VISION ZERO	\$0.00	\$0.00	\$0.00	\$266,437.00	\$266,437.00	\$0.00
	SA-2021-09-09-00	UNC HSRC - TRAFFIC SAFETY SURVEY	\$0.00	\$0.00	\$0.00	\$141,718.00	\$141,718.00	\$0.00
	SA-2021-09-10-00	UNC HSRC - HSP & ANNUAL REPORT	\$0.00	\$0.00	\$0.00	\$128,532.00	\$128,532.00	\$0.00
	SA-2021-09-11-00	NCSU - ITRE VISION ZERO	\$0.00	\$0.00	\$0.00	\$30,600.00	\$30,600.00	\$0.00
	SA-2021-09-12-00	UNC HSRC - SENIOR DRIVERS	\$0.00	\$0.00	\$0.00	\$64,183.00	\$64,183.00	\$0.00
	SA-2021-09-13-00	CITY OF GREENSBORO	\$0.00	\$14,971.00	\$0.00	\$84,835.00	\$84,835.00	\$84,835.00
	SA-2021-09-14-00	SADD INC	\$0.00	\$0.00	\$0.00	\$100,000.00	\$100,000.00	\$0.00
Safe Communities Total			\$0.00	\$14,971.00	\$0.00	\$2,987,538.00	\$2,987,538.00	\$238,113.00
Pupil Transportation Safety								
	SB-2021-10-01-00	DPI TRANSPORTATION SERVICES - SCHOOL BUS	\$0.00	\$0.00	\$0.00	\$39,500.00	\$39,500.00	\$0.00

**U.S. Department of Transportation National Highway Traffic Safety Administration
Highway Safety Plan Cost Summary**

State: North Carolina

Page: 5

Report Date: 06/25/2020

2021-HSP-1

For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
Pupil Transportation Safety Total								
			\$0.00	\$0.00	\$0.00	\$39,500.00	\$39,500.00	\$0.00
FAST Act NHTSA 402 Total								
			\$0.00	\$1,979,353.00	\$0.00	\$12,174,449.00	\$12,174,449.00	\$7,098,069.00
FAST Act 405b OP High								
405b High Public Education								
	M1PE-2021-13-01-00	UNC HSRC - BUCKLE UP NC	\$0.00	\$0.00	\$0.00	\$214,431.00	\$214,431.00	\$0.00
Total								
			\$0.00	\$0.00	\$0.00	\$214,431.00	\$214,431.00	\$0.00
405b High Community CPS Services								
	M1CPS-2021-13-01-00	NC DEPT OF INSURANCE - CPS	\$0.00	\$0.00	\$0.00	\$399,375.00	\$399,375.00	\$0.00
	M1CPS-2021-13-02-00	MAHEC - WNC SAFE KIDS	\$0.00	\$0.00	\$0.00	\$210,544.00	\$210,544.00	\$0.00
Total								
			\$0.00	\$0.00	\$0.00	\$609,919.00	\$609,919.00	\$0.00
405b OP High								
	M1X-2021-00-00-00	OP FUTURE PROJECTS-NCGHSP	\$0.00	\$0.00	\$0.00	\$1.00	\$1.00	\$0.00
	M1X-2021-13-01-00	NCSU - ITRE	\$0.00	\$0.00	\$0.00	\$269,352.00	\$269,352.00	\$0.00
Total								
			\$0.00	\$0.00	\$0.00	\$269,353.00	\$269,353.00	\$0.00
FAST Act 405b OP High Total								
			\$0.00	\$0.00	\$0.00	\$1,093,703.00	\$1,093,703.00	\$0.00
FAST Act 405b OP Low								
405b OP Low								
	M2X-2021-00-00-00	OP FUTURE PROJECTS-NCGHSP	\$0.00	\$0.00	\$0.00	\$1.00	\$1.00	\$0.00
Total								
			\$0.00	\$0.00	\$0.00	\$1.00	\$1.00	\$0.00
FAST Act 405b OP Low Total								
			\$0.00	\$0.00	\$0.00	\$1.00	\$1.00	\$0.00
FAST Act 405c Data Program								
405c Data Program								
	M3DA-2021-00-00-00	TR FUTURE PROJECTS-NCGHSP	\$0.00	\$0.00	\$0.00	\$1.00	\$1.00	\$0.00
	M3DA-2021-14-01-00	UNC - IPRC LINKING CRASH REPORTS	\$0.00	\$0.00	\$0.00	\$316,334.00	\$316,334.00	\$0.00

**U.S. Department of Transportation National Highway Traffic Safety Administration
Highway Safety Plan Cost Summary**

State: North Carolina

Page: 6

Report Date: 06/25/2020

2021-HSP-1

For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
	M3DA-2021-14-02-00	NCSU - ITR VISION ZERO	\$0.00	\$0.00	\$0.00	\$400,000.00	\$400,000.00	\$0.00
	M3DA-2021-14-03-00	NCDMV FISCAL SECTION eCRASH	\$0.00	\$0.00	\$0.00	\$500,000.00	\$500,000.00	\$0.00
	M3DA-2021-14-04-00	NC JUDICIAL DEPT - AOC	\$0.00	\$0.00	\$0.00	\$301,200.00	\$301,200.00	\$0.00
	M3DA-2021-14-05-00	TOWN OF HAW RIVER - MDT	\$0.00	\$6,000.00	\$0.00	\$6,000.00	\$6,000.00	\$6,000.00
	M3DA-2021-14-06-00	TOWN OF WELDON POLICE DEPT	\$0.00	\$12,000.00	\$0.00	\$12,000.00	\$12,000.00	\$12,000.00
	M3DA-2021-14-07-00	NCDMV - PDF eCRASH REPORTING PROJECT	\$0.00	\$0.00	\$0.00	\$170,000.00	\$170,000.00	\$0.00
	M3DA-2021-14-08-00	NCDPS - STATE CAPITOL POLICE MDT	\$0.00	\$15,000.00	\$0.00	\$15,000.00	\$15,000.00	\$15,000.00
	M3DA-2021-14-09-00	TOWN OF BISCOE POLICE DEPT	\$0.00	\$24,000.00	\$0.00	\$24,000.00	\$24,000.00	\$24,000.00
	M3DA-2021-14-10-00	JACKSONVILLE PD-CRASH REPORTING SOFTWARE	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$20,000.00
	405c Data Program Total		\$0.00	\$57,000.00	\$0.00	\$1,764,535.00	\$1,764,535.00	\$77,000.00
	FAST Act 405c Data Program Total		\$0.00	\$57,000.00	\$0.00	\$1,764,535.00	\$1,764,535.00	\$77,000.00
	FAST Act 405d Impaired Driving Mid 405d Mid HVE							
	M5HVE-2021-15-01-00	NCSHP - BOOZE IT & LOSE IT	\$0.00	\$0.00	\$0.00	\$300,000.00	\$300,000.00	\$0.00
	M5HVE-2021-15-02-00	CHARLOTTE-MECKLENBURG PD - DWI TASKFORCE	\$0.00	\$596,819.00	\$0.00	\$198,940.00	\$198,940.00	\$198,940.00
	M5HVE-2021-15-03-00	CITY OF LUMBERTON POLICE DEPT	\$0.00	\$0.00	\$0.00	\$224,500.00	\$224,500.00	\$224,500.00
	405d Mid HVE Total		\$0.00	\$596,819.00	\$0.00	\$723,440.00	\$723,440.00	\$423,440.00
	405d Mid Court Support							
	M5CS-2021-15-01-00	NC JUDICIAL DEPT - CONFERENCE OF DA'S	\$0.00	\$0.00	\$0.00	\$1,137,801.00	\$1,137,801.00	\$0.00
	M5CS-2021-15-02-00	BUNCOMBE COUNTY - DWI COURT	\$0.00	\$0.00	\$0.00	\$60,813.00	\$60,813.00	\$60,813.00
	405d Mid Court Support Total		\$0.00	\$0.00	\$0.00	\$1,198,614.00	\$1,198,614.00	\$60,813.00
	405d Mid BAC Testing/Reporting							
	M5BAC-2021-15-01-00	NCDHHS - FTA BAT MOBILE	\$0.00	\$0.00	\$0.00	\$536,695.00	\$536,695.00	\$0.00
	M5BAC-2021-15-02-00	NCDHHA - FTA DRE PROGRAM	\$0.00	\$0.00	\$0.00	\$544,210.00	\$544,210.00	\$0.00

U.S. Department of Transportation National Highway Traffic Safety Administration

State: North Carolina

Highway Safety Plan Cost Summary

Page: 7

2021-HSP-1
For Approval

Report Date: 06/25/2020

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
	M5BAC-2021-15-03-00	NEW HANOVER CO SHERIFF'S LAB	\$.00	\$.00	\$.00	\$86,500.00	\$86,500.00	\$86,500.00
	M5BAC-2021-15-04-00	NC DEPT OF JUSTICE - SBI	\$.00	\$.00	\$.00	\$213,272.00	\$213,272.00	\$.00
	405d Mid BAC Testing/Reporting Total		\$.00	\$.00	\$.00	\$1,380,677.00	\$1,380,677.00	\$86,500.00
	405d Mid Paid/Earned Media							
	M5PEM-2021-15-01-00	NC DOT BILI MEDIA BUYS	\$.00	\$.00	\$.00	\$500,000.00	\$500,000.00	\$.00
	M5PEM-2021-15-02-00	NC DOT - SPORTS & EVENTS MARKETING	\$.00	\$.00	\$.00	\$350,000.00	\$350,000.00	\$.00
	405d Mid Paid/Earned Media Total		\$.00	\$.00	\$.00	\$850,000.00	\$850,000.00	\$.00
	405d Mid Training							
	M5TR-2021-15-01-00	NC DHHS - FTA SCIENCE	\$.00	\$.00	\$.00	\$1,190,396.00	\$1,190,396.00	\$.00
	M5TR-2021-15-02-00	NC DHHS - FTA SFST	\$.00	\$.00	\$.00	\$210,850.00	\$210,850.00	\$.00
	405d Mid Training Total		\$.00	\$.00	\$.00	\$1,401,246.00	\$1,401,246.00	\$.00
	405d Impaired Driving Mid							
	M5X-2021-00-00-00	ID FUTURE PROJECTS-NC GHSP	\$.00	\$.00	\$.00	\$1.00	\$1.00	\$.00
	M5X-2021-15-01-00	MADD NC	\$.00	\$.00	\$.00	\$297,333.00	\$297,333.00	\$.00
	405d Impaired Driving Mid Total		\$.00	\$.00	\$.00	\$297,334.00	\$297,334.00	\$.00
	FAST Act 405d Impaired Driving Mid Total		\$.00	\$596,819.00	\$.00	\$5,851,311.00	\$5,851,311.00	\$570,753.00
	FAST Act 405f Motorcycle Programs							
	405f Motorcyclist Training							
	M9MT-2021-16-01-00	RALEIGH POLICE DEPT - BIKESAFE	\$.00	\$.00	\$.00	\$5,000.00	\$5,000.00	\$.00
	M9MT-2021-16-02-00	WINSTON-SALEM POLICE DEPT - BIKESAFE	\$.00	\$.00	\$.00	\$5,000.00	\$5,000.00	\$.00
	M9MT-2021-16-03-00	CABARRUS COUNTY - BIKESAFE	\$.00	\$.00	\$.00	\$5,000.00	\$5,000.00	\$.00
	M9MT-2021-16-04-00	ASHEVILLE POLICE DEPT - BIKESAFE	\$.00	\$.00	\$.00	\$5,000.00	\$5,000.00	\$.00
	M9MT-2021-16-05-00	JACKSONVILLE POLICE DEPT - BIKESAFE	\$.00	\$.00	\$.00	\$5,000.00	\$5,000.00	\$.00
	M9MT-2021-16-06-00	LENOIR COMMUNITY COLLEGE - MC	\$.00	\$23,850.00	\$.00	\$23,850.00	\$23,850.00	\$.00

**U.S. Department of Transportation National Highway Traffic Safety Administration
Highway Safety Plan Cost Summary**

State: North Carolina

Page: 8

Report Date: 06/25/2020

2021-HSP-1

For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
	M9MT-2021-16-07-00	LENOIR COMMUNITY COLLEGE - QA	\$.00	\$.00	\$.00	\$47,000.00	\$47,000.00	\$.00
	M9MT-2021-16-08-00	WILSON POLICE DEPT - BIKESAFE	\$.00	\$.00	\$.00	\$5,000.00	\$5,000.00	\$.00
405f Motorcyclist Training Total			\$.00	\$23,850.00	\$.00	\$100,850.00	\$100,850.00	\$.00
405f Motorcycle Programs								
	M9X-2021-00-00-00	MC SAFETY FUTURE PROJECTS-NCGHSP	\$.00	\$.00	\$.00	\$1.00	\$1.00	\$.00
405f Motorcycle Programs Total			\$.00	\$.00	\$.00	\$1.00	\$1.00	\$.00
FAST Act 405f Motorcycle Programs Total			\$.00	\$23,850.00	\$.00	\$100,851.00	\$100,851.00	\$.00
FAST Act 405h Nonmotorized Safety								
405h Nonmotorized Safety								
	FHX-2021-00-00-00	FHX FUTURE PROJECTS-NCGHSP	\$.00	\$.00	\$.00	\$1.00	\$1.00	\$.00
405h Nonmotorized Safety Total			\$.00	\$.00	\$.00	\$1.00	\$1.00	\$.00
FAST Act 405h Nonmotorized Safety Total			\$.00	\$.00	\$.00	\$1.00	\$1.00	\$.00
NHTSA Total			\$.00	\$2,657,022.00	\$.00	\$20,984,851.00	\$20,984,851.00	\$7,745,822.00
Total			\$.00	\$2,657,022.00	\$.00	\$20,984,851.00	\$20,984,851.00	\$7,745,822.00