

# North Carolina Governor's Highway Safety Program FY2018 Annual Report



**GOVERNOR ROY COOPER**  
STATE OF NORTH CAROLINA

**SECRETARY JAMES TROGDON**  
NORTH CAROLINA DEPARTMENT OF TRANSPORTATION

**DIRECTOR MARK EZZELL**  
GOVERNOR'S HIGHWAY SAFETY PROGRAM



Cover Photo: Mixed poppies on I-40 in Sampson County, North Carolina (NCDOT photo).



STATE OF NORTH CAROLINA  
DEPARTMENT OF TRANSPORTATION

ROY COOPER  
GOVERNOR

JAMES H. TROGDON, III  
SECRETARY

December 12, 2018

Michael Geraci  
Regional Administrator  
National Highway Traffic Safety Administration  
31 Hopkins Plaza, Room 902  
Baltimore, Maryland 21201-2825

Dear Mr. Geraci:

North Carolina is pleased to submit the following Annual Report for federal fiscal year 2018. The Annual Report describes the education, enforcement and other safety efforts that have been implemented in North Carolina to reduce motor vehicle crashes and the resulting injuries and fatalities. Specifically, the Annual Report includes an assessment of progress in working toward highway safety performance targets, descriptions of projects and funded activities, and a report on paid media.

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

As Director of GHSP, I am proud of the Governor's Highway Safety Program and their partners for the work they accomplished during FY2018, and I look forward to another productive year ahead.

Sincerely,

A handwritten signature in black ink that reads "Mark Ezzell".

Mark Ezzell  
Director

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

*Telephone:* (919) 814-3650

*Website:* [www.ncdot.gov/programs/GHSP/](http://www.ncdot.gov/programs/GHSP/)

*New Location*  
750 NORTH GREENFIELD PARKWAY  
GARNER, NC 27529

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# Executive Summary

This Annual Report describes the accomplishments and challenges experienced by the North Carolina Governor's Highway Safety Program (GHSP) during FY2018 (October 1, 2017 – September 30, 2018). GHSP funded a total of 103 projects for state, local and nonprofit agencies with the goal of reducing motor vehicle crashes and the resulting injuries and fatalities. These projects addressed a number of problem areas including alcohol-impaired driving, occupant protection, speeding, young drivers, motorcycle safety, older drivers, school bus safety, pedestrians, bicyclists, and traffic records.

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

This Annual Report includes:

- North Carolina's progress in meeting the targets set for reductions in overall fatalities and other performance measures.
- A description of how GHSP will adjust its upcoming HSP to better meet performance targets for performance targets not met.
- A description of North Carolina's data-driven problem identification process and selection of evidence-based countermeasures.
- A description of the State's evidence-based enforcement program activities.
- A list of projects and activities approved during FY2018, including a description of each project, an explanation of how each project contributed to meeting North Carolina's targets, and a rationale for projects that were not implemented.
- A description of paid media expenditures.
- A legislative update.

## Progress in Meeting Targets

As noted in this Annual Report, North Carolina made progress toward meeting a number of performance targets in FY2018. During 2017 (the most recent year for which FARS data are available), total traffic fatalities in North Carolina decreased by 1.8 percent, from 1,450 to 1,412. Additionally, reductions were achieved in fatalities per 100 million VMT, alcohol-impaired driving fatalities, unrestrained passenger vehicle occupant fatalities, speeding-related fatalities, motorcyclist fatalities, and drivers age 20 or younger involved in fatal crashes. Although encouraging, the reductions in these areas were not large enough to meet targets for 2018.

The June 2018 observed seat belt use rate for North Carolina was 91.3 percent, near an all-time high but slightly below the target of 92.7 percent set for 2018. North Carolina also continues to have a very low number of unhelmeted motorcyclist fatalities. North Carolina has a universal helmet law covering all riders. An estimated 100+ lives in North Carolina are saved each year by motorcycle helmets.

Certain performance measures rose during 2017. Bicyclist fatalities increased noticeably from 17 to 29. Additionally, serious ("disabling") injuries resulting from crashes rose between 2014 and 2017. However,

a change to the definition of “serious injury” in the last quarter of 2016 likely contributed to this increase. GHSP remains committed to reversing these trends and reducing traffic fatalities in our State.

## Program Area Highlights

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

### *Alcohol-Impaired Driving*

GHSP is very aggressive in the fight to remove impaired drivers from our roadways. Overall, alcohol-impaired fatalities decreased 6% in 2017, to 413 fatalities. Approximately 30% of all fatalities in 2017 were alcohol related. GHSP supports proven programs such as “Booze It & Lose It” to deter drinking and driving. During FY2018, 79.2% of law enforcement agencies in the state participated in the “Booze It & Lose It” campaign, yielding 6,502 DWI arrests and 226,879 other traffic violations. Law enforcement officers in North Carolina use mobile breath-alcohol testing units, better known as BAT Mobiles, to increase the efficiency of on-site DWI processing. During FY2018, GHSP provided funding for one additional smaller 34’ BAT Mobile for use in the eastern region of the state.

During FY2018, GHSP continued to support DWI Enforcement Teams in seven counties that are overrepresented in alcohol-related crashes, injuries, and fatalities. GHSP also funded two State Highway Patrol DWI Enforcement Teams to work in Cumberland and Robeson counties. Collectively, these nine counties accounted for almost a third (32%) of the alcohol-related fatalities in North Carolina during the past five years,

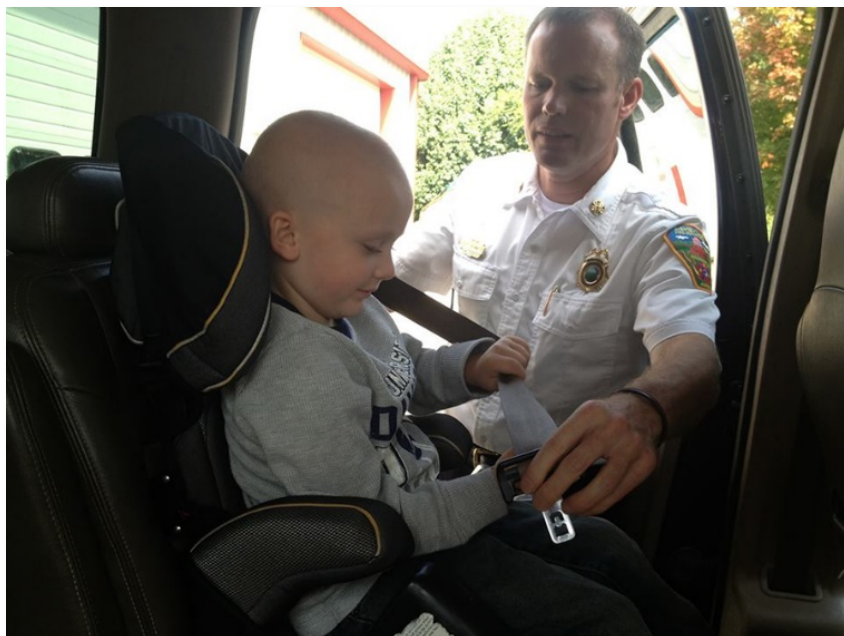


and they include the six counties with the highest number of fatalities. GHSP crafted the initiative to encourage law enforcement agencies in the identified counties to focus their enforcement efforts on days and times that impaired drivers are most likely to be on the roadways—typically Thursday, Friday, and Saturday nights between 10 p.m. and 6 a.m. GHSP also works to ensure the successful prosecution of impaired drivers through initiatives such as the Traffic Safety Resource Prosecutor (TSRP) program, the creation of dedicated DWI courts, and the expansion of blood alcohol testing facilities.

### *Occupant Protection*

North Carolina’s observed belt use rate was 91.3% in 2018, just slightly below the State’s all-time high of 91.7%. Nonetheless, 43% of passenger vehicle drivers or occupants killed in crashes were unrestrained.

Increasing seat belt use even further continues to be one of GHSP's highest priorities. During FY2018, law enforcement agencies in North Carolina conducted two statewide waves of the "Click It or Ticket" campaign, plus a special enforcement campaign held during Child Passenger Safety Week. During these three waves, law enforcement officers conducted 8,368 checkpoints and saturation patrols, resulting in 10,132 safety belt citations, 1,254 child passenger safety violations, and 94,334 other traffic citations. Additionally, GHSP partnered with the North Carolina State Highway Patrol to conduct Special Operation Projects in 19 designated high-risk counties. GHSP emphasizes the enforcement of seat belt use at nighttime—law enforcement grantees are required to conduct a minimum of one nighttime seat belt enforcement effort each month.



North Carolina remains very active in child passenger safety training, education and assistance. At the end of FY2018, North Carolina had 46 Certified Instructors and 3,058 Certified Technicians for a total of 3,104 CPS certified persons. Also, there were 190 Permanent Car Seat Checking Station programs operating 247 service locations in 86 counties. More than 7,900 children were served and 8,040 child restraints were checked at North Carolina car seat checking stations.

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

### ***Speeding and Police Traffic Services***

North Carolina experienced 423 speed-related fatalities in 2017, a decrease of 25% from 2016. Thirty percent of all fatalities in 2017 were speed-related. GHSP remains committed to supporting proven countermeasures to reduce the number of speed-related crashes and fatalities.

Law enforcement agencies in North Carolina conducted the "Speed a Little. Lose a Lot" enforcement campaign from March 26 to April 1, 2018. In total, 1,167 checkpoints and saturation patrols were conducted resulting in 5,046 speeding citations. In a further effort to target speed enforcement, GHSP encourages counties to adopt more systematic approaches for identifying roads that are priorities. GHSP has continued to promote training in Data-Driven Approaches to Crime and Traffic Safety (DDACTS)



enforcement strategies. Additionally, GHSP has a long-standing partnership with the North Carolina Justice Academy, which provides training in crash investigation and speed measuring instrument certification to law enforcement officers statewide.

During April 2018, GHSP hosted the Traffic Safety Conference and Expo in Wilmington, NC. The conference was attended



by more than 900 national, state and local traffic safety professionals. The conference focused on strategies for reducing traffic-related fatalities and serious injuries in North Carolina, with the ultimate goal of eliminating roadway deaths. Conference participants learned from leading experts in the fields of distracted and impaired driving, child passenger safety, pedestrians and bicycles, motorcycles, teen drivers, older drivers, adult occupant protection, vehicle technology, law enforcement, and commercial vehicles. The conference shared the latest research, evidence-based strategies, proven countermeasures and promising new approaches in a series of 98 workshops.

### ***Young Drivers***

During 2017, North Carolina reversed a long-term trend of rising fatal crashes among young drivers. There were 173 fatal crashes involving a driver age 20 or younger in 2017, a decrease of 8% from the 189 fatal crashes in 2016. Young drivers accounted for 9% of fatal crashes in 2017, even though they comprised 7% of the population in North Carolina. GHSP is committed to reducing young driver crashes and the injuries and costs associated with these crashes.

For the past five years, GHSP has supported the Vidant Health Foundation's "PittCo Teen Safe Drivers" program. The program uses a peer-to-peer model and a variety of evidence-based strategies to create a community focused on teen safe driving. GHSP also supports the North Carolina Teen Driver Resource Center, where communities interested in improving teen driver safety can connect with experts for help developing programs and policies, analyzing and interpreting their teen driving data, and creating focused strategies that address specific teen driving issues in their community. GHSP also funded the UNC Highway Safety Research Center to develop a comprehensive program to support parents of new drivers in North Carolina. The program includes an in-person parent orientation session that encourages parents to give teens a substantial amount of driving practice in a wide variety of settings, and that helps parents better communicate with their teen during supervised driving. This program addresses several key recommendations from the statewide driver education curriculum assessment conducted in 2015.

GHSP also created an innovative marketing opportunity with the NC High School Athletic Association (NCHSAA) to work with the state's athletic directors, high school athletes and coaches to promote seat belt use. Dozens of high schools participated in two video and design contests creating innovative

occupant protection messages to young people. GHSP also marketed “Click It or Ticket” through involvement with the Scholar Athlete Program, which reaches over 40,000 scholar-athletes in High Schools across the state.

### ***Motorcycle Safety***

Motorcycles are an increasingly popular form of transportation in North Carolina. There were 176 motorcyclist fatalities in North Carolina in 2017, down 5% from the 185 fatalities in 2016. Motorcyclists currently account for 12% of all traffic fatalities in the State, even though they represent just 3% of all registered vehicles.



A key safety initiative to reduce motorcyclist crashes and fatalities is “BikeSafe North Carolina.” BikeSafe offers training in riding techniques and discusses a variety of safety topics. The training is conducted by law enforcement motor officers in a non-threatening, non-enforcement environment. Students are typically experienced riders who are interested in

improving their riding skills and the training takes place in the classroom and on the streets. During FY2018, there were 46 host agencies for the BikeSafe program that conducted a total of 134 BikeSafe events with 381 attendees. To help expand agency participation across the state, the BikeSafe program has expanded from five to six regions: Great Smoky Mountain, Triad, Piedmont, Triangle, Eastern, and Southeast region. Each region has a Regional Coordinator who is dedicated to promoting the BikeSafe program and recruiting other agencies in the area to become involved.

During 2018, Governor Roy Cooper issued a proclamation declaring May as “Motorcycle Safety Awareness Month”. The Governor cited the popularity of motorcycle riding as a form of recreation and transportation for thousands of citizens across North Carolina and the United States. He urged all motorists to recognize the importance of motorcycle safety and of sharing the roadways with motorcycles. He also noted the importance of motorcycle rider training, knowledge of traffic laws, and licensing requirements.

### ***Traffic Records***

North Carolina strives to develop and implement effective programs that improve the timeliness, accuracy, completeness, uniformity, integration, and accessibility of traffic safety data. Recent efforts have focused on linking State data systems to each other and improving the compatibility and interoperability of North Carolina’s data systems with national data systems. Such data is needed to

identify priorities for Federal, State, and local highway and traffic safety programs, and to evaluate the effectiveness of these programs.

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

The North Carolina Traffic Records Coordinating Committee (NC TRCC) was established in 2002. The NC TRCC has a diverse membership that includes representation from the data stewards for each primary data or information system: crash records; vehicle and driver records; roadway inventory and GIS; court, citation and adjudication systems; and medical outcome systems. The NC TRCC makes policy and program recommendations to the NC Executive Committee for Highway Safety. Additionally, the NC TRCC prepared a North Carolina Traffic Safety Information Systems 2017 Strategic Plan to identify needed improvements in traffic safety information systems across the State.

### ***Other Priorities***

The North Carolina Governor's Highway Safety Program funds a smaller number of projects that help North Carolina and GHSP advance the traffic safety goals set forth in the FY2018 Highway Safety Plan, even though they fall outside the traditional high priority areas. These projects address issues such as older driver safety, pedestrians and bicyclists, distracted driving, commercial motor vehicle safety, and school bus safety. Similar to the high priority areas described above, GHSP focuses on proven countermeasures to reduce traffic-related fatalities and serious injuries.



### **Ongoing Commitment to Improving Traffic Safety in North Carolina**

GHSP will continue to serve as a leader for improving traffic safety in North Carolina. GHSP is committed to funding evidence-based, innovative, and results-oriented programs to accomplish our mission of reducing crashes, saving lives, and reducing incapacitating injuries. The achievements to date have been the result of a wide range of educational, enforcement, and other safety initiatives in our State, and can be credited to the hard work and dedication of many agencies and individuals including law enforcement officers, prosecutors, judges, educators, researchers, community groups and safety advocates. We are confident that our efforts during FY2018 and beyond will continue to improve the safety of our streets and highways for all North Carolinians.

# About the North Carolina Governor's Highway Safety Program

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

The GHSP has an authorized staff of eleven professionals and two full-time and one part-time support staff. The GHSP Director is responsible for the program's administration, and two Assistant Directors are responsible for office operations and functions of the agency. The Assistant Directors oversee GHSP's three sections: 1) Planning, Programs and Evaluation; 2) Finance and Administration; and 3) Public Information and Education. GHSP coordinates traffic safety marketing campaigns through NC DOT, which is responsible for the Department's overall marketing efforts.

## MISSION

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

### Planning, Programs and Evaluation Section

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

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

### Finance and Administration Section

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

### Public Information and Education Section

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

### GHSP Staff

Mark Ezell .....	Director
Vacant .....	Assistant Director-Internal Affairs
Cheryl Leonard .....	Assistant Director-External Affairs
Stacy Deans .....	Planning, Programs and Evaluation Manager
Deidra Joyner .....	Finance Officer
Warren Smith .....	HSS-Traffic Records/Bicycle and Pedestrian Coordinator
David Williams .....	HSS-Impaired Driving Coordinator
Bob Stevens .....	Law Enforcement Liaison/HSS-Speed Coordinator
Vacant .....	HSS-Occupant Protection/Youth and Young Driver Coordinator
Miracle King .....	Communications and Events Coordinator
Sylvia Thompson .....	Program Assistant
Vacant .....	Program Assistant
Pat Vaughn .....	Program Assistant

### Contact Information

Name: Mark Ezell, Director  
 Phone: (919) 814-3654  
 Email: mezell@ncdot.gov  
 Address: 750 N. Greenfield Parkway, Garner, NC 27529  
 Website: [www.ghsp.nc.gov](http://www.ghsp.nc.gov)

### Funded Projects and Activities

The following project helped to support planning and administration activities by GHSP under the FY2018 Highway Safety Plan:

Project Number(s): PA-18-01-01  
 Project Title: GHSP In-House P&A  
 Agency: Governor's Highway Safety Program  
 Project Description: This was an ongoing project that provided funding for the Director and Assistant Director positions to manage the day-to-day operations of the highway safety office. This project also provided funding for the Finance Officer, Administrative

Assistant and Program Assistant positions to carry out the administrative tasks necessary for the office to function.

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

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Project Number(s): SA-18-09-01

Project Title: GHSP In-House Programs and Operations

Agency: Governor's Highway Safety Program

Project Description: This was an ongoing project that provided funding for the Planning, Programs and Evaluation Manager and Highway Safety Specialist positions responsible for administering and monitoring grants, a Law Enforcement Liaison position to coordinate and enhance law enforcement participation, a Communication and Events Coordinator position to promote and assist in managing events, and a Materials Manager position to coordinate the distribution of information and materials. This project also provided funding for other operational expenses and highway safety events throughout the year.

Contribution to Meeting Targets: This project supported five highway safety specialists and one law enforcement liaison to provide oversight for grants. The highway safety specialists conducted compliance monitoring on over 90 projects funded for FY18. This project also supported a Communications and Events Coordinator position and a temporary employee to promote highway safety campaigns through earned media. In total there were numerous campaign kickoff as well as other media events conducted through the year to draw attention to various highway safety efforts.

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Project Number(s): SA-18-09-02

Project Title: GHSP In-House Events and Media

Agency: Governor's Highway Safety Program

Project Description: This was an ongoing project to provide funding for highway safety programs and events (including, but not limited to impaired driving and occupant protection). The Governor's Highway Safety Program (GHSP) continued to plan and implement Booze It & Lose It, Click It or Ticket, and other highway safety events and activities. GHSP developed and updated materials as needed to enhance the highway safety message in various program areas. This project funded the Traffic Safety Conference and Expo (formerly the Highway Safety Symposium).

Contribution to Meeting Targets: GHSP conducted earned media events to kick off the Booze It & Lose It campaigns during October (Halloween), December/January (Holiday), March (St. Patrick's Day), June/July (Operation Firecracker) and August/September (Labor Day). Other events included the Tree of Life media event in conjunction with Mothers Against Drunk Drivers in December. GHSP conducted earned media events to kick off the Click It or Ticket campaigns during November and May as well as Child Passenger Safety Week efforts in September. Additionally, this project supported the Traffic Safety Conference & Expo. The conference attendance exceeded 800 highway safety advocates, including law enforcement, district

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attorneys, magistrates, child passenger safety technicians and other partners. GHSP continued outreach efforts at Safety City during the NC State Fair. For the second year Vision Zero conducted a public opinion survey on traffic safety attitudes during the fair.

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**Project Number(s):** SA-18-09-03  
**Project Title:** Highway Safety Plan and Annual Report  
**Agency:** UNC-Highway Safety Research Center  
**Project Description:** This was an ongoing continuation project to provide funding for preparation of the North Carolina Highway Safety Plan and the Governor's Highway Safety Program's Annual Report.  
**Contribution to Meeting Targets:** HSRC prepared the NC Highway Safety Plan for fiscal year 2019. The HSP described the projects and countermeasures GHSP planned to implement to reach the targets identified in the Performance Plan. The plan included up to 10 years of data from the Fatality Analysis Reporting System (FARS), the NC crash file, and observational and self-report survey data. NHTSA required states to use the newly redesigned GMSS system when submitting their Highway Safety Plans. Because the new system has different reporting requirements than previous years, HSRC worked closely with GHSP to ensure the FY2019 HSP met all Federal requirements. Additionally, HSRC assisted GHSP in preparing North Carolina's applications for 405 funding under the Federal requirements of the FAST Act. Separate applications were prepared for occupant protection, traffic records, impaired driving, and motorcycle safety. HSRC also assisted GHSP with the preparation of the 2017 Annual Report. The report examined 5 years of crash and fatality data, and documented North Carolina's progress toward meeting the targets established for the core performance and behavior measures required by NHTSA/GHSA. The report also provided a detailed description of GHSP activities and achievements during 2017 in seven areas: alcohol-impaired driving, occupant protection, police traffic services, young drivers, motorcycle safety, traffic records, and other traffic safety priorities. Finally, the report showed how paid media funds were allocated, and provided an update of pertinent legislation introduced during 2017.

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**Project Number(s):** SA-18-09-07  
**Project Title:** Safe Systems Synthesis and Summit  
**Agency:** UNC-Highway Safety Research Center  
**Project Description:** This was the initial year of the project that provided funding to support the efforts of the Collaborative Sciences Center for Road Safety (CSCRS) to develop safe systems resources. The Safe Systems approach involves a holistic view of the road transport system and the interactions among roads and roadsides, travel speeds, vehicles and road users. It is an inclusive approach that caters to all groups using the road system which includes drivers, motorcyclists, passengers, pedestrians, cyclists, and commercial/heavy vehicle drivers. The



project aimed to develop a synthesis of safe systems best practices around the world, produce a web-based version of the synthesis for dissemination, and to conduct a Safe Systems Summit in North Carolina to support the implementation of safe systems.

**Contribution to Meeting Targets:** HSRC identified four countries with established Safe Systems programs to act as the basis of the synthesis. These countries were Sweden, the Netherlands, New Zealand, and Australia. The Safe Systems project team conducted a literature search to gather information from academic journals, research reports, government documents, and more to identify the motivation behind the Safe Systems implementation, how the countries defined and implemented the approach, what challenges they faced, how effective the implemented practices were, and what recommendations could be provided for implementation in the United States and more specifically, North Carolina. After conducting research, HSRC completed a synthesis of all materials discovered and revised the document to include countries that do not practice Safe Systems nationally, but have Safe System procedures in place in specific jurisdictions (England, Ireland, and Northern Ireland). HSRC created a web version of the synthesis and posted it online. HSRC then prepared to host a summit that would bring together Safe Systems experts to provide input into the project and to serve as potential speakers at the summit that was scheduled for September 13th and 14th in Durham; however, the summit was postponed due to Hurricane Florence. The summit has been rescheduled to April 23rd and 24th of 2019.

**Project Number(s):** SA-18-09-09

**Project Title:** Vision Zero-Event and Outreach Support

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

**Project Description:** This was the first year of a project to provide dedicated staff to lead conference and event coordination designed in support of North Carolina's Vision Zero initiative. Specifically, dedicated staff were to coordinate the annual North Carolina Traffic Safety Conference and Expo, the North Carolina State Fair's "Safety City" exhibition, and other events focused on promoting a unified traffic safety culture message for preventing roadway injuries and fatalities.

**Contribution to Meeting Targets:** The Institute for Transportation Research and Education (ITRE) at N.C. State University provided program support for the NC Vision Zero initiative in the areas of conference and event support. ITRE coordinated and supported on-site logistics for the North Carolina Traffic Safety Conference and Expo (NCTSC) and provided staff and web services for the conference real-time app for on-site mobile use, post-conference survey, and updates at NCTSC. ITRE also provided website hosting, content development, and architecture maintenance for the NCTSC website. ITRE coordinated on-site exhibitors for the NCTSC and provided staffing for logistical and administrative support. Additionally, ITRE supported the annual Safety City event at the N.C. State Fair. Finally, ITRE conducted a survey of all known municipalities across North Carolina to determine the number active automated traffic enforcement systems in the state and provided a report to GHSP for review and submission to NHTSA.

Project Number(s): SA-18-09-10

Project Title: Development of a Safe Systems Toolkit

Agency: UNC-Highway Safety Research Center

Project Description: This was the first year of a two year project designed to develop and test a pilot "toolkit" of resources for use by transportation professionals and their local partners to address local transportation safety issues as the State of North Carolina seeks to grow the Vision Zero campaign.

Contribution to Meeting Targets: This project was delayed to FY19 after completion of the syntheses and summit.

# Performance Measures and Targets

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

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

## Core performance measures

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

## Core behavior measure

- Seat belt use rate

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

For each of the performance measures, we first present targets for 2018 and indicate whether these targets have been achieved. We then provide figures showing five-year trends for each performance measure. This is followed by a brief discussion of North Carolina's overall progress in addressing each performance measure. For those performance targets that were not met, a description is provided of how GHSP will adjust its upcoming HSP to better meet future targets.

### Traffic Fatalities

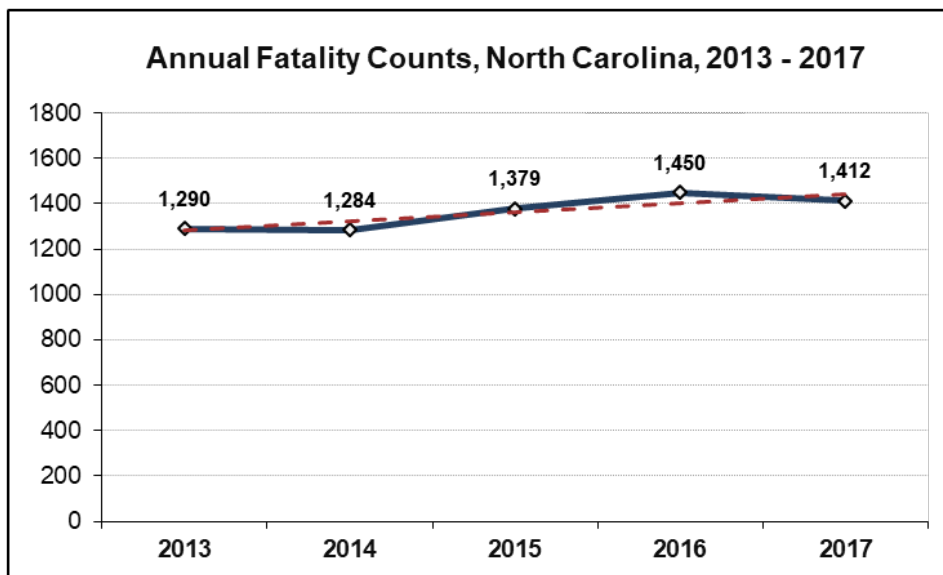
**Target:** Reduce traffic-related fatalities by 6.87 percent from the 2011-2015 average of 1,296.4 to the 2014-2018 average of 1,207.3 by December 31, 2018.

**Outcome:** **Target not yet achieved.** The 2013–2017 average number of traffic fatalities was 1,363.0, a 5.14 percent increase from the 2011–2015 average of 1,296.4.

**2017**

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↓ **2.6%**



Source: FARS, 2013–2017

**Assessment of State’s Progress:** North Carolina experienced 1,412 traffic fatalities in 2017, a 2.6 percent decrease from 2016. This was similar to national trends—traffic fatalities decreased by 1.8 percent nationwide in 2017. Overall, the five-year trend suggests a gradual rise in traffic fatalities in North Carolina. One likely contributor: vehicle miles traveled (VMT) has risen steadily over this period. In addition, there were notable increases in fatalities related to distracted driving, drugged driving, and work zone crashes. Fatalities have also risen among young drivers, older drivers, and pedestrians.

**Plans to Meet Performance Targets:** GHSP remains committed to reducing traffic fatalities in our State. To meet future performance targets, GHSP is focusing on evidence-based strategies identified in NHTSA’s *Countermeasures that Work*. This includes high-visibility enforcement of alcohol, speed, and occupant protection laws using checkpoints and saturation patrols. Associated media plans will ensure these enforcement efforts are well publicized to the driving public. GHSP is also supporting a variety of educational, training, and other activities designed to reduce crashes, serious injuries, and fatalities. The Program Area sections of the Annual Report describe planned activities for meeting performance targets.

### Fatality Rate per 100 Million VMT

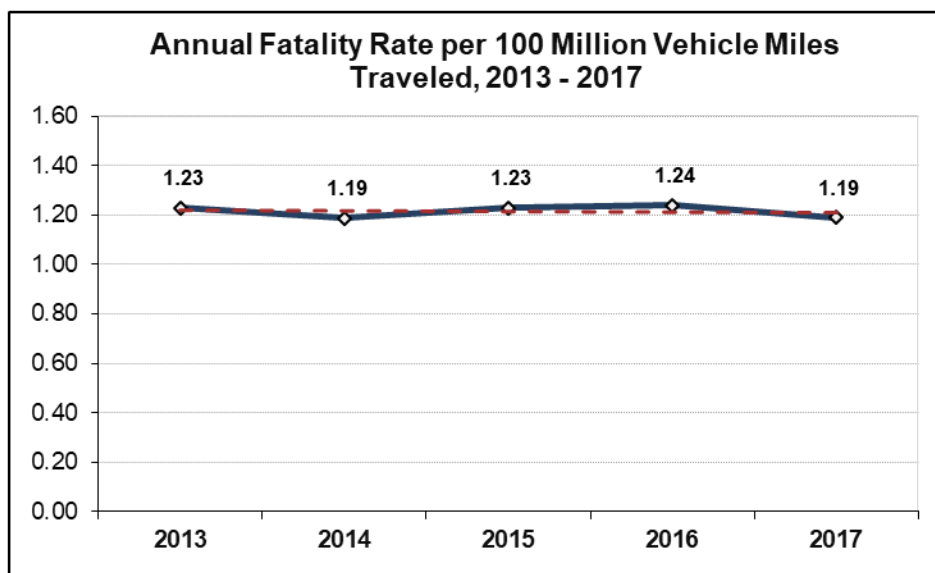
**Target:** Reduce the fatality rate of 100 million VMT by 8.31 percent from the 2011–2015 average of 1.215 to the 2014–2018 average of 1.114 by December 31, 2018.

**Outcome:** **Target not yet achieved.** The 2013–2017 average fatality rate per 100 million VMT was 1.216, nearly identical to the 2011–2015 average of 1.215.

**2017**

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↓ **5.0%**



Source: FARS, 2013–2016 and NCDOT Motor Vehicle Crash and VMT Data, 2017

**Assessment of State’s Progress:** North Carolina’s annual vehicle miles travelled (VMT) increased each year between 2014 and 2017. Because total traffic fatalities also increased, the fatality rate per 100 VMT has remained relatively flat. The fatality rate per 100 million VMT dropped to 1.19 in 2017. The fatality rate for 2017 is based on NCDOT data and may be adjusted once this rate is published by NHTSA.

**Plans to Meet Performance Targets:** As stated previously, GHSP is committed to funding evidence-based, innovative, and results-oriented programs to accomplish our mission of reducing crashes, saving lives, and reducing incapacitating injuries. The Program Area sections of the Annual Report describe planned activities for meeting performance targets.

### Serious Injuries

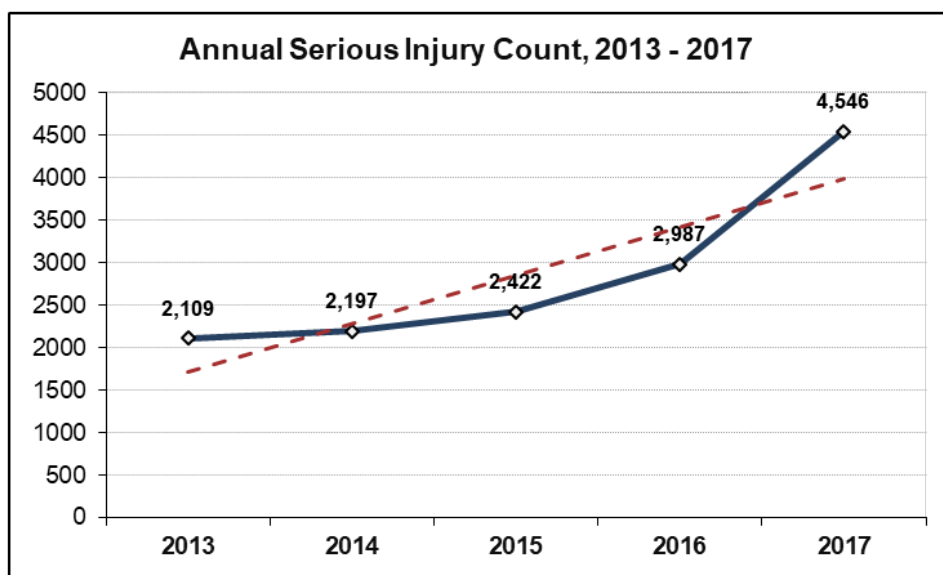
**Target:** Reduce the number of serious injuries by 9.94 percent from the 2012–2016 average of 2,399.8 to the 2014–2018 average of 2,161.2 by December 31, 2018.

**Outcome:** **Target not yet achieved.** The 2013–2017 average number of serious injuries was 2,852.2, a 19 percent increase from the 2012–2016 average of 2,399.8.

**2017**

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↑ **52%\***



Source: NCDOT Motor Vehicle Crash Data, 2013–2017

**\*NOTE: The definition of “serious injury” was changed during the last 3 months of 2016.**

**Assessment of State’s Progress:** Serious (“disabling”) injuries resulting from crashes increased from 2014 through 2017. However, a change to the definition of “serious injury” in the last quarter of 2016 likely contributed to this increase. According to current projections, North Carolina will experience 4,522 serious injuries during 2018. This suggests serious injury numbers have stabilized following the definition change in 2016.

**Plans to Meet Performance Targets:** As stated previously, GHSP is committed to funding evidence-based, innovative, and results-oriented programs to accomplish our mission of reducing crashes, saving lives, and reducing incapacitating injuries. The Program Area sections of the Annual Report describe planned activities for meeting performance targets.

### Alcohol-Impaired Driving Fatalities

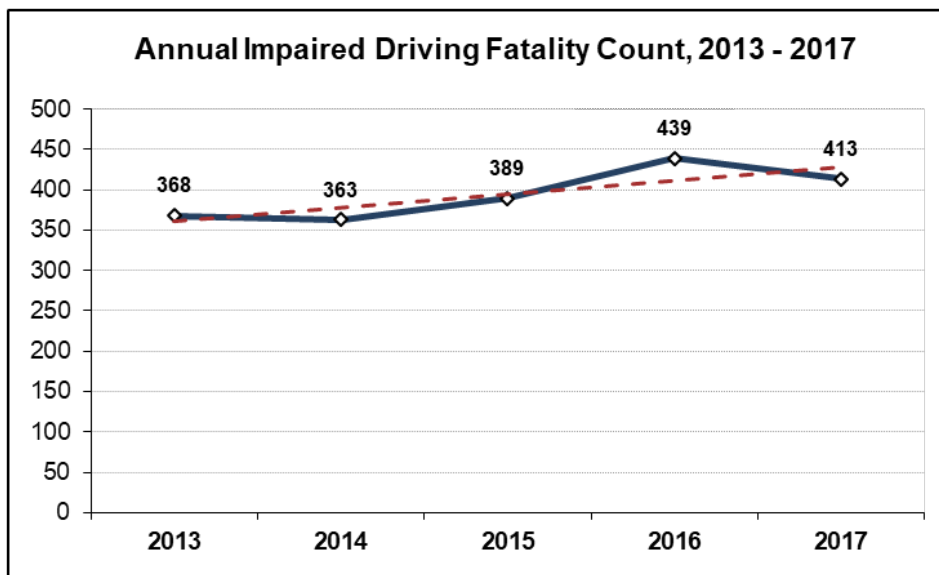
**Target:** Decrease alcohol impaired driving fatalities 10 percent from the 2011–2015 average of 375 to the 2014–2018 average of 338 by December 31, 2018.

**Outcome:** **Target not yet achieved.** The 2013–2017 average number of fatalities involving drivers with a BAC of .08 or above was 394, a 5 percent increase from the 2011–2015 average of 375.

**2017**

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↓ **5.9%**



Source: FARS, 2013–2017

**Assessment of State’s Progress:** Alcohol-impaired driving fatalities have fluctuated in North Carolina in recent years. After rising in 2015 and 2016, alcohol-impaired driving fatalities dropped in 2017 and are projected to decrease further in 2018. During 2017, 29 percent of all fatalities in North Carolina were alcohol-related, down slightly from 30 percent of fatalities in 2016.

**Plans to Meet Performance Targets:** North Carolina is very aggressive in the fight to remove impaired drivers from our roadways. To meet performance targets, GHSP is supporting five statewide “Booze It & Lose It” campaigns during the next fiscal year. GHSP is also establishing DWI Enforcement teams in counties that are overrepresented in alcohol-related fatalities. By focusing on these problem counties, GHSP expects to maximize the impact of available resources. GHSP is also funding a new BAT Mobile Unit to meet demand for on-site impaired driver processing by law enforcement. Additionally, GHSP is 1) supporting a Drug Recognition Expert (DRE) coordinator who will schedule trainings across the state to help officers detect impaired driving suspects under the influence of drugs, and 2) working to create Regional DRE coordinators in high need areas. See the Alcohol-Impaired Driving program area for more details.

### Unrestrained Passenger Vehicle Occupant Fatalities

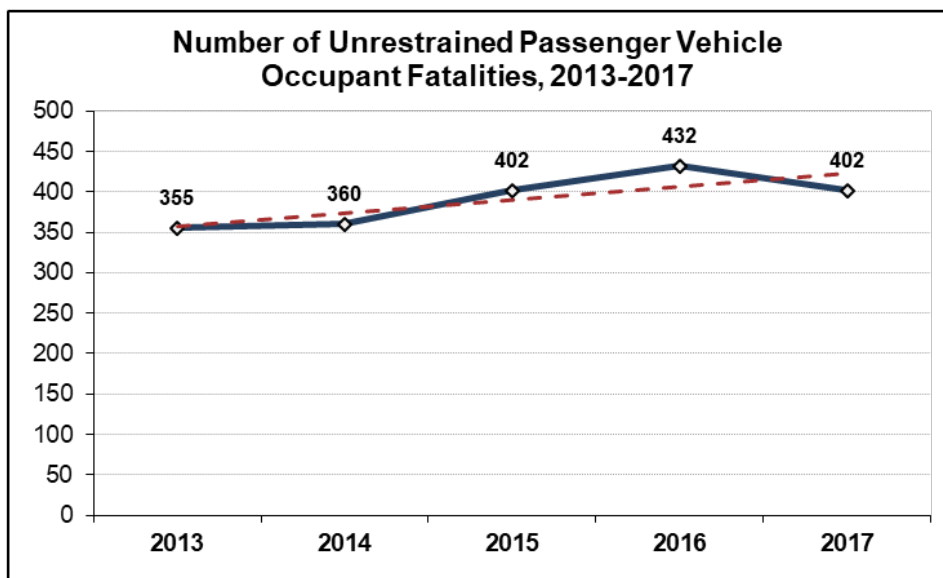
**Target:** Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 15 percent from the 2011–2015 average of 370 to the 2014–2018 average of 315 by December 31, 2018.

**Outcome:** **Target not yet achieved.** The 2013–2017 average number of unrestrained passenger vehicle occupant fatalities was 390, a 5 percent increase from the 2011–2015 average of 370.

**2017**

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↓ **6.9%**



Source: FARS, 2013–2017

**Assessment of State’s Progress:** North Carolina experienced 30 fewer unrestrained fatalities during 2017 than 2016, a decrease of seven percent. Nonetheless, the five-year trend suggests a gradual rise in unrestrained fatalities. 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.

**Plans to Meet Performance Targets:** To meet performance targets for unrestrained fatalities, GHSP is planning to support a variety of evidence-based educational and enforcement efforts during the next fiscal year. GHSP is supporting two “Click It or Ticket” mobilizations, with additional mini-mobilizations in the 25 counties with the highest number of unrestrained fatalities over the past five years. Efforts will emphasize nighttime enforcement—GHSP will require all law enforcement grantees to conduct a minimum of one nighttime seat belt enforcement checkpoint each month. GHSP is also partnering with the NC State Highway Patrol to fund special operations projects in high priority counties with low belt use rates or high rates of unrestrained fatalities. In addition, the State is expanding its Permanent Car Seat Checking Stations and the number of certified CPS Technicians to assist parents/caregivers about child passenger safety and to ensure that car seats are installed and used correctly. GHSP is also coordinating community coalitions in low belt use areas of the state to educate citizens about the community health benefits of seat belt use. See the Occupant Protection program area for more details.



### Speeding-Related Fatalities

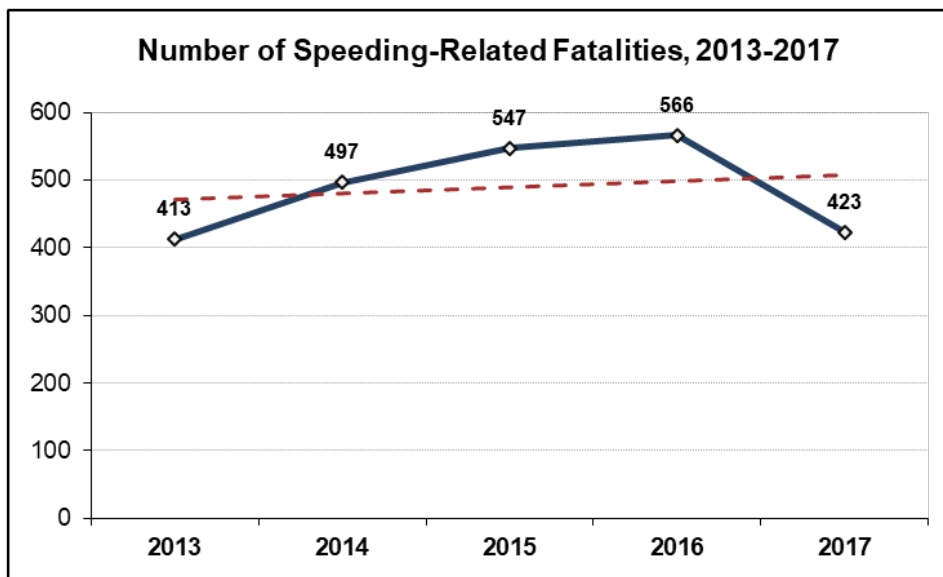
**Target:** Decrease speeding-related fatalities by 5 percent from the 2011–2015 average of 475 to the 2014–2018 average of 451 by December 31, 2018.

**Outcome:** **Target not yet achieved.** The 2013–2017 average number of speeding-related fatalities was 489, a 3 percent increase from the 2011–2015 average of 475.

**2017**

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↓ 25%



Source: FARS, 2013–2017

**Assessment of State’s Progress:** Speed-related fatalities decreased sharply in North Carolina in 2017. However, the five-year trend suggests a small rise in speed-related fatalities. Thirty percent of all fatalities in North Carolina were speed-related during 2017. Speeding was especially common among drivers age 16-29, on weekends, among motorcyclists, and among drivers who had been drinking.

**Plans to Meet Performance Targets:** GHSP is committed to supporting proven countermeasures to reduce speed-related crashes and fatalities. To meet performance targets, GHSP will support the statewide campaign “Speed a Little. Lose a Lot” during the next fiscal year. In addition, GHSP will provide funds to expand current traffic safety teams, with an emphasis on nighttime speed enforcement and speed enforcement in high crash corridors. Teams will be funded in counties overrepresented in speeding fatalities. GHSP plans to share data with enforcement agencies including the locations of speed related crashes, day of the week and the time of day they are occurring. See the Police Traffic Services program area for more details.

### Motorcyclist Fatalities

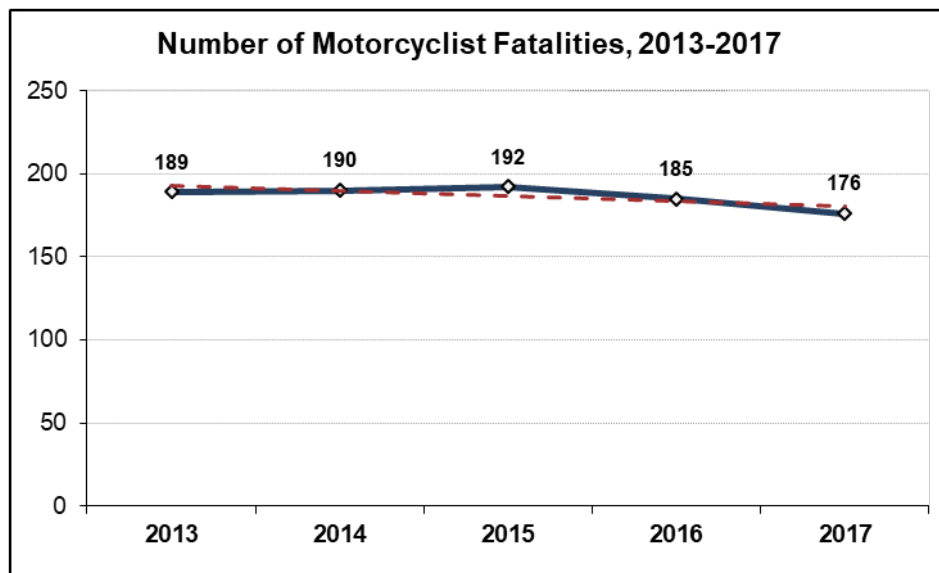
**Target:** Decrease motorcyclist fatalities 5 percent from the 2011–2015 average of 188 to the 2014–2018 average of 178 by December 31, 2018.

**Outcome:** **Target not yet achieved.** The 2013–2017 average number of motorcyclist fatalities was 186, a 1 percent decrease from the 2011–2015 average of 188.

**2017**

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↓ **4.8%**



Source: FARS, 2013–2017

**Assessment of State’s Progress:** Overall, motorcyclist fatalities in North Carolina have changed very little since 2013. There were 176 motorcyclist fatalities during 2017, a decrease of five percent in comparison with 2016. Motorcyclists comprise an increasing proportion of traffic fatalities in North Carolina. During 2017, motorcyclists accounted for 12 percent of all traffic fatalities in the State, compared to just six percent of fatalities in 2000. This is due in part to the growing popularity of motorcycle riding. There are more riders traveling more miles, resulting in more exposure of motorcyclists to other traffic and potentially dangerous conditions. Additionally, the average age of riders killed in crashes has risen. During 2017, riders age 41 and older accounted for approximately half of all motorcyclist fatalities.

**Plans to Meet Performance Targets:** GHSP strongly supports efforts to provide training to help motorcyclists become safe riders. To meet performance targets, GHSP is expanding its support of “BikeSafe North Carolina” which offers training to new and experienced riders by law enforcement motorcycle officers. The program is expanding to six regions of the State, and training is being provided to additional BikeSafe instructors. GHSP will also be shifting this program to the NC State Highway Patrol, which will work with law enforcement agencies and community colleges to expand participation rates. Additionally, GHSP will conduct kickoff events for Motorcycle Safety Awareness Month and will continue its partnership with Capital City Bikefest. See the Motorcycle Safety program area for more details.

### Unhelmeted Motorcyclist Fatalities

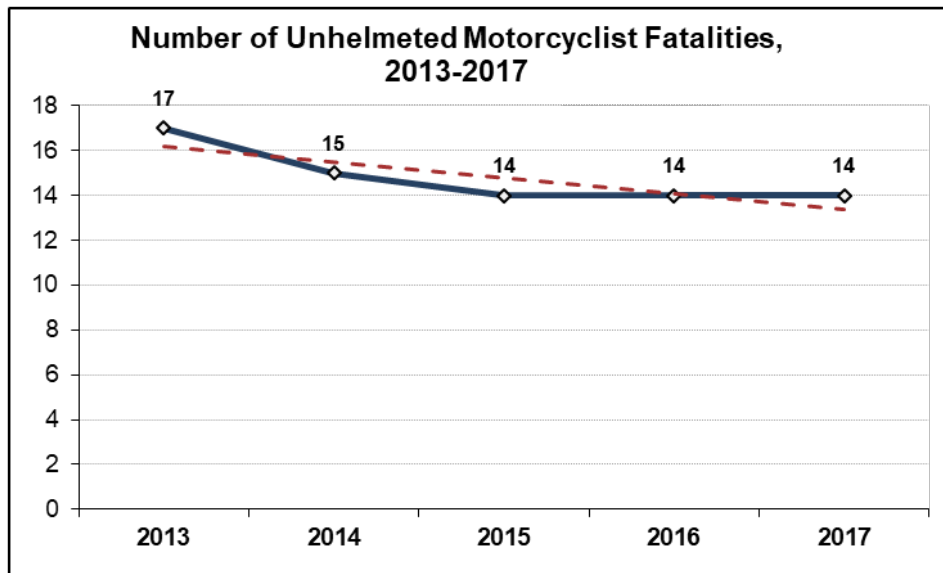
**Target:** Limit the 2014–2018 average number of unhelmeted motorcyclist fatalities to the 2011–2015 average of 16 by December 31, 2018.

**Outcome:** **Target achieved.** The 2013–2017 average number of unhelmeted motorcyclist fatalities was 15, below the 2011–2015 average of 16.

**2017**

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**unchanged**



Source: FARS, 2013–2017

**Assessment of State’s Progress:** 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 2017, only 14 unhelmeted motorcyclists were killed in crashes. An estimated 100+ lives in North Carolina are saved each year by motorcycle helmets. Additional lives could be saved if all riders wore helmets.

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

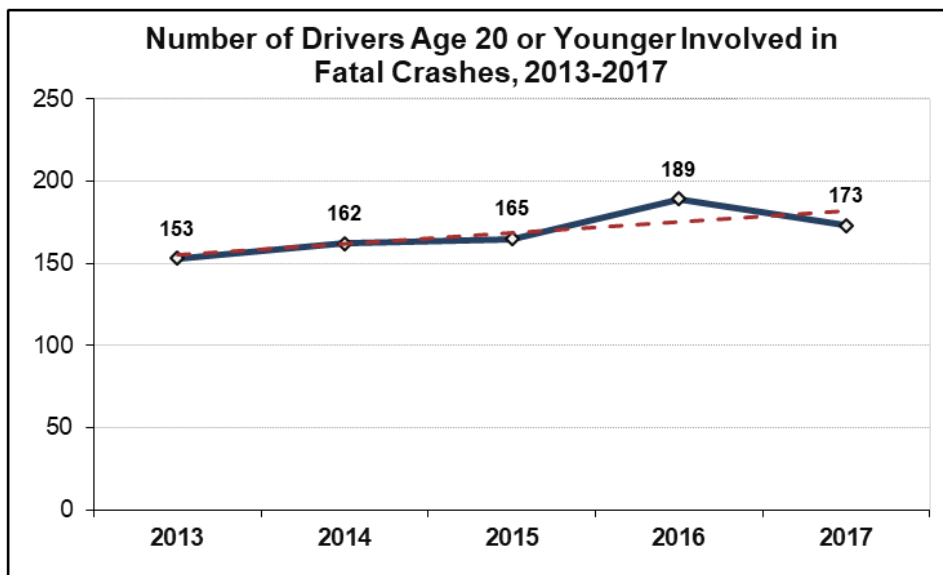
**Target:** Decrease drivers age 20 or younger involved in fatal crashes by 20 percent from the 2011–2015 average of 165 to the 2014–2018 average of 132 by December 31, 2018.

**Outcome:** **Target not yet achieved.** The 2013–2017 average number of young drivers involved in fatal crashes was 168, a 2 percent increase from the 2011–2015 average of 165.

**2017**

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↓ **8.5%**



Source: FARS, 2013–2017

**Assessment of State’s Progress:** Motor vehicle crashes are the leading cause of death among teenagers in North Carolina. During 2017, there were 173 fatal crashes involving drivers age 20 or younger in North Carolina, a decrease of 8 percent from 2016. However, the longer-term trend shows a gradual increase in young driver fatal crashes. Young drivers currently account for nine percent of fatal crashes in the State.

**Plans to Meet Performance Targets:** GHSP plans to support and evaluate several innovative approaches to improve young driver safety in North Carolina. For example, GHSP is funding the development of a comprehensive program to help parents of new drivers that includes a parent orientation session, smartphone app, and other guidance. Additionally, GHSP plans to use the Driver Education Program Assessment Report as the basis for planning driver education program improvements, assessing legislative needs, considering additional training, and evaluating funding priorities. See the Young Drivers program area for more details.

### Pedestrian Fatalities

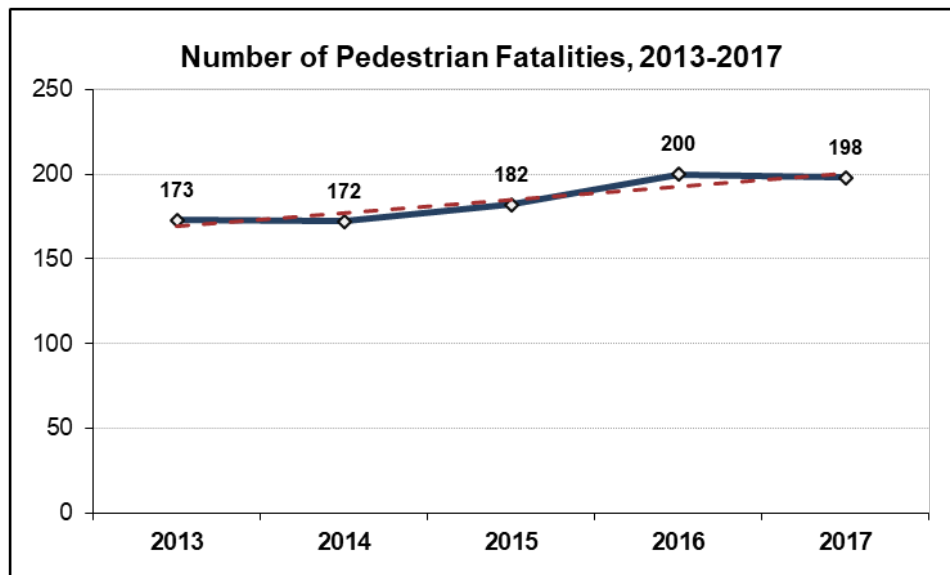
**Target:** Limit the 2014–2018 average number of pedestrian fatalities to the 2011–2015 average of 178 by December, 31, 2018.

**Outcome:** **Target not yet achieved.** The 2013–2017 average number of pedestrian fatalities was 185, a 4 percent increase from the 2011–2015 average of 178.

**2017**

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↓ 1.0%



Source: FARS, 2013–2017

**Assessment of State’s Progress:** North Carolina experienced 198 pedestrian fatalities during 2017. Although this was a decrease of two fatalities from 2016, the long-term trend suggests an increase in pedestrian fatalities. Over the past five years, pedestrians have consistently accounted for 13 percent of all traffic fatalities in North Carolina.

**Plans to Meet Performance Targets:** GHSP believes reductions in pedestrian fatalities are possible. GHSP is working with the NC Bike and Pedestrian Division to revise the “Watch for Me” program to better address pedestrian safety needs in our larger cities. In addition, GHSP is working closely with the NC Safety and Mobility Section of NC DOT to align both structural and behavioral funding to address pedestrian safety. See the Other Highway Safety Priorities section for more details.

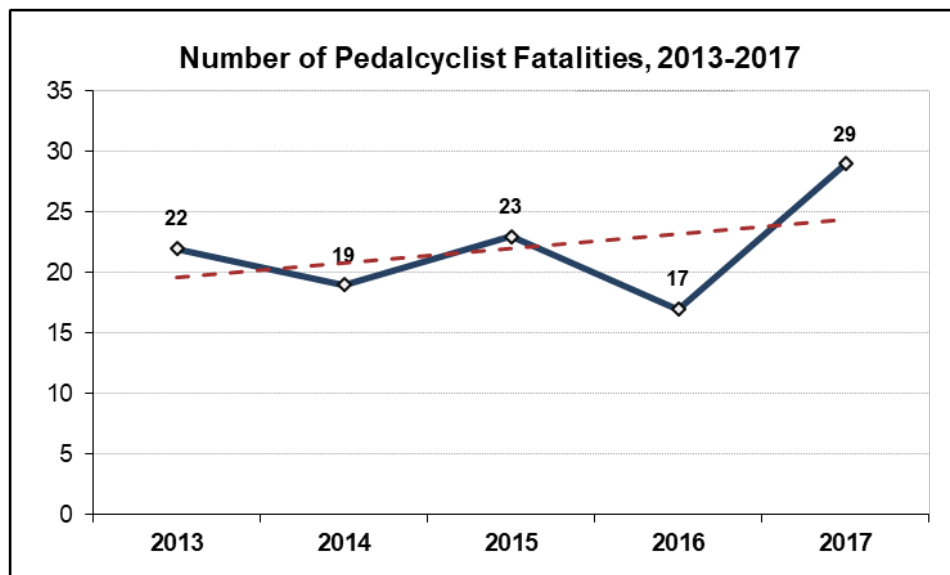
### Pedalcyclist Fatalities

**Target:** Decrease the number of bicyclist fatalities 15 percent from the 2011–2015 average of 23 to the 2014–2018 average of 20 by December 31, 2018.

**Outcome:** **Target not yet achieved.** The 2013–2017 average number of bicyclist fatalities was 22, a 4 percent decrease from the 2011–2015 annual average of 23.

**2017**

↑ 71%



Source: FARS, 2013–2017

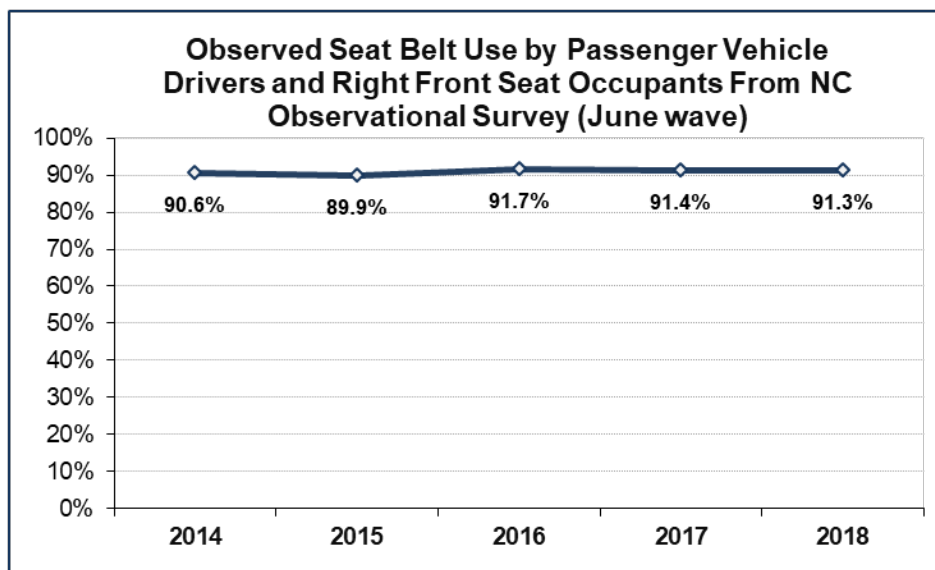
**Assessment of State’s Progress:** The number of pedalcyclist fatalities in North Carolina is much lower than the number of fatalities involving pedestrians, motorcyclists and other types of road users. Although the number of fatalities has fluctuated from year to year, the long-term trend suggests a rise in pedalcyclist fatalities. During 2017, there were 29 pedalcyclists killed in crashes in North Carolina, an increase of 12 from the 17 pedalcyclists killed in 2016.

**Plans to Meet Performance Targets:** GHSP believes further reductions in pedalcyclist fatalities are possible. GHSP is working with the NC Bike and Pedestrian Division to revise the “Watch for Me” program to better address pedalcyclist safety needs in our state. In addition, GHSP is working closely with the NC Safety and Mobility Section of NC DOT to align both structural and behavioral funding to address pedalcyclist safety. See the Other Highway Safety Priorities section for more details.

### Seat Belt Use Rate

**Target:** Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 3 percentage points from the 2012–2016 average usage rate of 89.7 percent to the 2014–2018 average of 92.7 percent by December 31, 2018.

**Outcome:** **Target not achieved.** The 2014–2018 average observed seat belt use rate was 91.0 percent, below the target of 92.7 percent set for 2018.



Source: North Carolina’s annual seat belt use survey

**Assessment of State’s Progress:** North Carolina’s seat belt use rate has been above the 90 percent threshold for all but one of the past five years. Observed seat belt use among passenger vehicle occupants decreased slightly to 91.3 percent in 2018. Belt use decreased for both drivers (from 91.6 percent to 91.5 percent) and passengers (from 91.0 percent to 90.3 percent). Generally, observed seat belt use has changed only slightly during the past five years, remaining very close to 90 percent.

**Plans to Meet Performance Targets:** Increasing seat belt use continues to be one of GHSP’s highest priorities. As described earlier, in order to meet performance targets, GHSP-funded activities will focus on nighttime belt enforcement, low-belt use counties and child passenger safety. See the Occupant Protection program area for more details.

## Summary of North Carolina Traffic Safety Performance Measures

## Summary of North Carolina Traffic Safety Performance Measures

Core Outcome Measures	Calendar Year				
	2013	2014	2015	2016	2017
Traffic Fatalities	1,290	1,284	1,379	1,450	1,412
Fatalities per 100 million VMT <sup>1</sup>	1.23	1.19	1.23	1.24	1.19
Number of "Disabling" (A) Injuries <sup>2</sup>	2,109	2,197	2,422	2,987	4,546
Alcohol-Impaired Driving Fatalities (BAC=.08+)	368	363	389	439	413
Unrestrained Passenger Vehicle Occupant Fatalities	355	360	402	432	402
Speeding-Related Fatalities	413	497	547	566	423
Motorcyclist Fatalities	189	190	192	185	176
Unhelmeted Motorcyclist Fatalities	17	15	14	14	14
Drivers Age 20 or Younger Involved in Fatal Crashes	153	162	165	189	173
Pedestrian Fatalities	174	172	182	200	198
Pedalcyclist Fatalities	22	19	23	17	29
Core Behavior Measure <sup>3</sup>	Calendar Year				
	2014	2015	2016	2017	2018
Observed Seat Belt Use	90.6%	89.9%	91.7%	91.4%	91.3%
Activity Measures <sup>4</sup>	Fiscal/Project Year				
	2014	2015	2016	2017	2018
Occupant Restraint Citations Issued During Grant-Funded Enforcement Activities	46,453	46,161	38,236	38,765	29,679
Impaired Driving Arrests Made During Grant-Funded Enforcement Activities	12,899	13,856	13,462	11,883	9,404
Speeding Citations Issued During Grant-Funded Enforcement Activities	133,940	146,546	151,628	154,089	122,004

<sup>1</sup>The fatality rate for 2017 and 2018 is based on VMT data provided by NCDOT.

<sup>2</sup>Serious injury data are from the North Carolina State Crash Data files.

<sup>3</sup>Annual observational survey conducted in June.

<sup>4</sup>Activity measures as reported from law enforcement agencies for all enforcement campaigns.



# Program Areas and Selection of Evidence-Based Countermeasures

During FY2018, GHSP used federal highway funds to fund a variety of programs, projects and activities to advance the traffic safety targets set forth in the Highway Safety Plan. GHSP focuses on evidenced-based strategies which have been proven effective in reducing motor vehicle crashes, injuries, and fatalities.

## Evidence-Based Traffic Safety Enforcement Plan

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

### *Data-driven Problem Identification*

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

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

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

### *Selection of Evidence-based Countermeasures*

To meet North Carolina's targets, GHSP focuses on strategies that are proven effective in reducing motor vehicle crashes, injuries, and fatalities, including evidence-based enforcement. To assist in this process, GHSP uses the 9<sup>th</sup> 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 include high-visibility enforcement of alcohol, speed, and occupant protection laws using checkpoints and saturation patrols. Associated media plans ensure these enforcement efforts are well publicized to the driving public.

### ***Continuous Monitoring***

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

## **Program Areas**

During FY2018, GHSP funded a variety of programs, projects, and activities with federal transportation funds to advance the traffic safety targets set forth in the Highway Safety Plan. The North Carolina Governor's Highway Safety Program has identified the following top priorities for program funding:

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

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

Each program area begins with a brief background, followed by a discussion of programs funded during FY2018 and their results.

# Alcohol-Impaired Driving

## Background and Noteworthy Programs

In 2017, there were 413 fatalities in crashes involving a driver with a BAC of .08 or above. This was a 6% decrease from the 439 alcohol-impaired driving fatalities in 2016. Alcohol-impaired crashes accounted for 29% of all traffic fatalities in North Carolina during 2017. Alcohol involvement is more common in crashes involving males, drivers ages 21 to 34, motorcycle and motor-scooter riders, and drivers on rural roadways. Alcohol-involved crashes are also most common at nighttime, especially between the hours of 5 p.m. and 3 a.m. The counties that account for the most alcohol-related fatalities are Mecklenburg, Wake, Cumberland, Guilford and Robeson counties. Together, these five counties comprise one-fourth of all alcohol-related fatalities in the state. (North Carolina has 100 counties.)

### *Impaired Driving Task Force*

In August 2013, GHSP worked with the Governor's office to establish a Statewide Impaired Driving Task Force. The Task Force was charged with reducing the number of impaired driving fatalities in the State by developing new strategies and initiatives to address the problem. The Task Force developed an Impaired Driving Plan for the State of North Carolina in 2014. The purpose of the Impaired Driving Plan was to provide a comprehensive strategy for preventing and reducing impaired driving. The Impaired Driving Plan described North Carolina's current and future initiatives regarding enforcement, media and outreach, adjudication, and treatment and rehabilitation. The original term of the task force expired. During June 2017 GHSP assembled a new task force to review the initial plan, recommend/approve changes and reformat the plan to meet NHTSA Highway Safety Program Guideline No. 8 Impaired Driving. This past year, the Impaired Driving Task Force met on March 21, 2018 and June 13, 2018. The Impaired Driving Task Force discussed possible legislative proposals, structure of the Task Force, and future members.

### *High Visibility Enforcement*

North Carolina has developed a comprehensive program to combat impaired driving and to maximize the likelihood of detecting, investigating, arresting, and convicting impaired drivers. The State has implemented the "Booze It & Lose It" campaign every year since 1994. This is a statewide campaign stressing enforcement and media coverage. During 2018, law enforcement participation rates continued to be high. The statewide participation rate for all highway safety campaigns was 79.2% in 2018. Specifically, during the "Booze It & Lose It" campaigns statewide participation averaged 80%. GHSP continues to utilize an online reporting system for law enforcement agencies. This system allows each department to enter their activity each week during any campaign and have their numbers immediately included in the statewide totals. GHSP uses a network of 11 Regional Law Enforcement Liaisons (LEL) working with up to 100 county coordinators (LECC) to ensure full participation throughout the state. All law enforcement agencies funded by GHSP are required to participate in a minimum of one DWI checkpoint each month and in all high visibility enforcement campaigns.



Law enforcement officers in North Carolina use seven mobile breath-alcohol testing units, better known as BAT Mobiles, to increase the efficiency of on-site DWI processing. The BAT Mobiles are fully functional DWI processing centers. Each BAT Mobile is equipped with evidentiary breath test instruments, a DRE evaluation room, cellular telephones, computers, officers' workstations, magistrates' work area, lavatory, DWI



checkpoint signs, traffic cones, traffic vests, search batons, screening test devices and all other necessary equipment and supplies for processing DWI suspects. Since its inception in 1996, the BAT Mobile program has participated in more than 4,218 DWI checking stations that have resulted in the arrest of 18,566 impaired drivers, 135,117 other traffic violations and 18,764 other criminal charges. The BAT Mobile Program has participated in 1,777 community safety awareness and education events. During FY2018, GHSP provided funding for one additional smaller 34' BAT Mobile for use in the eastern region of the state.

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

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 FY2018, GHSP provided Section 154 transfer and Section 405 funds to support DWI Enforcement Teams in Buncombe, Forsyth, Guilford, Mecklenburg, Union, Wake and Wayne counties. GHSP also funded two State Highway Patrol DWI Enforcement Teams to work in Cumberland and Robeson counties. Collectively, these nine counties accounted for almost a third (32%) of the alcohol-related fatalities in North Carolina during the past five years, and they include the six 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.

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

GHSP is dedicated to the successful prosecution of impaired drivers. North Carolina has expanded the Traffic Safety Resource Prosecutor (TSRP) program with the N. C. Conference of District Attorneys. These positions act as a liaison with NHTSA, National Association of Prosecutor Coordinators (NAPC), GHSP, North Carolina State Highway Patrol, NC court system and other agencies, and provide both general and specific technical assistance to prosecutors, law enforcement, judges and other highway safety professionals. Some of their activities during FY2018 include:

- Updating and distributing a DWI Primer, Checkpoint Primer, Criminal Procedure Manual and DWI Manual for law enforcement.
- Publishing the tri-annual "For the Record," a traffic safety newsletter distributed to every prosecutor and district court judge in North Carolina, as well as many magistrates, law enforcement officers and other traffic safety professionals throughout NC and the country. The newsletter serves as a resource providing case law, important traffic safety topics, and procedural updates on highway safety issues.
- Managing a listserv known as the NC Traffic Law Forum which has 537 participating law enforcement officers, prosecutors, judges and other traffic safety professionals throughout North Carolina. The NC Traffic Law Forum lets officers, prosecutors and judges obtain professional advice at any time and to track defense arguments that are being used throughout the State.
- Maintaining a webpage for Highway Safety issues that includes a training calendar for prosecutors, judges, magistrates, and law enforcement officers as well as information about publications and contact information for the TSRP.

- Providing highway safety training courses for prosecutors, law enforcement officers, magistrates, and judges. These courses include: DWI Nuts and Bolts, New Prosecutor's School, Legal Updates, Summer and Fall Association Meetings, Prosecuting the



Drugged Driver, Talking to a Jury, GHSP Symposium, Basic DWI Trial Advocacy, Criminal Procedure in Drug Impaired Driving, Jury Selection, MADD VATI, Advanced Evidence, and Webinars. In addition, the CRP, TSRP, TSC and RTSRPs have provided trainings as requested. They presented traffic safety related topics to District Attorney's Offices, Law Enforcement Offices, a guest lecture at UNCW, participated in a panel at Wake Forest School of Law, DWI Summit, National Judicial College webinar, FTA in-service, DRE in-service, SFST Refresher, CMV

Train the Trainer curriculum meeting, MADD Victim Advocate Retreat and Training, DRE School, NC VAN's Victim's Academy, Courtroom Testimony, presented at Lifesavers, Toxicologist/Prosecutor trainings, Advanced Crash Course for Law Enforcement, Spoke to Middle School Students about DWI, Mock Trial Portion of SFST Certification, DWI Operational Tune Up, Lifesavers, Traffic Safety Expo, ALE Cadet Training, Mock Trial, Crash Reconstruction and others. We trained over 1,500 attendees this Fiscal Year.

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

Additionally, GHSP continued working with North Carolina court officials to create dedicated DWI treatment courts. During FY2018, GHSP supported dedicated DWI treatment courts in Buncombe and Cumberland counties. Research shows these courts result in quicker disposition of DWI cases, significantly higher conviction rates, and lower rates of offender recidivism. These DWI treatment courts are designed and operated according to the guidelines set by the National Association of Drug Court Professionals. The DWI treatment court identifies DWI offenders for participation in the program. The overall goal of the DWI treatment court is to reduce the recidivism rate for the habitual DWI offenders.

During FY2018, GHSP continued support for a DRE coordinator, who scheduled trainings across the state to help officers detect impaired driving suspects under the influence of drugs. The DRE coordinator also provided training for DRE's and DRE instructors to ensure state-of-the-art training for all certified DRE personnel in North Carolina. Additionally, GHSP funded 50 tablets for distribution to the DRE's across the state and a DRE Data Entry and Management System. This will allow for increased management proficiency in the DRE Program.

Although the North Carolina State Bureau of Investigation (SBI) laboratory does the blood alcohol testing for most law enforcement agencies in North Carolina, other labs exist as well. During FY2018, GHSP funded blood alcohol testing labs in Wake County, Pitt County and Wilmington to expand their existing blood alcohol testing facilities and to expedite the blood alcohol analysis. Due to a court decision that requires the right to confront your accuser, the length between when a blood analysis request is submitted to the state to the time it takes for the technician to testify in court is up to 18 months. Because of the increased time, many of these cases were dismissed in court before they could come to trial. With the establishment of the regional blood alcohol testing labs, the turnaround time for a blood analysis is less than 30 days in participating counties.

For the past several years GHSP has funded the NC Division of Motor Vehicles (NCDMV) to properly train their Administrative Hearing Officers, who oversee hearings about driving privilege restorations after convictions for driving while impaired, driving while license revoked, and licensees required to drive with ignition interlock devices. The Division's hearing officers are expected to conduct administrative hearings, make evidentiary findings, draft findings of facts, and reach and draft conclusions of law. The findings of fact and conclusions of law made by the hearing officers are subject to judicial review. It is imperative that the hearing officers receive training on conducting fair and impartial administrative hearings and drafting orders that will withstand judicial scrutiny. The National Judicial College (NJC) offers certification in Administrative Law Adjudication Skills, Dispute Resolution Skills, General Jurisdiction Trial Skills, and Special Court Trial Skills. The certification program is typically completed over the course of a two-week period on-site at the NJC campus. As a cost saving measure the NJC sends

instructors to North Carolina to conduct the training. In addition to the training and instruction provided by the NJC, they also trained their hearing officers and support staff on legislative changes, policy and procedure changes, and recent judicial decisions pertinent to their work. The NCDMV found that it was more effective to deliver this message to all hearing officers and support staff simultaneously.

Currently, 11,249 ignition interlocks are installed in the vehicles of DWI offenders in North Carolina. GHSP previously provided funding to DMV for a web-based reporting system for all approved ignition interlock service providers in North Carolina. Prior to implementation of the web-based system, the NCDMV had been implementing the ignition interlock program through labor intensive, manual processes.

### ***Traffic Safety Conference and Expo***

During April 2018, GHSP hosted the Traffic Safety Conference and Expo in Wilmington, NC. The conference was attended by more than 900 national, state and local traffic safety professionals. The conference focused on strategies for reducing traffic-related fatalities and serious injuries in North Carolina, with the ultimate goal of eliminating roadway deaths. Conference participants learned 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 shared the latest research, evidence-based strategies, proven countermeasures and promising new approaches in a series of 98 workshops. GHSP funded the attendance of 832 participants, including a large contingent of law enforcement.



## Program Results

### Booze It & Lose It

During FY2018, law enforcement agencies in North Carolina conducted five “Booze It & Lose It” campaigns:

- Halloween Booze It & Lose It (October 27 – 31, 2017)
- Holiday Booze It & Lose It (December 14, 2016 – January 2, 2017)
- St. Patrick’s Day Booze It & Lose It (March 15 – 18, 2018)
- Booze It & Lose It, Operation Firecracker (June 28 – July 8, 2018)
- Labor Day Booze It & Lose It (August 23 – September 3, 2018)

During these five campaigns, law enforcement officers conducted 19,377 checkpoints and saturation patrols, yielding 6,502 DWI arrests and over 209,000 other traffic violations. Additionally, officers arrested 7,878 fugitives, recovered 631 stolen vehicles, discovered 9,589 drug violations, and made a total of 33,962 criminal arrests. Detailed results from “Booze It & Lose It” activities in FY2018 are presented below.

### Results of “Booze It & Lose It” Activities During FY2018

	Campaign					Totals
	Halloween Booze It & Lose It	Holiday Booze It & Lose It	St. Patrick’s Day Booze It & Lose It	Booze It & Lose It: Operation Firecracker	Labor Day Booze It & Lose It	
Checkpoints	295	845	375	867	879	3,261
Saturation patrols	1,327	6,793	1,310	3,076	3430	15,936
<b>Total checkpoints and patrols</b>	<b>1,622</b>	<b>7,818</b>	<b>1,685</b>	<b>3,943</b>	<b>4309</b>	<b>19,377</b>
Under 21 DWI charges	61	273	61	139	135	669
21 and over DWI charges	446	2,054	523	1,145	1128	5,296
DWI Drugs	48	201	51	89	148	537
<b>Total DWI charges</b>	<b>555</b>	<b>2,528</b>	<b>635</b>	<b>1,373</b>	<b>1411</b>	<b>6,502</b>
Safety belt violations	1,198	4,802	1,379	3,822	4038	15,239
Child passenger safety	187	726	227	614	665	2,419
<b>Total occupant restraint charges</b>	<b>1,385</b>	<b>5,528</b>	<b>1,606</b>	<b>4,436</b>	<b>4703</b>	<b>17,658</b>
Drug violations	795	4,217	924	1,735	1918	9,589
Stolen vehicles recovered	73	328	51	93	86	631
Fugitives arrested	725	3,480	712	1,614	1347	7,878
Felony arrests	295	2,189	408	823	978	4,693
Other criminal violations	1,122	6,557	1,186	2,464	2253	13,582
<b>Total criminal violations</b>	<b>3,010</b>	<b>16,771</b>	<b>3,281</b>	<b>6,729</b>	<b>4171</b>	<b>33,962</b>
<b>Total other traffic violations<sup>1</sup></b>	<b>17,263</b>	<b>83,223</b>	<b>17,875</b>	<b>42,629</b>	<b>48,231</b>	<b>209,221</b>
<b>Total traffic &amp; criminal violations</b>	<b>22,213</b>	<b>108,050</b>	<b>23,397</b>	<b>55,167</b>	<b>60,927</b>	<b>269,754</b>

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

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



## Future Strategies

North Carolina will continue to operate “Booze It & Lose It” campaigns in FY2018 and beyond. During FY2019, five statewide campaigns are scheduled:

- Halloween Booze It & Lose It (late October 2018)
- Holiday Booze It & Lose It (December 2018)
- St. Patrick’s Day Booze It & Lose It (March 2019)
- Booze It & Lose It, Operation Firecracker (June & July, 2019)
- Labor Day Booze It & Lose It (August & September, 2019)

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

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

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

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

## Funded Projects and Activities

The following alcohol-impaired driving related projects and activities were funded by GHSP under the FY2018 Highway Safety Plan:

Project Number(s): M5HVE-18-15-05  
 Project Title: Asheville Buncombe County DWI Task Force  
 Agency: Asheville Police Department  
 Project Description: This was the fifth year of a project that provided funding for six DWI Task force officers (four with the Asheville Police Department including a Sergeant and two with the Buncombe County Sheriff's Office). Buncombe County was ranked 8th for overall fatalities, 20th for alcohol-related fatalities, 7th for unrestrained fatalities and 7th for young driver fatal crashes. The goal of the project was to reduce alcohol-related fatalities, crashes, and injuries through enforcement and education efforts. Enforcement efforts were to target those drivers by conducting saturation patrols and by holding DWI checking stations on peak night time hours, holidays, and weekends. The Task Force worked closely with the local MADD chapter to educate the citizens of Buncombe County about the dangers of drinking and driving.  
 Contribution to Meeting Targets: The Buncombe County DWI Task Force made 557 impaired driving arrests and issued 2902 citations for other traffic charges. The DWI Task Force participated in 115 DWI checking stations and a total of 123 checking stations. The Buncombe County DWI Task Force remained actively involved with the Buncombe County Sobriety Court. The DWI team continued the Sober Hero campaign to educate the driving public about the importance of driving sober. The Task Force held 37 displays/presentations to educate the public on the dangers of drinking and driving with over 11,000 people reached.

Project Number(s): M5HVE-18-15-15 PT-18-06-19  
 Project Title: Bessemer City Police Traffic Grant  
 Agency: Bessemer City Police Department  
 Project Description: This was a new project with the Bessemer City Police Department. The project provided funding for one traffic officer and the equipment for that officer. Gaston County ranked 10th for overall fatalities, 12th for alcohol-related fatalities, 9th for unrestrained fatalities, and 13th for speed related fatalities. The goal of the project was to reduce speed related, alcohol related, and unrestrained traffic crashes and injuries through enforcement and education efforts. Enforcement efforts targeted these drivers by conducting seat belt initiatives and by holding checking stations during the day and nighttime.  
 Contribution to Meeting Targets: The Bessemer City Police Department made 6 DWI arrests and issued 52 occupant protection citations and issued over 1200 citations for other traffic charges. The traffic officer conducted high visibility enforcement, worked days and nights, on the weekends and holidays. They hosted and or supported 27 checking stations.

Project Number(s): M5CS-18-15-04  
 Project Title: Buncombe County DWI Treatment Court  
 Agency: Buncombe County

**Project Description:** This is a continuation project that funded a DWI Treatment Court Coordinator to work in conjunction with the Buncombe County Legal Assistant. Buncombe County is the 7th most populated County in North Carolina. However, the county has a higher conviction rate for habitual DWI offenders in comparison with other counties which have a larger population. Buncombe County is ranked 20th in alcohol-related fatalities. Buncombe County continues to aggressively targeting repeat offenders with a DWI Treatment Court. Part of the overall process is to identify Level 1 and Level 2 offenders eligible for the program. The DWI Treatment Court Coordinator is responsible for this task. The goal of the project was to reduce recidivism of DWI offenders and is a companion project with the Administrative Office of the Courts project M5CS-18-15-02.

**Contribution to Meeting Targets:** The Buncombe County DWI Court received 43 referrals over the past year and has 22 active DWI court participants currently in the program. One hundred percent of participants have remained sober while in the program.

**Project Number(s):** M5HVE-18-15-18

**Project Title:** DWI Task Force

**Agency:** Charlotte-Mecklenburg Police Department

**Project Description:** This was the fifth year of a project that provides funding for seven DWI Task force officers including a sergeant. Mecklenburg County is ranked 1st for overall fatalities and 1st for alcohol-related fatalities. The goal of the project was to reduce alcohol-related fatalities, traffic crashes, and injuries through enforcement and education efforts. Enforcement efforts targeted impaired drivers by conducting saturation patrols and conducting DWI checking stations on peak night time hours, holidays, and weekends. The Task Force worked 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.

**Contribution to Meeting Targets:** The Charlotte-Mecklenburg Police Department DWI team made 393 DWI arrests, 181 occupant protection citations, and issued 3,271 citations for other traffic charges. The DWI Task Force participated in 93 DWI checking stations and a total of 138 checking stations.

**Project Number(s):** M5CS-18-15-03

**Project Title:** Cumberland County Sobriety Court Coordinator/Community Liaison

**Agency:** Cumberland County

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

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

Contribution to Meeting Targets: The Cumberland County DWI Court pretrial participants increased from 80 to 110. Monitoring of high risk treatment defendants increased from 17 to 20 with 9 in Aftercare. An active educational program was continued in the Cumberland County community and with the Fort Bragg Educational Unit Leadership Prevention Course.

Project Number(s): M5X-18-15-01

Project Title: GHSP In-House Alcohol Summit

Agency: Governor's Highway Safety Program

Project Description: This was an ongoing project that provided funding for a DWI Task Force Summit to provide training and information for the DWI teams. These teams are an innovative and creative concept to form local task forces which work primarily nights and weekends to focus on removing impaired drivers from the roadways. The primary purpose of the summit was to have the teams from all over the state meet to collaborate and share their individual successes, accomplishments, and lessons learned. Other agencies interested in forming a task force were also invited to attend. The goal of the project was to reduce alcohol related fatalities.

Contribution to Meeting Targets: GHSP conducted the annual DWI Summit in November 2017 bringing together all of the DWI Task Forces along with representatives from other state offices in NHTSA Region 3. The summit included training as well as discussion on current impaired driving issues. The Summit had over 80 participants to attend the training.

Project Number(s): AL-18-00-00

Project Title: GHSP In-House Impaired Driving Future Projects

Agency: Governor's Highway Safety Program

Project Description: GHSP 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 set aside for this purpose.

Contribution to Meeting Targets: The funds were used to fund project increases and mid-cycle projects.

Project Number(s): M5X-18-00-00

Project Title: GHSP In-House Impaired Driving Future Projects

Agency: Governor's Highway Safety Program

Project Description: GHSP 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 set aside for this purpose.

Contribution to Meeting Targets: The funds were used to fund project increases and mid-cycle projects.

Project Number(s): M5HVE-18-15-07  
 Project Title: DWI Task Force  
 Agency: Guilford County Sheriff's Office  
 Project Description: This was fifth year of an impaired driving enforcement project to fund five positions. Guilford County ranks third in overall fatalities, third in alcohol related fatalities, and fourth in unrestrained fatalities. This project continued funding for a multi-agency DWI Task Force (Guilford County Sheriff's Office, Greensboro Police Department, and High Point Police Department). The Task Force maintained a high level of impaired driving arrests through strict enforcement and increased daytime and nighttime with the goal to reduce alcohol-related fatalities.  
 Contribution to Meeting Targets: The Guilford County DWI team made 917 DWI arrests, 172 occupant protection citations, and issued 3,208 citations for other traffic charges. The DWI Task Force participated in 11 DWI checking stations and a total of 28 checking stations.

Project Number(s): AL-18-02-02  
 Project Title: DWI Task Force Educator  
 Agency: Guilford County Sheriff's Office  
 Project Description: This was the fourth year of a project for a DWI Task Force Educators position. Guilford County ranks third in both overall fatalities and alcohol-related fatalities. This position worked in conjunction with the Guilford County DWI Task Force to educate the public regarding impaired driving.  
 Contribution to Meeting Targets: The Guilford County Sheriff's Office Task Force educator reached 6,526 people through 65 presentations and 35 displays educating the public on DWI and other traffic related issues.

Project Number(s): M1HVE-18-13-02 M5HVE-18-15-11  
 Project Title: Huntersville Traffic Safety Grant  
 Agency: Huntersville Police Department  
 Project Description: This was a new project with the Huntersville Police Department. Huntersville has a dedicated traffic team with four officers and a Sergeant. The project provided funding for two additional Traffic officers and their equipment. Mecklenburg County is ranked first for overall fatalities, first for alcohol-related fatalities, first for unrestrained fatalities, and second for young driver fatal crashes. The goal of the project was to reduce alcohol-related and unrestrained traffic crashes and injuries through enforcement and education efforts. Enforcement efforts targeted these drivers by conducting seat belt initiatives and by holding checking stations during the day and nighttime.

Contribution to Meeting Targets: The Huntersville Police Department made 10 DWI arrests and issued 142 occupant protection citations. The traffic team officers conducted high visibility enforcement, worked days and nights, on the weekends and holidays. They hosted and or supported 73 checking stations.

Project Number(s): M5HVE-18-15-08  
 Project Title: Forsyth County DWI Task Force Expansion  
 Agency: Kernersville Police Department  
 Project Description: This was a third year of a project to fund a traffic officer as part of the expansion of the Forsyth County DWI Task Force. Forsyth County is ranked sixth in impaired driving related fatalities. This Task Force is a multi-agency effort between the police departments of Kernersville and Winston-Salem and the Forsyth County Sheriff's Office. The goal of the project was to reduce the number of alcohol-related crashes and fatalities.

Contribution to Meeting Targets: The Kernersville Police Department made 137 DWI arrests and issued 2 occupant protection citations, and issued 386 citations for other traffic charges. The traffic team officer conducted high visibility enforcement, nights, on the weekends and holidays. They hosted and or supported 108 checking stations.

Project Number(s): M5X-18-15-02  
 Project Title: Impaired Driving and Underage Drinking Prevention  
 Agency: MADD North Carolina  
 Project Description: This as an ongoing project that provided funding for a Program Specialist and Court Monitor Specialist in addition to educational materials and events. MADD North Carolina trains and educates the public about the destructive decisions associated with drinking and driving. The main duty of the Court Monitor Specialist was to train volunteers to observe pending DWI cases and note their outcomes. The project's goals were to significantly reduce alcohol-related fatalities and injuries, instances of impaired driving, and to continue educating the youth on highway safety issues and making positive choices/decisions.

Contribution to Meeting Targets: MADD continued to expand their Power of The Parent program by presenting over 186 Power of Youth presentations and reaching over 15,000 students statewide. MADD currently has 13 active MADD chapters in the state serving 31 counties. MADD currently has court monitors working in 12 counties in the state. MADD held two regional law enforcement recognition events and a state event to recognize officers from across the state.

Project Number(s): M5CS-18-15-01 PT-18-06-13  
 Project Title: Traffic Safety Resource Prosecutor Project  
 Agency: Conference of District Attorneys

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

**Contribution to Meeting Targets:** The Conference of District Attorneys, Traffic Safety Resource Prosecutors conducted training courses for Prosecutors, Law Enforcement, Magistrates, Judges, and other traffic safety professionals. These courses included Prosecuting the Drugged Driver, Legal Updates, Evidence training, New Prosecutors School, NCSHP training academy, DRE school, LEL meetings and Lifesavers National Conference. The Traffic Safety Resource Prosecutor (TSRP) responded to 151 direct requests for technical assistance, including briefs. The five (5) (Regional) RTSRP's disposed of 706 DWI cases in district court, 121 in superior court, and 1,574 other traffic cases.

**Project Number(s):** M5BAC-18-15-02

**Project Title:** Science Program

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

**Project Description:** This was an ongoing project that provides funding for the Science Program. The Science Program project provided and maintained the breath alcohol testing instruments statewide. The project also conducted all the training for law enforcement officers on these instruments. The Science project this fiscal year purchased a Data Base Upgrade Application along with IT Hardware and IT Application Maintenance and Support.

**Contribution to Meeting Targets:** The FTA made available repair and service at no cost ASTD's used in DWI enforcement. The FTA maintained 182 test sites housing 292 EC/IR II breath testing instruments and 114 backup instruments. The FTA completed the following training: Held 57 EC/IR II Operator Training Classes with 888 officers trained, held 280 EC/IR Operator Recertification Classes with 3,698 officers trained, and 31 ASTD Basic School with 387 officers trained.

**Project Number(s):** M5BAC-18-15-01

**Project Title:** Breath Alcohol Testing Mobile Unit Program

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

**Project Description:** This was an ongoing project that provides funding for the Blood Alcohol Testing (BAT) program. This program provided the BAT Mobile Units stationed regionally across the state. This project provided funding for the salary for three existing BAT coordinators, the salary for two part-time BAT coordinators, and an additional BAT Mobile unit. This project worked to enhance the program's ability to assist law enforcement agencies across the state in efforts to remove

impaired drivers from the highways by providing onsite breath testing facilities during checkpoints.

**Contribution to Meeting Targets:** The FTA purchased one additional BAT Mobile this year. This new BAT Mobile is smaller than previously purchased vehicles and will be used primarily in the eastern region of the state. The BAT program conducted 192 educational events about the dangers of drinking and driving that reached over 74,000 people statewide. The BAT program participated in 249 DWI checking stations this past fiscal year. The BAT program gained participation from 16 Law Enforcement agencies who had not participated in the program in the past.

**Project Number(s):** M5TR-18-15-01

**Project Title:** Drug Recognition Expert Program

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

**Project Description:** This was an ongoing project that provides funding for the Drug Recognition Expert (DRE) Program. This project included funding for the DRE coordinator responsible for scheduling training across the state to help officers detect impaired suspects under the influence of drugs. The coordinator also provided instruction for DRE's and DRE instructors to ensure state of the art training for all certified DRE personnel. The DRE project this year included a data entry and management system and will purchase 50 tablets to upload DRE evaluations into the system.

**Contribution to Meeting Targets:** The FTA conducted two DRE schools training 29 students and conducted 19 advanced Roadside Impaired Driving Enforcement (ARIDE) classes training 211 officers. The FTA held their annual DRE in-service training class training 150 students.

**Project Number(s):** M5TR-18-15-02

**Project Title:** Standardized Field Sobriety Testing Program

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

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

**Contribution to Meeting Targets:** The FTA conducted 78 basic SFST practitioner courses training 988 officers. The grant held 88 SFST refresher courses training 816 officers and 2 initial SFST instructor course training 24 new SFST instructors. The grant also held 10 SFST instructor refresher courses training 52 instructors for recertification.

**Project Number(s):** M5X-18-15-03

**Project Title:** North Carolina State Crime Laboratory Toxicology Enhancement

**Agency:** NC Department of Justice-State Crime Lab



**Project Description:** This was a new project with the North Carolina Department of Justice/North Carolina State Crime Laboratory. This project will send twelve personnel to receive training at the Robert F. Borkenstein course on Alcohol and Highway Safety. The project also requested to lease three new Liquid Chromatograph/Quadrupole-Time-of-Flight 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.

**Contribution to Meeting Targets:** The North Carolina Department Of Justice-State Crime Lab leased three Liquid Chromatograph/Quadrupole-Time-of-Flight Instruments. The State Crime Lab sent personnel to the Robert F. Borkenstein course on Alcohol and Highway Safety.

**Project Number(s):** M5HVE-18-15-01

**Project Title:** Booze It & Loose It Overtime

**Agency:** Department of Public Safety-State Highway Patrol

**Project Description:** This was a continuation project that provided funding for overtime enforcement of driving while impaired offenses. The goal of the project was to reduce the number of alcohol related fatalities and serious injuries. The State Highway Patrol strategically placed troopers in the top ten counties for impaired driving fatalities during the “Booze It & Lose It” campaigns. The enforcement efforts focused on impaired drivers during the peak night time hours and on the weekends.

**Contribution to Meeting Targets:** The SHP worked DWI overtime enforcement in selected counties with high impaired driving fatalities. The overtime enforcement resulted in the arrest of 151 impaired drivers and 2,213 total charges.

**Project Number(s):** M5HVE-18-15-02

**Project Title:** DWI Task Force-Cumberland County

**Agency:** Department of Public Safety-State Highway Patrol

**Project Description:** This was the fourth year of a project that funds four Troopers and one Sergeant with the State Highway Patrol for a DWI Task Force. This DWI Task Force is assigned to Cumberland County, which is ranked fourth in alcohol-related fatalities. The Task Force focused on driving while impaired during the peak night time hours and on the weekends. The goal of the project was to reduce the number of alcohol-related fatalities and serious injuries.

**Contribution to Meeting Targets:** The Task Force worked in Robeson County to arrest impaired drivers. The Task Force made 512 DWI arrests and issued 279 occupant protection citations. The DWI Task force participated in 11 DWI checking stations.

**Project Number(s):** M5HVE-18-15-03

**Project Title:** DWI Task Force-Robeson County

Agency: Department of Public Safety-State Highway Patrol

Project Description: This was the fourth year of a project that funds four Troopers and one Sergeant staffing a DWI Task Force assigned to Robeson County. Robeson County ranks 5th for alcohol-related fatalities in the state. The goal of the project was to reduce the number of alcohol-related fatalities and serious injuries in Robeson County. The enforcement efforts will focus on driving while impaired during the peak night time hours and on the weekends.

Contribution to Meeting Targets: The Task Force worked in Robeson County to arrest impaired drivers. The Task Force made 427 DWI arrests and issued 317 occupant protection citations. The DWI Task Force participated in 14 DWI checking stations.

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Project Number(s): M5CS-18-15-02

Project Title: Buncombe County DWI Treatment & Prevention Court

Agency: Judicial Department - Administrative Office of the Courts

Project Description: This was an ongoing project that funded a Legal Assistant to work in conjunction with the Buncombe County DWI Treatment Court Coordinator. Buncombe County is the 7th most populated County in North Carolina. However, the county has a higher conviction rate for habitual DWI offenders in comparison with other counties which have a larger population. Buncombe County is ranked 20th for alcohol-related fatalities. Buncombe County is aggressively targeting repeat offenders with a DWI Treatment Court. Part of the overall process was to identify Level 1 and 2 offenders and facilitate entry into the program. The goal of the project was to reduce recidivism of DWI offenders and is a companion project with Buncombe County MCS-18-15-04.

Contribution to Meeting Targets: The Buncombe County DWI Court had 37 active participants in the program and did not have to remove any participant this past year from the program for failure to comply. The DWI court reviewed over 900 DWI arrests this past year.

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Project Number(s): M5BAC-18-15-03

Project Title: Pitt County Impaired Driving Laboratory Analysis Program

Agency: Pitt County Sheriff's Office

Project Description: This was the fifth year of a project for blood alcohol analysis with the Pitt County Sheriff's Office. The North Carolina State Bureau of Investigation laboratory does the blood alcohol testing for the majority of law enforcement agencies in our state. Because of a recent court decision that requires the right to confront your accuser, the length between when a blood analysis is submitted to the time it takes for the technician to testify in court is up to eighteen months. Valuable time is being spent traveling between counties statewide to testify on the analysis procedures and the results. The goal of the project was to provide a blood alcohol testing facility for Pitt County. This lab intended on expediting the adjudication process by offering the court system the immediate availability of the lab technician that performed the blood testing. The goal of the project was

to reduce the blood alcohol analysis time frame from 12-18 months to 1 month and expand by one additional judicial district.

Contribution to Meeting Targets: The Pitt County Blood Lab has reduced the case completion time from 12-18 months to 1 month this past year. The Blood Alcohol Lab was able to expand the service area by 1 additional judicial district this past year. The Blood Alcohol Lab has reached out to other law enforcement agencies within their jurisdiction to expand and offer their services.

Project Number(s): M5HVE-18-15-09

Project Title: DWI Task Force

Agency: Union County Sheriff's Office

Project Description: This was the third year of a project that provides funding for five DWI Task force officers (four Deputies and a sergeant). Union County is ranked 20th for overall fatalities and 19th for alcohol-related fatalities. The goal of the project was to reduce alcohol-related fatalities, traffic crashes, and injuries through enforcement and education efforts. Enforcement efforts included conducting saturation patrols and DWI checking stations during peak night time hours, holidays, and weekends. The Task Force worked to educate the citizens of Union County about the dangers of drinking and driving through outreach/educational events.

Contribution to Meeting Targets: The Union County Sheriff's Office Task Force Deputies made 513 DWI arrests, they issued 137 occupant protection citations and issued 6186 citations for other traffic. The Sheriff's Office conducted high visibility enforcement, worked primarily nights and weekends, and hosted or supported 26 multi-agency DWI checking stations.

Project Number(s): M5BAC-18-15-04

Project Title: Regional Crime Laboratory Collaboration

Agency: Wilmington Police Department

Project Description: This was the fifth year of project with the Wilmington Police Department for blood alcohol analysis. New Hanover County is ranked 17th for alcohol-related fatalities. The North Carolina State Bureau of Investigation laboratory does the blood alcohol testing for the majority of law enforcement agencies in our state. Because of a recent court decision that requires the right to confront your accuser, the length between when a blood analysis is submitted to the time it takes for the technician to testify in court is up to eighteen months. Valuable time was being spent traveling between counties statewide to testify on the analysis procedures and the results. The Wilmington blood laboratory had a turnaround time of less than ten days for the blood alcohol testing results. The Wilmington Police Blood Laboratory expanded the blood alcohol testing to the Tri-County region and now provides analysis for several counties. The expanded laboratory increased the local and state agencies served from 16 to 55 agencies covering the counties of New Hanover, Brunswick, Pender, Duplin, Columbus

and Onslow. The goal of the lab was to expand the service into Cumberland county.

**Contribution to Meeting Targets:** The Wilmington Police Department was able to maintain an average turn around time for blood alcohol test results under 30 days. The lab was able to increase the number of law enforcement agencies serviced from 45 to 46. The Blood lab has maintained servicing the six counties in their area: New Hanover, Pender, Brunswick, Duplin, Columbus and Onslow counties.

**Project Number(s):** M5HVE-18-15-06

**Project Title:** Forsyth County DWI Task Force

**Agency:** Winston-Salem Police Department

**Project Description:** This was a continuation project to fund the Forsyth County DWI Task Force. Forsyth County is ranked sixth in impaired driving related fatalities and eighth in the number of unrestrained fatalities. This Task Force is a multi-agency effort between the police departments of Kernersville and Winston-Salem and the Forsyth County Sheriff's Office. The goals of the project were to reduce the number of alcohol-related crashes and fatalities. Between 2011-2015, Forsyth County had 60 alcohol-related vehicle fatalities and 45 fatalities resulting from unrestrained motorists. These totals reflected an average of 12% alcohol-related fatalities per year and an average of 9% unrestrained fatalities per year.

**Contribution to Meeting Targets:** The Forsyth County DWI Task Force arrested 634 DWI offenders and issued 63 seat belt citations. They also held 41 Impact classes and reached 1,907 students. The DWI Task force participated in 23 DWI checking stations.

**Project Number(s):** M5HVE-18-15-12 OP-18-04-03

**Project Title:** Traffic Safety Program

**Agency:** Fuquay-Varina Police Department

**Project Description:** This was the initial year of a project that provided funding for one traffic officer that expanded the current three officer traffic team to a total of four traffic officers. Wake County is ranked second in overall fatalities, second in alcohol related fatalities, third in unrestrained fatalities, and first in young driver (20 or younger) related fatalities. This project participated in DWI checking stations, day-time and night-time seat belt checking stations, and education and community outreach. The Town of Fuquay-Varina Police Department aimed to reduce the number of speed related crashes, reduce the young driver involved crashes, and reduce the total injury crashes through education and enforcement efforts.

**Contribution to Meeting Targets:** The addition of the GHSP funded traffic officer resulted in a sixteen percent increase in speeding citations in Fuquay-Varina. This was likely accomplished as a result of the thirty-one (31) enforcement initiatives conducted in an effort to target speeding. Fuquay-Varina conducted or participated in forty-four (44) daytime seatbelt initiative, thirty-one (31) nighttime seatbelt initiatives, and

twenty-eight (28) checking stations. They participated in seventy-nine (79) community events to promote traffic safety.

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Project Number(s): M5HVE-18-15-17 PT-18-06-23  
Project Title: Graham PD Traffic Safety Project  
Agency: Graham Police Department  
Project Description: This was the first year of a project to fund a traffic enforcement officer. The City of Graham has approximately 15,000 residents and covers 10 square miles. As the county seat of Alamance County, the City of Graham experiences a high volume of traffic on a daily basis. Alamance County is ranked 26th in overall fatalities. The police department planned to reduce the number of crashes with injuries and fatalities that are caused by speeding, reckless, and intoxicated drivers.  
Contribution to Meeting Targets: During the fiscal year, the funded officer conducted enforcement efforts that resulted in 392 speeding charges, 129 seatbelt charges, fifty-seven (57) CPS charges, twelve (12) DWI charges, and a total of 1391 charges. Wake Forest participated in five (5) DWI checking stations and thirty-four (34) seatbelt checking stations. The agency participated in all GHSP campaigns, had an officer trained as a CPS Technician, and participated in sixteen (16) outreach/educational events.

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Project Number(s): PT-18-06-15  
Project Title: Lumberton DWI/OP Enforcement Team  
Agency: Lumberton Police Department  
Project Description: This was the fourth year of a project that funded two traffic officers. Robeson county is ranked 5th for alcohol-related fatalities and 2nd for unrestrained fatalities. Enforcement efforts occurred during the peak night time hours when impaired drivers were known to be on the road. The officers collaborated with other agencies and municipalities within Robeson County. The officers educated students by teaching fatal vision courses to high schools and attending driver education classes around the county. The goal of the project was to reduce the number of alcohol-related and unrestrained fatalities in Robeson County.  
Contribution to Meeting Targets: During the fiscal year, the funded officers conducted enforcement efforts that resulted in sixty-four (64) speeding charges, 127 seatbelt charges, 112 CPS charges, ninety-eight (98) DWI charges, and a total of 3029 charges. Lumberton participated in or conducted four (4) DWI checking stations, seven (7) seatbelt initiatives, and 165 license checkpoints.

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Project Number(s): AL-18-02-01  
Project Title: Keys to Life/Mobile Enforcement Grant  
Agency: Department of Public Safety-Alcohol Law Enforcement Division

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**Project Description:** This was an ongoing project that provides funding for the Keys to Life and Mobile Enforcement project. The North Carolina Department of Public Safety Alcohol Law Enforcement Division conducts Keys to Life as an educational program targeting high school and younger college students during times of the year associated with underage drinking, including prom, spring break, and graduation. In addition, Mobile Enforcement projects with saturated patrols and alcohol compliance checks were conducted throughout the state at events with a higher likelihood of underage drinking, including festivals, back-to-school events, and concerts. The goal of this project was to reduce underage consumption and reduce alcohol-related crashes by conducting 80 public information programs and 24 Mobile Enforcement Operations.

**Contribution to Meeting Targets:** During the fiscal year, the Department of Public Safety's Alcohol Law Enforcement Division conducted seventy-four (74) Keys to Life programs and 921 public information programs in which 5297 people attended. ALE conducted twenty-five (25) mobile enforcement campaigns across the state that ultimately resulted in nine (9) arrests for DWI and three (3) open container violations. These mobile enforcement campaigns took place in Watauga, Bladen, Vance, Guilford, Cumberland, Pitt, Wake, Warren, and Buncombe Counties.

**Project Number(s):** M5HVE-18-15-10

**Project Title:** DWI Task Force

**Agency:** Wayne County Sheriff's Office

**Project Description:** This was the third year of a project for a DWI Task Force in Wayne County consisting of four deputies to address the impaired driving problem. Wayne County is ranked 21st in overall fatalities, 21st in alcohol-related fatalities and 21st in young-driver fatalities. Wayne County is the home to Seymour Johnson Air Force Base resulting in a large population of younger drivers. Therefore, special enforcement and education efforts were aimed at the 18 - 25 age group. The goals of the project were to reduce the number of alcohol-related crashes and fatalities and reduce the number of young driver-involved crashes.

**Contribution to Meeting Targets:** Wayne County DWI Task Force officers charged 238 drivers with DWI during grant year. The DWI Task Force conducted forty-eight (48) DWI Checking stations. The DWI Task Force conducted at least one outreach/educational event per month at venues that included high schools, middle schools, and military installations.

**Project Number(s):** M5MVE-18-15-04

**Project Title:** Raleigh Police Department DWI Squad

**Agency:** Raleigh Police Department

**Project Description:** This was the fifth year of a project that provided funding for a five officer DWI Squad. Wake County is ranked 2nd in alcohol-related fatalities. The DWI Squad was deployed during the peak night time and weekend hours when impaired drivers are known to be on the road. Along with enforcement efforts,

informational presentations were planned for Driver's Education classes. The unit aimed to reduce the number of alcohol-related fatalities.

Contribution to Meeting Targets: The number of impaired driving collisions was 673 in FY17; in FY18 the number increased to 718, a 5% increase. Impaired driving fatalities decreased from an average of 9.33 (2014-2016) to 8 in FY18.

Project Number(s): M5BAC-18-15-05

Project Title: Wake County DWI Blood Analysis

Agency: Wake/Raleigh City County Bureau of Identification

Project Description: This was the fourth year of a project that provided funding for a blood alcohol analysis laboratory. Wake County DWI Blood Analysis offered an avenue to receive blood alcohol test results much quicker than the State Crime Laboratory. The goal of the project was to continue expedited analysis of blood alcohol cases, reduce the number of alcohol-related crashed by repeat offenders, and increase efficiency in the laboratory with additional personnel and backup instrumentation.

Contribution to Meeting Targets: CCBI maintained a turnaround time for the completion of blood alcohol testing at 30 days or less throughout the year. They completed 406 blood alcohol analyses and the average number of days for completion was 15.6 days.

Project Number(s): PT-18-06-17

Project Title: Administrative Hearings Training

Agency: Division of Motor Vehicles

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

Contribution to Meeting Targets: The Administrative Hearings section provided a minimum of 8 hours training to all Administrative Hearings Officers and the support units for administrative hearings. Training sessions included training on policy and procedure changes and updates, professional development, legislative changes, and refresher training for more complex duties of the sections. Staff were trained by subject matter experts from within and outside of the Division of Motor Vehicles. Additionally, internal subject matter experts attended several conferences and board meetings including the Association of Ignition Interlock Program Administrators (AIIPA) board meeting, the Annual Alcohol Interlock Symposium, and the AIIPA Conference and Training Institute.

Project Number(s): AL-18-02-03

Project Title: Repeat Offenders in North Carolina

Agency: UNC-Highway Safety Research Center

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

Contribution to Meeting Targets: The project team established definitions of recidivism pertaining to drinking drivers, speeders, and other violations of traffic laws. The team obtained a limited dataset of NC crash data and NC AOC records for 2006 to 2016 and conducted data analysis on the data sets. The project team completed quality analysis on both the NC crash data and NC AOC records. In an attempt to meet DOT security requirements, the Repeat Offenders project team coordinated with CIPHR (Cancer Information and Population Health Resource), UNC Lineberger Comprehensive Cancer Center to assist with data management, processing, and secure storage of data that includes PII.

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# Occupant Protection

## Background and Noteworthy Programs

In 2017, there were 1,412 motor vehicle crash fatalities in North Carolina. Of these, 956 were passenger vehicle drivers or occupants and 402 (42%) were unrestrained. The number of unrestrained passenger vehicle occupant fatalities has decreased substantially in North Carolina during the past decade. Since 2007, there has been a 26% decrease (from 541 to 402) in the number of unrestrained fatalities. The 2018 observed belt use rate for drivers and front seat occupants for North Carolina was 91.3%. North Carolina's belt usage rate has been above the 90% threshold for all but one of the past five years.



During FY2018, GHSP worked with law enforcement, media, local partners and others to both educate the public about occupant protection and to enforce North Carolina's occupant protection laws. GHSP law enforcement grantees are required to conduct a minimum of one nighttime seat belt enforcement effort each month. GHSP also encouraged nighttime seat belt enforcement in counties that are

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

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 FY2018 and covered Alamance, Brunswick, Buncombe, Catawba, Cleveland, Columbus, Davidson, Forsyth, Guilford, Harnett, Mecklenburg, Nash, Pender, Pitt, Randolph, Robeson, Rowan, Wake and Wilkes Counties. These projects resulted in 1,494 seat belt and 47 child passenger safety citations. A total of 2188 citations were written, including 155 for speeding. Overtime enforcement was conducted for a total of 4,151 hours.

North Carolina law specifies that a person shall not be convicted of a child passenger safety law violation if they show satisfactory proof to the court that an appropriate car seat has been acquired for the vehicle in which the child is most frequently transported. A pilot program was started in FY2010 in three counties to increase enforcement of the child passenger safety law and to provide optional education to drivers who violate the law. Since FY2010, over 80 counties have either implemented the program or held initial planning meetings to create plans for doing so. In communities where this program is active,

drivers who receive a ticket for violating the child passenger safety law are given the option to visit a designated permanent car seat checking station with their car seat and child to receive education and installation help by a certified child passenger safety technician. Once the technician is comfortable with the driver's understanding on how to properly use their 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. The diversion program seeks to increase the number of children who are properly restrained in an age and size appropriate car seat. In FY2017, a multi-use diversion video was created. The video will improve law enforcement participation, inform parents and caregivers of the program, and increase awareness of both the program and importance of children being properly restrained. The diversion program is operational in 30 counties, a decrease from a few years ago due to lack of resources and staff attrition. Since release of the law enforcement toolkit and the presence of a new diversion specialist working on this project, multiple counties have shown a renewed interest in the program. Currently, four counties are conducting discussions on implementing the diversion program in their areas.

North Carolina remains very active in child passenger safety training, education and assistance. North Carolina offers two county or region-based programs to assist parents and other caregivers with child passenger safety needs: Permanent Car Seat Checking Stations (PCS) and Safe Kids coalitions. Certified Child Passenger Safety Technicians (CPS Technicians) are essential to both these programs.



North Carolina's Permanent Car Seat Checking Stations (PCS) are locations where parents/caregivers can receive information from CPS Technicians about child passenger safety and have their car seats and seat belts checked to be sure they are installed and used correctly. At the end of FY2018, there were 190 Permanent Checking Station programs operating 247 service locations in 86 counties.

Finally, North Carolina has a number of Safe Kids coalitions affiliated with Safe Kids Worldwide. Many coalitions partner with GHSP supported programs and activities to focus on reducing child fatalities and injuries caused by traffic incidents, fire/burns, drowning, falls, poisonings, and choking/suffocation. Local Safe Kids coalitions conduct child passenger safety clinics and educational events throughout the year. There are currently 47 Safe Kids coalitions covering 72 counties.

## Program Results

### *Click It or Ticket*

During FY2018, law enforcement agencies in North Carolina conducted two statewide waves of the “Click It or Ticket” campaign plus a special enforcement campaign held during Child Passenger Safety Week:

- Thanksgiving Click It or Ticket (November 20-26, 2017)
- Spring Click It or Ticket (May 21 – June 3, 2018)
- Child Passenger Safety Week (September 16-22, 2018).

During these three waves, law enforcement officers conducted 8,368 checkpoints and saturation patrols, resulting in 10,132 safety belt citations and 1,254 child passenger safety violations. In addition to the occupant protection violations, 2,504 DWI arrests were made, 242 stolen vehicles were recovered, 2,909 wanted persons were apprehended, 4,257 drug charges were issued, 36,512 speeding charges were issued, 10,089 driving while license revoked and 2,770 reckless driving charges were issued, and over 42,000 citations were issued for other traffic violations. Detailed results from “Click It or Ticket” activities in FY2018 are presented in the table below.



Results of "Click It or Ticket" Activities During FY2018<sup>1</sup>

	Campaign			Totals
	Thanksgiving 2017 Click It or Ticket	Spring 2018 Click It or Ticket	Sept. 2018 Child Passenger Safety Week	
Number of Checkpoints	428	886	108	1,422
Saturation and Random Patrols	2,502	3,952	492	6,946
<b>Total Checkpoints &amp; Patrols</b>	<b>2,930</b>	<b>4,838</b>	<b>600</b>	<b>8,368</b>
Safety Belt Violations	3,062	6,741	329	10,132
Child Passenger Safety Violations	398	754	102	1,254
<b>Total Occupant Restraint Violations</b>	<b>3,460</b>	<b>7,495</b>	<b>431</b>	<b>11,386</b>
Under 21 DWI Charges	72	157	12	241
21 And Over DWI Charges	656	1,177	174	2,007
DWI Drug Charges	58	172	26	256
<b>Total DWI Charges</b>	<b>786</b>	<b>1,506</b>	<b>212</b>	<b>2,504</b>
Speeding	14,767	19,402	2,343	36,512
DWLR	3,225	5,792	1,072	10,089
Reckless Driving	1,118	1,529	123	2,770
Other Traffic Violations <sup>2</sup>	14,399	23,809	4,251	42,459
<b>Total Traffic Violations</b>	<b>33,509</b>	<b>50,532</b>	<b>7,789</b>	<b>91,830</b>
Drug Violations	1,189	2,543	525	4,257
Stolen Vehicles Recovered	99	115	28	242
Wanted Persons Apprehended	960	1,893	56	2,909
Felony Arrests	678	1,189	254	2,121
Other, Not Listed Criminal Violations	2,144	3,141	800	6,085
<b>Total Criminal Violations</b>	<b>5,070</b>	<b>8,881</b>	<b>1,663</b>	<b>15,614</b>
<b>Total Traffic &amp; Criminal Violations</b>	<b>45,755</b>	<b>73,252</b>	<b>10,695</b>	<b>129,702</b>

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

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

### CPS Certification

In FY2018, a total of 28 Child Passenger Safety Certification and six Certification Renewal classes were held across the state through which 700 individuals were certified or recertified. This includes 25 new State Highway Patrol Troopers who became certified and six recertified. In addition, two Technicians applied for and one completed their Instructor Candidacy during FY2018.

At the end of FY2018, North Carolina had 3,189 people certified including 46 Instructors and 84 Technician Proxies. Technician Proxies assist with recertification of Technicians by verifying and signing off on their skills during seat checks, which is required for biennial recertification. North Carolina has established a strong Technician Proxy Program which is critical to maintaining our high recertification rates. Many of the Technician Proxies are in more rural parts of the State with no Instructors nearby.

There was at least one currently certified CPS Technician in all but five of North Carolina’s 100 counties (Bertie, Gates, Hyde, Tyrrell, and Washington are the exceptions).

North Carolina Certified CPS Technicians*	
Certification Type	Number
Instructor	46
Instructor Candidate	1
Technician Proxy	84
Technician	3,058
Total Certified	3,189

*\*As of September 28, 2018*

At the end of September 2018, 661 out of 998 eligible Technicians opted for recertification. The FY2018 Technician recertification rate was 66.2% for North Carolina, compared to 54.6% nationwide. North Carolina had the highest number of Technicians eligible for recertification across all states.

**Permanent Car Seat Checking Stations**

In FY2018, more than 7,900 children were served and 8,040 car seats were checked at North Carolina car seat checking stations. Nearly all of the car seats checked were for children age 5 and younger.

**North Carolina Occupant Protection Task Force**

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

The North Carolina Occupant Protection (OP) Task Force was formed in the spring of 2014. Members of the OP Task Force, comprised of state agency representatives, university research centers, law enforcement officers and healthcare professionals, developed a Strategic Occupant Protection Plan for North Carolina. The Strategic Occupant Protection Plan provides data on occupant protection related issues in North Carolina, monitors ongoing initiatives to address various aspects of the problem, and presents potential strategies for progress. This plan was developed in accordance with NHTSA’s Occupant Protection Guidelines for:

- Program management
- Legislation, regulation and policy

- Enforcement program
- Communication program
- Occupant protection for children program
- Outreach program
- Data and program evaluation

The North Carolina Occupant Protection Task Force met one time in FY2018. During this April 2018 meeting, the OP Task Force discussed the Strategic Occupant Protection Plan, received an update on unrestrained fatalities during 2017, reviewed their membership and discussed potential working groups, reviewed the 2018 Seat Belt Survey sample re-selection, discussed CPS initiatives around the state, and discussed the upcoming “Click It or Ticket” campaign. GHSP plans to hire staff to serve as an administrator to all Highway Safety Task Forces, with responsibility for logistics, research and other duties needed to strengthen Highway Safety Task Force efforts.

### Future Strategies

During FY19, NC GHSP will continue to review the recommendations from the 2016 OP assessment and use them as a basis for strengthening the North Carolina occupant protection program. These Key Recommendations include programmatic improvements such as:

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

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

- Allow primary enforcement for passengers 16 and older in the rear seating position of all vehicles.
- Require all children to be properly restrained at all times in passenger vehicles with no exception for available seated positions.
- Dedicate a portion of court costs for violation of an occupant protection law to programs designed to increase occupant protection, including the purchase and distribution of car seats for children in need.
- Enable and require tracking of warnings and dismissed citations to track repeat offenders.

- Evaluate and consider expanding the network of court diversion programs which would provide a less costly alternative for unrestrained motorists who get cited.
- Identify the extent of the practice of allowing seat belt law violators to plead down their citations to a lesser back seat violation.
- Coordinate the use of the traffic records data to help standardize its use by the numerous highway safety partners in the State.

These recommendations will play a major role in the NC GHSP occupant protection strategies during the coming years. Goals for the FY2019 Occupant Protection Plan include continued administration of the North Carolina Occupant Protection Task Force, implementation of the Strategic Occupant Protection Plan, and possibly reinvigorating the “mini-mobilizations” conducted in previous years in lower belt use counties.

NC GHSP planned and organized a statewide “Click It or Ticket” campaign during the 2017 Thanksgiving holiday. In addition, NC GHSP participated in the national “Click It or Ticket” campaign that took place May 21-June 3, 2018. NC GHSP will continue to explore innovative approaches such as the Statewide Traffic Enforcement Program to focus efforts and encourage participation in target counties. In addition, GHSP will continue partnering with the NC State Highway Patrol by funding overtime enforcement special operations projects in high priority counties with a low usage rate or a high rate of unrestrained fatalities. This enforcement will take place throughout the year, especially during the “Click It or Ticket” campaigns.

As part of our statewide educational efforts all LEL regions have seatbelt convickers for use at community events, school presentations and other venues. Due to consistent use and popularity at such events, the Tarboro Police Department (Region 4) and the Guilford County Sheriff’s Office (Region 7) acquired new seatbelt convickers in FY2018.

GHSP will support FY2019 seat belt mobilization efforts with earned and/or paid media to draw attention to each of the campaigns. As demonstrated in the “Paid Media Plan” section, North Carolina utilizes a variety of media modes to raise awareness for enforcement efforts in the state.

## Annual Seat Belt Survey

The 2018 Seat Belt Survey focused on collecting data in fifteen counties in North Carolina divided between the Mountain, Piedmont, and Coastal regions. Eight observation sites were included in each county for a total of 120 sites. The survey was once again conducted by North Carolina State University’s Institute for Transportation Research and Education (ITRE). ITRE provided GHSP with a comprehensive written report indicating an overall statewide usage rate of 91.3%. GHSP expressed to ITRE a need for seat belt use data and statistics for all North Carolina counties. Thus, at the request of GHSP, ITRE conducted additional observations in thirty (30) counties in eastern North Carolina with plans to conduct similar observations in the Piedmont and Mountain regions in the next two years. Again, ITRE provided GHSP with comprehensive report documenting the seat belt usage rates for those additional eastern counties that were surveyed.

The 2019 Seat Belt Survey will be conducted in Alamance, Buncombe, Catawba, Cleveland, Columbus, Durham, Forsyth, Guilford, Mecklenburg, Nash, Pender, Robeson, Sampson, Wake and Wilkes Counties.

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## Funded Projects and Activities

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The occupant protection related projects and activities listed on the following pages were funded by GHSP under the FY2018 Highway Safety Plan:

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Project Number(s): M1HVE-18-13-02 M5HVE-18-15-11

Project Title: Huntersville Traffic Safety Grant

Agency: Huntersville Police Department

Project Description: This was a new project with the Huntersville Police Department. Huntersville has a dedicated traffic team with four officers and a Sergeant. The project provided funding for two additional Traffic officers and their equipment. Mecklenburg County is ranked first for overall fatalities, first for alcohol-related fatalities, first for unrestrained fatalities, and second for young driver fatal crashes. The goal of the project was to reduce alcohol-related and unrestrained traffic crashes and injuries through enforcement and education efforts. Enforcement efforts targeted these drivers by conducting seat belt initiatives and by holding checking stations during the day and nighttime.

Contribution to Meeting Targets: The Huntersville Police Department made 10 DWI arrests and issued 142 occupant protection citations. The traffic team officers conducted high visibility enforcement, worked days and nights, on the weekends and holidays. They hosted and or supported 73 checking stations.

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Project Number(s): M5HVE-18-15-12 OP-18-04-03

Project Title: Traffic Safety Program

Agency: Fuquay-Varina Police Department

Project Description: This was the initial year of a project that provided funding for one traffic officer that expanded the current three officer traffic team to a total of four traffic officers. Wake County is ranked second in overall fatalities, second in alcohol related fatalities, third in unrestrained fatalities, and first in young driver (20 or younger) related fatalities. This project participated in DWI checking stations, day-time and night-time seat belt checking stations, and education and community outreach. The Town of Fuquay-Varina Police Department aimed to reduce the number of speed related crashes, reduce the young driver involved crashes, and reduce the total injury crashes through education and enforcement efforts.

Contribution to Meeting Targets: The addition of the GHSP funded traffic officer resulted in a sixteen percent increase in speeding citations in Fuquay-Varina. This was likely accomplished as a result of the thirty-one (31) enforcement initiatives conducted in an effort to target speeding. Fuquay-Varina conducted or participated in forty-four (44) daytime seatbelt initiative, thirty-one (31) nighttime seatbelt initiatives, and twenty-eight (28) checking stations. They participated in seventy-nine (79) community events to promote traffic safety.

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Project Number(s): M1X-18-00-00  
 Project Title: GHSP In-House Occupant Protection Future Projects  
 Agency: Governor's Highway Safety Program  
 Project Description: GHSP 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 set aside for this purpose.  
 Contribution to Meeting Targets: The funds were used to fund project increases and mid-cycle projects.

Project Number(s): PT-18-06-15  
 Project Title: Lumberton DWI/OP Enforcement Team  
 Agency: Lumberton Police Department  
 Project Description: This was the fourth year of a project that funded two traffic officers. Robeson county is ranked 5th for alcohol-related fatalities and 2nd for unrestrained fatalities. Enforcement efforts occurred during the peak night time hours when impaired drivers were known to be on the road. The officers collaborated with other agencies and municipalities within Robeson County. The officers educated students by teaching fatal vision courses to high schools and attending driver education classes around the county. The goal of the project was to reduce the number of alcohol-related and unrestrained fatalities in Robeson County.  
 Contribution to Meeting Targets: During the fiscal year, the funded officers conducted enforcement efforts that resulted in sixty-four (64 )speeding charges, 127 seatbelt charges, 112 CPS charges, ninety-eight (98) DWI charges, and a total of 3029 charges. Lumberton participated in or conducted four (4) DWI checking stations, seven (7) seatbelt initiatives, and 165 license checkpoints.

Project Number(s): M2CPS-18-13-01  
 Project Title: CPS and Occupant Protection  
 Agency: Department of Insurance  
 Project Description: This was an ongoing project that provides funding for the Office of State Fire Marshal (OSFM)/Safe Kids NC to continue child passenger safety efforts. The goal of the project was to increase the usage of child restraints, booster seats, and seat belts in order to reduce the number of injuries and deaths to child occupants in motor vehicles. OSFM worked to accomplish this by collaborating with local and state child passenger safety and occupant protection programs. This project worked to restructure and reinforce the child passenger safety diversion program through partnerships with the Governor's Highway Safety Program, District Attorneys' Offices, child passenger safety programs, and law enforcement.  
 Contribution to Meeting Targets: The North Carolina Child Passenger Safety Program coordinated twenty-three (23) National Child Passenger Safety (CPS) Technician certification classes and

four (4) renewal classes. A total of 519 students were certified. No fewer than sixteen (16) refresher classes were offered across the state. Safe Kids NC and the N.C. Department of Insurance purchased and distributed 782 CPS seats to local coalitions and permanent checking stations. Renewed diversion efforts resulted in attempts to establish best practices protocols in eleven (11) counties with existing programs. Conversations related to the establishment of diversion programs were initiated in at least three (3) additional counties. NCDOT/Safe Kids NC was instrumental in planning and participating in the N.C. Traffic Safety Conference and Expo, the NCSAFRE Conference, the Safety City exhibit at the N.C. State Fair.

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Project Number(s): M1HVE-18-13-01  
Project Title: Click It or Ticket Overtime  
Agency: Department of Public Safety-State Highway Patrol  
Project Description: This was an ongoing continuation project that provided funding for overtime enforcement for occupant restraint violations. The project provided increased and sustained enforcement efforts in the twenty-five (25) Occupant Protection Focus Counties. Select waves of overtime enforcement will be conducted during the May "Click It or Ticket" campaign and at other times throughout the year. With increased high visibility enforcement, the goal of the project was to reduce unrestrained fatalities and serious injuries while also increasing the seat belt usage rate.  
Contribution to Meeting Targets: The State Highway Patrol issued 79,497 seat belt citations and 9,058 child passenger safety citations in FY18. Overtime enforcement was focused in 10-15 counties throughout the grant year where OP fatalities were the highest. Additional overtime enforcement efforts were made in five (5) rural counties (Sampson, Harnett, Johnston, Randolph, Cleveland) where fatality statistics dictated need. These campaigns yielded 2211 seat belt violations and 117 CPS violations. A total of 5,837 charges were made during these overtime campaigns.

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Project Number(s): M2X-18-13-01 OP-18-04-06  
Project Title: North Carolina Observational Study of Seat Belt Use  
Agency: NC State University-Institute of Transportation Research and Education  
Project Description: This project provided funding to fulfill all reporting requirements for North Carolina's Observational Survey of Seat Belt Use for 2018 with respect to NHTSA's guidelines and guidance. In order to successfully fulfill the annual reporting specifications, this project was required to follow all procedures for NHTSA approval. The project collected seat belt use data in June 2018 to use for determining an estimate of the statewide seat belt use rate. This project also conducted additional surveys to gather 30 additional counties seat belt usage rates and provide training to law enforcement agencies so that they can conduct their own reliable seat belt usage surveys.

Contribution to Meeting Targets: ITRE completed the statewide, 15 county, 120-site survey with a result of a 91.3% seat belt usage rate for front seat occupants. In addition, ITRE collected data in thirty (30) counties in Eastern North Carolina and provided the summarized results in a report to GHSP.

Project Number(s): OP-18-04-02  
 Project Title: Continued Development of the BuckleUpNC Resource Center  
 Agency: UNC-Highway Safety Research Center  
 Project Description: This was a continuation project to provide funding to maintain and update the BuckleUpNC website ([www.buckleupnc.org](http://www.buckleupnc.org)). This project provided consumer information to the public through a toll free number, website, brochures, and flyers. The project provided program and technical assistance to child passenger safety advocates and administrators. The Highway Safety Research Center continued to support the North Carolina Occupant Protection Task Force and continued to collaborate with GHSP and the Office of the State Fire Marshal on Occupant Protection issues throughout the year.

Contribution to Meeting Targets: HSRC provided information to the public through the toll-free phone line, email inquires, and the [buckleupnc.org](http://buckleupnc.org) website. The website averaged 463 visits per day. HSRC continued to assist with the coordination, scheduling, and registration of certification classes. At the end of FY18, North Carolina had 3,189 Technicians and Instructors in North Carolina. More specifically, there are forty-six (46) Instructors, one (1) Instructor Candidate, eighty-four (84) Technician Proxies, and 3,058 CPS Technicians. There were 236 permanent checking station service locations accessible in 94 of the 100 counties in North Carolina. More than 7,982 children were served and 8,040 child restraints were checked at North Carolina car seat checking stations in FY18.

Project Number(s): OP-18-04-04  
 Project Title: Seatbelt Rollover Demonstration Prop  
 Agency: VIP for a VIP, Inc.  
 Project Description: This was a one-time project that will support Vehicle Injury Prevention (VIP) programming for high schools and community safety events throughout North Carolina. Vehicle Injury Prevention for a Very Important Person delivers a strong, memorable presentation on the dangers and consequences of a poor driving decision with an aim of reducing the number of teen deaths occurring in motor vehicle crashes in North Carolina.

Contribution to Meeting Targets: VIP for a VIP exceeded the target goal of displaying the seatbelt rollover display at five (5) schools instead of three (3). However, they displayed the seatbelt rollover display at nine (9) North Carolina safety events instead of the target of twelve (12). The total estimated audience for all events exceeded 5,000 attendees. Despite the efforts, North Carolina did not see a decrease in unrestrained fatalities in FY18 as compared to the 2011-2015 average.

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Project Number(s): M1CPS-18-13-01  
Project Title: Safe Transportation for All Children/ Occupant Protection for All Ages  
Agency: WNC Safe Kids  
Project Description: This was a continuation project that provides funding for Safe Kids Western North Carolina (Safe Kids WNC) to provide leadership for the State to increase and maintain the base of Child Passenger Safety (CPS) Technicians trained in Special Needs Transportation. Safe Kids WNC continued to serve as the referral resource for families of children with special health care needs and offer the "Transporting Children with Special Needs" CPS enrichment course two times per year in different regions of the state. This project allowed Safe Kids WNC to attend several conferences including BuckleUpNC, Safe Kids NC, and Lifesavers. Partnerships with law enforcement continued to grow while participating in local "Click It or Ticket" enforcement activities and the CPS Diversion Program. The project educated tweens and teens through program objectives to become a safe passenger now, as well as in the future as drivers.

Contribution to Meeting Targets: WNC Safe Kids held two classes for "Transporting Children with Special Needs" in Asheville and Durham. The classes were attended by thirty-three (33) students, thus increasing the total of CPS technicians trained in special needs to 111 in the state. During the fiscal year, WNC Safe Kids organized in its region four (4) certification classes resulting in seventy-seven (77) new CPS technicians, four (4) renewal classes resulting in fifty-six (56) CPS technicians regaining expired certifications, and ten (10) updated refresher classes resulting in one hundred six (106) technicians receiving the continuing education necessary to remain certified. A total of eight-one (81) young drivers (15-19 year olds) were killed in FY2018, a decrease from the reported 2012-2016 average.

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Project Number(s): SA-18-09-12  
Project Title: Hot Cars Awareness Project  
Agency: North Carolina Department of Insurance  
Project Description: This grant was initiated and approved late in the fiscal year to facilitate the purchase of four hot car displays. The goal of the project was to reduce hot car related fatalities in North Carolina by conducting 2-4 demonstrations.

Contribution to Meeting Targets: The grantee was unable to purchase or otherwise obtain the hot car displays until mid-September. As a result, no hot car events were held during the fiscal year. Hot car events are being scheduled for FY19 and are currently slated to begin in March of 2019. Though specific events demonstrating the displays could not be held, Safe Kids NC did hold a joint press conference announcing the grant and to bring awareness about hot cars.

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Project Number(s): M1X-18-03-01  
Project Title: North Carolina Click It or Ticket Reboot  
Agency: UNC-Highway Safety Research Center

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**Project Description:** This was the initial year of a project designed to revise the "Click It or Ticket" message to more effectively target and influence the behavior of those who do not wear safety belts. The project reviewed five to ten years of North Carolina crash data in an effort to identify the characteristics of the unrestrained population. The project also began developing a plan to bring awareness and understanding regarding the importance of seat belt usage to the group identified in the crash data review.

**Contribution to Meeting Targets:** HSRC examined seventeen (17) years of North Carolina crash data (2000-2017). Analysis was limited to individuals who were fatally or seriously injured. HSRC also examined campaign citation trends and county demographic data to include population statistics, poverty trends, and economic factors. HSRC is examining the data and will summarize accordingly. HSRC will consult with GHSP regarding a plan to investigate awareness, comprehension, and perception of Click It or Ticket among groups identified in the data analysis.

# Police Traffic Services

## Background and Noteworthy Programs

North Carolina experienced 423 speed-related fatalities in 2017, a decrease of 25% from 2016. Thirty percent of all fatalities in 2017 were speed-related. Speed involvement in crashes is highest among males, young drivers, motorcycle riders, and drivers on rural roadways. Speed also plays a role in a large percentage of nighttime crashes. Mecklenburg, Wake, Guilford, Robeson and Cumberland counties account for the largest portion of speed-related fatalities. Overall, speeding continues to be a major cause of injuries and fatalities on North Carolina roadways and has significant economic, social, and personal costs for North Carolinians.

During FY2017, GHSP introduced a new statewide campaign: “Speed a Little. Lose a Lot.” The campaign reminds drivers there is no reason to speed because the consequences could be more than just getting a ticket. The campaign complements the NC Vision Zero initiative, which seeks to reach zero traffic-related fatalities through coordinated agency-to-agency efforts that help change the overall traffic safety culture. North Carolina conducted the “Speed a Little. Lose a Lot” campaign from March 26 to April 1, 2018.

In FY2018, GHSP funded eight new projects providing traffic safety officers to supplement existing traffic safety teams or to create new teams. A ninth traffic safety team received continuation funding. 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 more systematic approaches for identifying roads that are priorities. Through support and refinement of the Vision Zero Analytics project, GHSP facilitated the collection and sharing of data and county maps with agencies in the top 20-25 counties that are overrepresented in speeding fatalities according to the FY2018 Highway Safety Plan. This information included the locations of these crashes, day of week and time of day. Additionally, GHSP has continued to promote 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, which provides training in crash investigation and speed measuring instrument certification to law enforcement officers statewide.



Other traffic safety-related training, such as legal updates for Sheriffs and Deputies, is provided through a partnership with the North Carolina Sheriff’s Association. During each session of the North Carolina General Assembly, a large number of motor vehicle laws are passed, changed or amended that have a direct impact on the ability of law enforcement officers to perform their duties. Hence, regular training is important to ensure officers understand and properly enforce these laws.

## Program Results

### *Speed a Little. Lose a Lot*

Law enforcement agencies in North Carolina conducted the “Speed a Little. Lose a Lot” campaign from March 26 to April 1, 2018. In total, 1,167 checkpoints and saturation patrols were conducted resulting in 5,046 speeding citations. Additionally, the campaign produced 392 DWI arrests, 470 safety belt and child passenger violations, 1,303 drug violations, and 1,026 wanted persons apprehended. Detailed results from campaign activities in FY2018 are presented below.

<b>Results of “Speed a Little. Lose a Lot” Speed Enforcement Campaign Activities During FY2018<sup>1</sup></b>	
Number of Checkpoints	194
Saturation and Random Patrols	973
<b>Total Checkpoints &amp; Patrols</b>	<b>1,167</b>
Under 21 DWI Charges	41
21 and Over DWI Charges	289
DWI Drug Charges	62
<b>Total DWI Charges</b>	<b>392</b>
Safety Belt Violations	369
Child Passenger Safety Violations	101
<b>Total Occupant Restraint Charges</b>	<b>470</b>
Speeding	5,046
DWLR	1,724
Reckless Driving	184
Other Traffic Violations <sup>2</sup>	7,338
<b>Total Traffic Violations</b>	<b>14,292</b>
Drug Violations	1,303
Stolen vehicles recovered	71
Wanted Persons Apprehended	1,026
Felony arrests	582
Other, Not Listed Criminal Violations	2,067
<b>Total Criminal Violations</b>	<b>5,049</b>
<b>Total Traffic and Criminal Violations</b>	<b>20,203</b>

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

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

## Future Strategies

GHSP remains committed to supporting proven countermeasures to reduce the frequency of speed-related crashes and fatalities. GHSP will continue to support the national campaign with its own statewide campaign, "Speed a Little. Lose a Lot." This campaign is planned for April 15 through April 21, 2019. 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.

## Funded Projects and Activities

The police traffic services related projects and activities listed below were funded by GHSP under the FY2018 Highway Safety Plan:

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Project Number(s): M5HVE-18-15-15 PT-18-06-19  
 Project Title: Bessemer City Police Traffic Grant  
 Agency: Bessemer City Police Department  
 Project Description: This was a new project with the Bessemer City Police Department. The project provided funding for one traffic officer and the equipment for that officer. Gaston County ranked 10th for overall fatalities, 12th for alcohol-related fatalities, 9th for unrestrained fatalities, and 13th for speed related fatalities. The goal of the project was to reduce speed related, alcohol related, and unrestrained traffic crashes and injuries through enforcement and education efforts. Enforcement efforts targeted these drivers by conducting seat belt initiatives and by holding checking stations during the day and nighttime.  
 Contribution to Meeting Targets: The Bessemer City Police Department made 6 DWI arrests and issued 52 occupant protection citations and issued over 1200 citations for other traffic charges. The traffic officer conducted high visibility enforcement, worked days and nights, on the weekends and holidays. They hosted and or supported 27 checking stations.

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Project Number(s): PT-18-06-14  
 Project Title: Cornelius Police Department Traffic Unit  
 Agency: Cornelius Police Department  
 Project Description: This was the third year of a project that provides funding for two traffic officers to expand the current three officer dedicated traffic team to a total of five traffic officers. Mecklenburg County is ranked 1st for overall fatalities, first for alcohol-related fatalities, and first for unrestrained fatalities. The goal of the project was



to reduce fatalities through enforcement and education efforts. The traffic team worked with the Charlotte-Mecklenburg Police Department DWI Task Force on special DWI enforcement campaigns.

Contribution to Meeting Targets: The Cornelius Police Department made 13 DWI arrests and issued 120 occupant protection citations. The traffic team officers conducted high visibility enforcement, worked days and nights, on the weekends and holidays. They hosted and or supported 34 checking stations.

Project Number(s): PT-18-06-16

Project Title: Highway Safety Enforcement Officer Training Program

Agency: Department of Justice-Justice Academy

Project Description: This was a continuation project that provided funding for training to law enforcement officers statewide for crash investigation and radar instructor certification. The Justice Academy delivered multiple courses taught by the instructional staff of nationally recognized training facilities to provide a highly advanced level of training to officers. The Justice Academy's goal was to seek out experts in the crash investigation and radar instruction fields to supplement the training programs offered to North Carolina law enforcement officers.

Contribution to Meeting Targets: The Justice Academy conducted 61 different training opportunities and trained 847 officers in crash investigation, radar operator, and emergency driver operator courses. The Academy purchased RADAR and LIDAR instruments to continue the necessary training on speed measuring instruments.

Project Number(s): M5HVE-18-15-17 PT-18-06-23

Project Title: Graham PD Traffic Safety Project

Agency: Graham Police Department

Project Description: This was the first year of a project to fund a traffic enforcement officer. The City of Graham has approximately 15,000 residents and covers 10 square miles. As the county seat of Alamance County, the City of Graham experiences a high volume of traffic on a daily basis. Alamance County is ranked 26th in overall fatalities. The police department planned to reduce the number of crashes with injuries and fatalities that are caused by speeding, reckless, and intoxicated drivers.

Contribution to Meeting Targets: During the fiscal year, the funded officer conducted enforcement efforts that resulted in 392 speeding charges, 129 seatbelt charges, 57 CPS charges, 12 DWI charges, and a total of 1391 charges. Wake Forest participated in five (5) DWI checking stations and 34 seatbelt checking stations. The agency participated in all GHSP campaigns, had an officer trained as a CPS Technician, and participated in 16 outreach/educational events.

Project Number(s): M5HVE-18-15-16 OP-18-04-05

Project Title: Traffic Safety Officer

Agency: Reidsville Police Department

Project Description: This was the first year of a project to fund one traffic officer and equipment. Traffic crashes in the City of Reidsville have dropped from 1,018 to 737 throughout the city from 2012 through the year 2016. Rockingham County is ranked 29th in the state for overall fatalities. The Reidsville Police Department intended on reducing speeding violations and vehicle crashes throughout Reidsville.

Contribution to Meeting Targets: The requesting agency declined the grant.

Project Number(s): PT-18-06-22

Project Title: Traffic Safety Unit

Agency: Wake Forest Police Department

Project Description: This was the initial year of a project that provided funding for one traffic officer and equipment that expanded the current five officer dedicated traffic team to a total of six traffic officers. Wake County is ranked second in overall fatalities, second in alcohol related fatalities, third in unrestrained fatalities and first in young driver (20 or younger) related fatalities. This project conducted targeted enforcement by increasing patrols in high traffic areas, hosted and participated in DWI checking stations, set up day-time and night-time seatbelt checking stations, and conducted education and community outreach. The Wake Forest Police Department team aimed to increase DWI arrests and increase seatbelt citations issued through education and enforcement efforts.

Contribution to Meeting Targets: During the fiscal year, the funded officer conducted enforcement efforts that resulted in 325 speeding charges, thirty-one (31) seat belt charges, seven (7) CPS charges, one (1) DWI charge, and a total of 1512 charges. Wake Forest participated in seven (7) DWI checking stations and three (3) seat belt checking stations.

Project Number(s): PT-18-06-31

Project Title: Region 10 Law Enforcement Liaison

Agency: Asheville Police Department

Project Description: This was an ongoing project for the Region 10 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 10 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor’s Highway Safety Program. The LEL continued promoting highway safety within this region and worked with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

Contribution to Meeting Targets: Region 10 achieved a participation reporting rate of 79%. This was a decrease of 8% from last year. Buncombe county had a seat belt usage rate of 95%.

Project Number(s): PT-18-06-08  
 Project Title: Region 2 Law Enforcement Liaison  
 Agency: Ayden Police Department  
 Project Description: This was an ongoing project for the Region 2 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 2 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor’s Highway Safety Program. The LEL continued promoting highway safety within this region and worked with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.  
 Contribution to Meeting Targets: Region 2 achieved a participation reporting rate of 100% this year. This is up 11% from last year. Region 2 has 47 agencies that have not missed a reporting deadline in 17 consecutive weeks despite a large portion of the region enduring Hurricane Florence. The Region 2 LEL was selected as the LEL of the year.

Project Number(s): PT-18-06-06  
 Project Title: Region 8 Law Enforcement Liaison  
 Agency: Charlotte-Mecklenburg Police Department  
 Project Description: This was an ongoing project for the Region 8 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 8 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor’s Highway Safety Program. The LEL continued promoting highway safety within this region and worked with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.  
 Contribution to Meeting Targets: Region 8 achieved a participation reporting rate of 79%. This was a 1% decrease from the previous year. The Mecklenburg County seat belt usage rate was 92.3% which is just .2% below their goal.

Project Number(s): PT-18-06-01  
 Project Title: GHSP In-House Statewide Traffic Enforcement Program  
 Agency: Governor's Highway Safety Program  
 Project Description: This was an ongoing project to fund a program for traffic safety equipment for use in 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 funded the cost of the equipment.

Contribution to Meeting Targets: The statewide participation reporting rate was 79% for the year. There was no change from the previous year. During the year, there were nine campaign weeks for which an excess of 80% statewide reporting was achieved. The highest weekly reporting rate achieved was 83.7% during the Thanksgiving Click It or Ticket campaign.

Project Number(s): PT-18-06-02  
 Project Title: Region 7 Law Enforcement Liaison  
 Agency: Guilford County Sheriff's Office  
 Project Description: This was an ongoing project for the Region 7 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 7 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting highway safety within this region and worked with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.  
 Contribution to Meeting Targets: Region 7 achieved a participation reporting rate of 90%, a 3% decrease from the previous year. The Guilford County seatbelt usage rate was 91%, Forsyth's was 92% and Alamance had 93%.

Project Number(s): PT-18-06-21 M5HVE-18-15-14  
 Project Title: Harnett Traffic Safety Project  
 Agency: Harnett County Sheriff's Office  
 Project Description: This was a new project to provide the Harnett County Sheriff's Office with a traffic safety officer and equipment. This officer conducted targeted enforcement and conducted education and outreach in the community to increase awareness of traffic safety issues. The aim of the project was to reduce overall fatalities by 25%, speed related fatalities by 25% and young driver involved fatal crashes by 30%.  
 Contribution to Meeting Targets: This was the first year of a project for a traffic safety deputy with the Harnett County Sheriff's Office. Alcohol related crashes were reduced by 25% and additional deputies were trained in alcohol detection. Speed related crashes were reduced from 11 to 10 while unrestrained fatalities decreased 46% from 15 to 8.

Project Number(s): PT-18-06-10  
 Project Title: Region 11 Law Enforcement Liaison  
 Agency: Jackson County Sheriff's Office  
 Project Description: This was an ongoing project for the Region 11 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 11 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting

highway safety within this region and worked with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

Contribution to Meeting Targets: Region 11 achieved a participation reporting rate of 52%. This was a decrease of 1% from the previous year.

Project Number(s): PT-18-06-11

Project Title: Region 1 Law Enforcement Liaison

Agency: Kitty Hawk Police Department

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

Contribution to Meeting Targets: Region 1 achieved a participation reporting rate of 73.5%, a decrease of 8%. The region had over 75% reporting during eight campaign weeks.

Project Number(s): M5HVE-18-15-13 PT-18-06-20

Project Title: Traffic Enforcement Officer

Agency: Lillington Police Department

Project Description: This was the first year of a three year project to provide the Lillington Police Department with a traffic safety officer and equipment. This officer conducted targeted enforcement and conducted education and outreach in the community to increase awareness of traffic safety issues. The aim of the project was to reduce speed related crashes by 10% and the total number of crashes by 10%.

Contribution to Meeting Targets: This was a first year project for a traffic safety officer with Lillington PD. In the first year seatbelt usage increased from 59% to 80.5%. The number of speeding citations rose from 564 to 1067 and speed related crashes were reduced from a five year average of 59 down to 14, a 76% decrease.

Project Number(s): PT-18-06-05

Project Title: Region 9 Law Enforcement Liaison

Agency: Marion Police Department

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

Contribution to Meeting Targets: Region 9 achieved a participation reporting rate of 77.85%. This was an increase of 2% from the previous year and 6% over the last two years. Wilkes County, located in region 9, had the highest seatbelt usage rate in the State at 95.8%.

Project Number(s): PT-18-06-18  
 Project Title: Legislative Update Training  
 Agency: NC Sheriffs' Association  
 Project Description: This was an ongoing project that funded a legislative update to the newly appointed Sheriffs' in North Carolina. The North Carolina General Assembly has made a substantial number of changes to the state's Motor Vehicle Law. To help provide local law enforcement officers with the knowledge of these changes to effectively enforce the new laws, the North Carolina Sheriffs' Association conducted statewide training classes not offered through any other resource to support training on new legislation for law enforcement officers.  
 Contribution to Meeting Targets: The NC Sheriff's Association conducted 6 training sessions and trained 260 police attorneys and law enforcement personnel in train the trainer 2017 Legislative Update Training. This training has reached approximately 10,000 law enforcement personnel in NC.

Project Number(s): PT-18-06-12  
 Project Title: Region 3 Law Enforcement Liaison  
 Agency: New Hanover County Sheriff's Office  
 Project Description: This was an ongoing project for the Region 3 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 3 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting highway safety within this region and worked with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.  
 Contribution to Meeting Targets: Region 3 achieved a participation reporting rate of 61%, a decrease of 3%. Sampson, Columbus, and Pender counties had a seat belt usage rate over 90%. Robeson county had a usage rate of 89.5%.

Project Number(s): PT-18-06-09  
 Project Title: Region 5 Law Enforcement Liaison  
 Agency: Orange County Sheriff's Office  
 Project Description: This was an ongoing project for the Region 5 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 5 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting highway safety within this region and worked with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

Contribution to Meeting Targets: Region 5 achieved a participation reporting rate of 77.8%. This was a decrease of 6% from the previous year. Wake County had a seat belt usage rate of over 90% while Durham County's usage rate was 88%.

Project Number(s): PT-18-06-04  
 Project Title: Region 6 Law Enforcement Liaison  
 Agency: Rockingham Police Department  
 Project Description: This was an ongoing project for the Region 6 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 6 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting highway safety within this region and worked with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

Contribution to Meeting Targets: Region 6 achieved a participation reporting rate of 93%. This was a 7% increase. Region 6 has seen a 9% increase in reporting over the last 2 years.

Project Number(s): PT-18-06-07  
 Project Title: Region 4 Law Enforcement Liaison  
 Agency: Tarboro Police Department  
 Project Description: This was an ongoing project for the Region 4 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 4 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting highway safety within this region and worked with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.

Contribution to Meeting Targets: Region 4 achieved a participation reporting rate of 88% this year. There was no increase from the previous year. Nash County, the only survey county in Region 4, had a seat belt usage rate of 90%.

Project Number(s): SA-18-09-05  
 Project Title: GHSP Website and Reporting System  
 Agency: UNC-Highway Safety Research Center  
 Project Description: This was the fourth year of a project to provide funding for the upgrade and continued maintenance of the STEP reporting system. The grant included "fixes" to the program as needed, automated report summaries, and housing the database.

Contribution to Meeting Targets: The statewide participation reporting rate was 79% for the year. This matches the rate for last year. During the year, there were nine campaign weeks for which an excess of 80% statewide reporting was achieved. The highest weekly reporting rate achieved was 83.7% during the Thanksgiving Click It or Ticket campaign.

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Project Number(s): PT-18-06-03  
Project Title: Region 10 Law Enforcement Liaison  
Agency: Asheville Police Department  
Project Description: This was an ongoing project for the Region 10 LEL. The Regional LEL continued serving GHSP to encourage County Coordinators within Region 10 to continue GHSP campaigns and other traffic related initiatives as it pertains to the North Carolina Governor's Highway Safety Program. The LEL continued promoting highway safety within this region and worked with agencies to raise the seatbelt usage above 92.5% and obtain a regional participation rate of over 90%.  
Contribution to Meeting Targets: Due to a clerical error, this grant was canceled after the onset of the fiscal year. The grant was continued under project number PT-18-06-31.

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Project Number(s): PT-18-06-29  
Project Title: Hudson Police Department  
Agency: STEP Traffic Enforcement/Education Vehicle  
Project Description: This was a project to fund traffic enforcement and education. The Town of Hudson is situated in Caldwell County. U.S. Highway 321 traverses through Hudson and serves as a primary route through the county. The heavy traffic volume results in a large number of traffic crashes attributable to speeding and inattentive driving. Planned efforts include enforcement of seatbelt usage to minimize injury in crashes. Caldwell County ranks 40th in traffic fatalities, 44th in alcohol related fatalities and 40th in speed related fatalities. In addition to enforcement efforts, the project promoted the traffic safety and Governor's Highway Safety Program efforts.  
Contribution to Meeting Targets: Hudson PD doubled their DWI arrests and had an increase in the number of speeding citations issued. More than 50 checkpoints/saturation patrols were done with the vehicle.

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Project Number(s): PT-18-06-27  
Project Title: Winston-Salem Police Department  
Agency: STEP Traffic Enforcement/Education Vehicle  
Project Description: This was a project to fund traffic enforcement and education. The Winston-Salem Police Department currently participates in the Forsyth County DWI Task Force with the Forsyth County Sheriff's Office and the Kernersville Police Department. The task force is currently in its sixth year of operation and continues in its efforts reduce fatalities and injuries attributable to alcohol and unrestrained motorists. Since its inception in 2010, this task force has made over 3,700 DWI arrests, issued over 1,700 speeding citations, and 597 seatbelt citations. As part of the project, the vehicle was used to transport equipment to all major checkpoints and enforcement efforts in addition to participating in



highway safety educational efforts in the community. Forsyth County ranks 6th in traffic fatalities, 6th in alcohol related fatalities, 8th in unrestrained fatalities, and 10th in speed related fatalities.

Contribution to Meeting Targets: Due to a number of factors this vehicle was not delivered to the Winston Salem PD until September, 2018. It was equipped for police service but was found to have electrical issues the first shift out. The vehicle was sent back to the dealership and was not used during FY18.

Project Number(s): PT-18-06-28

Project Title: Columbus Police Department

Agency: STEP Traffic Enforcement/Education Vehicle

Project Description: This was a project to fund traffic enforcement and education. The Columbus Police Department planned to increase efforts to enforce traffic laws with an emphasis on reducing impaired driving and impaired driving collisions. Columbus County ranks 23rd in traffic fatalities, 23rd in alcohol related fatalities, 13th in unrestrained fatalities, and 24th in speed related fatalities. In addition to enforcement efforts, the project promoted traffic safety and Governor’s Highway Safety Program efforts.

Contribution to Meeting Targets: Columbus PD reduced the number of collisions inside the city by 10% to 98, increased their seat belt citations by almost 100% (117) and doubled their speeding citations to 419.

Project Number(s): PT-18-06-30

Project Title: Macon County Sheriff's Office

Agency: STEP Traffic Enforcement/Education Vehicle

Project Description: This was a project to fund traffic enforcement and education. The Macon County Sheriff’s Office planned an increased effort to combat impaired driving, speeding and unrestrained motorist issues that often result in traffic collisions and serious injury crashes. In addition to enforcement efforts, the project promoted the traffic safety and Governor’s Highway Safety Program efforts.

Contribution to Meeting Targets: This project was cancelled due the agency purchasing equipment prior to the start of the grant year.

Project Number(s): PT-18-06-26

Project Title: Jones County Sheriff's Office

Agency: STEP Traffic Enforcement/Education Vehicle

Project Description: This was a project to fund traffic enforcement and education. The Jones County Sheriff’s Office experienced a marked increase in speed complaints in the three-year period from 2015 to 2017. The agency planned to increase efforts to reduce the number of alcohol and speed-related crashes occurring in Jones County while supporting the efforts of the Governor’s Highway Safety Program.

Contribution to Meeting Targets:      The Jones County Sheriff's Office used their vehicle to increase the number of speeding citations by more than 10%, increased their DWI charges to 125, and issued 45 occupant restraint citations.

# Young Drivers

## Background and Noteworthy Programs

In 2017, there were 173 fatal crashes involving a driver age 20 or younger. This is an 8% decrease from the 189 fatal crashes in 2016. Young drivers accounted for 9% of fatal crashes in 2017, even though they comprised 7% of the population in North Carolina. Young driver fatal crashes are more common among males, on urban roads, and in the mid- to late-afternoon (3 p.m. to 6 p.m.). Wake, Mecklenburg, Guilford, Cumberland and Robeson counties account for the highest number of young driver fatal crashes.

In 2017, NC Vision Zero developed a new teen driver program for local high schools in North Carolina. The Visionaries Program offers rewards to schools for completing traffic safety activities. Activities range from posters and guest speakers, to “Battle of the Belts” programs, to hosting mock crashes. The program is not yet underway, but the website for schools interested in signing up is located at <https://ncvisionzero.org/the-visionaries-program/>.

For the past five years, GHSP has supported the Pitt Memorial Hospital Foundation’s “PittCo Teen Safe Drivers” program. The program uses a peer-to-peer model and a variety of evidence-based strategies to create a community focused on teen safe driving. The fifth year of the project expanded to two private high schools—



Oakwood School and Greenville Christian Academy—with the goal of increasing seatbelt use and reduce impaired driving. In March of 2018, the program hosted the Pitt County SADD Summit with teen driving as a focus area. The event featured national and state speakers and interactive activities for teen participants. The event reached 157 parents, teens and community partners. PittCo Teen Safe Drivers also hosted a “Countdown 2: Drive” program for 100 parents and teen drivers in partnership with NC State Highway Patrol, Greenville Police, Farmville Police and Hastings Ford. The event featured Tracy O’Carroll, a local mother whose teen daughter was killed due to texting while driving, and interactive activities for participants including the Seat Belt Convincer.

GHSP is also funding the UNC Highway Safety Research Center to develop a comprehensive program to support parents of new drivers. North Carolina has led the way in policy efforts to address teen driver crashes with graduated driver licensing. However, important elements have been missing from the State’s efforts to reduce young driver crashes. Although parents are expected to play a key role as teens begin learning to drive, they receive almost no sound guidance for what to do or how to do it. The

overarching goal of this project is to provide the most important guidance to parents at the time it is most needed. Guidance for parents will include the following:

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

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

GHSP also created an innovative marketing opportunity with the NC High School Athletic Association (NCHSAA) to work with the state's athletic directors, high school athletes and coaches to promote seat belt use. Dozens of high schools participated in two video and design contests creating innovative occupant protection messages to young people. GHSP also marketed "Click It or Ticket" through involvement with the Scholar Athlete Program, which reaches over 40,000 scholar-athletes in High Schools across the state.

## Program Results

### *Driver Education Program Assessment*

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

### *North Carolina Teen Driver Resource Center*

Housed within the University of North Carolina Highway Safety Research Center, the Teen Driver Resource Center (TDRC) provides information and guidance for those in the State who are working to

improve teen driver safety. During this past year, researchers at the Center provided personal assistance to communities and organizations in North Carolina that are developing policies or programs including:

- The NC Executive Committee for Highway Safety,
- The NC Child Fatality Task Force,
- The NC Division of Motor Vehicles (DMV),
- Leaders developing new teen driver safety programs in Wake County, and
- Leaders of the NC Driver Education community, including the Driver Education Advisory Committee.

TDRRC researchers also organized and participated in teen driver safety workshops at the North Carolina Traffic Safety Conference and Expo held in Wilmington, and gave presentations at a variety of symposiums and meetings across the State.

### Future Strategies

GHSP is committed to exploring and evaluating innovative approaches to improving young driver safety. GHSP will continue to fund programs that include educational presentation activities and hands on driver training. During FY2019, GHSP is funding teen driver safety initiatives led by PittCo Safe Teen Drivers and the University of North Carolina Highway Safety Research Center, and is continuing to address young driver issues through marketing efforts and opportunities. Additionally, GHSP plans to use the Driver Education Program Assessment Report as the basis for planning driver education program improvements, assessing legislative priorities, considering additional training, and evaluating funding priorities. The Driver Education Advisory Committee is also utilizing the Assessment to make changes and improvements in the quality, availability, content, and delivery of driver education.

### Funded Projects and Activities

The young driver-related projects and activities listed below were funded by GHSP under the FY2018 Highway Safety Plan:

Project Number(s):	SA-18-09-08
Project Title:	Pitt County Teen Safe Drivers
Agency:	Pitt Memorial Hospital Foundation
Project Description:	This was a fifth year project that to provide funding for a program specialist to assist in managing the PittCo Teen Safe Driver Program. The program coordinates efforts to effectively reduce the crash rate among Pitt County teen drivers. The PittCo Teen Safe Drivers Program uses a peer-peer model and a variety of evidence-based strategies to create a community focused on safe driving. The project focused on expanding into two private Pitt County High Schools: The Oakwood School, and Greenville Christian Academy. The goal of the project was to increase seatbelt usage among teen drivers and reduce impaired driving among teen drivers.
Contribution to Meeting Targets:	The Pitt Memorial Hospital Foundation focused its efforts to affect teen driving habits at two private Pitt Cunty High Schools: The Oakwood School and Greenville Christian Academy. Specific efforts were made to increase seat belt

usage and reduce drinking and driving through partnerships with law enforcement and through conducting awareness events at both institutions. Twelve events were held that reached 1055 students, parents, and staff at the two schools. Four of those events specifically focused on seat belt usage and reached 575 students, parents, and staff. Three of those events specifically focused on underage drinking and driving and reached 455 student, parents, and staff.

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Project Number(s): DE-18-08-01

Project Title: North Carolina Teen Driver Safety Initiative

Agency: UNC-Highway Safety Research Center

Project Description: This was an ongoing project to provide funding for the Teen Driver Resource Center. The primary focus of the project was to test and implement a comprehensive program to provide guidance to parents of new drivers in North Carolina. The Highway Safety Resource Center continued providing guidance and assistance to various stakeholder groups with interest in improving teen driver and passenger safety throughout North Carolina.

Contribution to Meeting Targets: In an effort to provide guidance and implement a comprehensive program for parents of teen drivers, members of HSRC met with numerous stakeholders, to include NC DMV Commissioner Torre Jessup to cover a wide range of topics focused on young driver safety and a program being developed for parents of new drivers in North Carolina. The program was presented to the Driver Education Advisory Committee and the Child Fatality Prevention System Summit in an effort to gather feedback and support. The research team completed a pilot test of the "Time to Drive" parent orientation in Johnston County and was able to determine through evaluation that the "Time to Drive" session improved parents' knowledge and understanding about how to effectively supervise a novice teen driver.

# Motorcycle Safety

## Background and Noteworthy Programs

The number of motorcyclist fatalities has changed little in North Carolina over the past decade. There were 176 motorcyclist fatalities in 2017, down 5% from the 185 fatalities in 2016. Motorcyclists currently account for 12% of all traffic fatalities in the State. Most crash-involved and fatally-injured motorcycle riders are male. The average age of riders killed in crashes has risen—half of these riders are now age 41 or older. Alcohol use continues to be an important contributing factor to motorcycle crashes. Alcohol involvement is twice as high in motorcycle crashes compared to crashes involving passenger vehicles, pickup trucks, or other types of vehicles. Five counties in North Carolina—Wake, Cumberland, Mecklenburg, Guilford, and Forsyth—account for almost 25 percent of the State’s motorcyclist fatalities. However, many of the counties with the highest crash rates per registered motorcycle are located in the less populated, mountainous part of the state.

In North Carolina, all operators and passengers on motorcycles and mopeds are required to wear a helmet that complies with Federal Motor Vehicle Safety Standard (FMVSS) 218. Research shows that a motorcycle rider who is not wearing a helmet is five times more likely to sustain a critical head injury than a helmeted rider. In North Carolina, the vast majority of fatally or seriously injured motorcyclists were wearing a helmet when they crashed. Only 14 fatally injured motorcycle riders in 2017 were not wearing a helmet. This is consistent with the very low number of unhelmeted fatalities over the past decade in North Carolina. NHTSA estimates that more than 100 lives are saved each year in North Carolina by helmets, and that more lives could be saved if all riders wore helmets.



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



On the road, each student is paired with a motorcycle officer who observes the student’s riding techniques. The motorcycle officer then provides feedback and instruction on how the student can improve his/her riding techniques to enhance rider safety. After receiving feedback, the assessment is repeated, and feedback and

instruction are provided a second time. GHSP supports the BikeSafe program through Section 402 and Section 405 motorcycle safety incentive funds.

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

## Program Results

### *BikeSafe North Carolina*

Section 402 and Section 405 motorcycle safety incentive funding has enabled BikeSafe to expand in recent years. During FY2018, there were 46 host agencies for the BikeSafe program. These agencies conducted a total of 134 BikeSafe events with 381 attendees. Presently, there are 156 BikeSafe assessors across the state.

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

- Highly dedicated assessors and coordinators;
- Excellent instructor-to-student ratio;
- Addresses the need for training beyond raw beginners;
- Provides individualized feedback on how each rider can improve his/her techniques to become a safer rider;
- Participants greatly enjoy the class.

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

### *Motorcycle Safety Awareness Month*

During 2018, Governor Roy Cooper issued a proclamation declaring May as Motorcycle Safety Awareness Month. The Governor cited the popularity of motorcycle riding as a form of recreation and transportation for thousands of citizens across North Carolina and the United States. He urged all motorists to recognize the importance of motorcycle safety and of sharing the roadways with motorcycles. He also noted the importance of motorcycle rider training, knowledge of traffic laws, and licensing requirements.



BikeSafe instructors consisting of State and local law enforcement officers conducted 15 BikeSafe classes and instructed 28 students during the month of May. There were numerous Motorcycle Safety Awareness education events promoting motorcycle safety and awareness. GHSP continues to utilize earned media and paid media when feasible to promote the free training and enhance motorist awareness.

## **Future Strategies**

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

In FY2019, the North Carolina State Highway Patrol will assume a leadership role as the Statewide Coordinator for the BikeSafe NC program. The Statewide Coordinator will specifically be responsible for monitoring safety course material, evaluating the course, and providing updates to the program as needed. The Statewide Coordinator will attend and assess courses and trainings throughout the state.

GHSP will again conduct kickoff events for Motorcycle Safety Awareness Month in May 2019. GHSP will seek earned media attention gained from partnerships with NC DOT Communications Office, State Highway Patrol, local law enforcement and rider groups. Typically, the kickoff event will feature the GHSP Director, along with state and local law enforcement. BikeSafe typically conducts a training session in conjunction with the event. GHSP plans to kick off Motorcycle Safety Awareness Month in Maggie Valley at the Wheels Through Time Motorcycle Museum with an opening media event. The museum is home to the world's premier collection of rare & historic American Vintage Motorcycles.

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

The 2018 Motorcycle Safety Summit was held August 28-31 in Kitty Hawk, North Carolina. Approximately thirty BikeSafe motor officers from across the State attended the summit which focused on motorcycle specific laws, issues and enforcement efforts. Additionally, BikeSafe coordinators were updated on the newest version of the BikeSafe program, and a discussion was held on the current status of the program in North Carolina. As in previous years, the summit was well received by the motor officers. A summit is being planned for 2019.

## **Funded Projects and Activities**

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The motorcycle safety-related projects and activities listed below were funded by GHSP under the FY2018 Highway Safety Plan:

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Project Number(s): M9MT-18-16-09 MC-18-03-04

Project Title: BikeSafe  
 Agency: Apex Police Department  
 Project Description: This was the first year of a BikeSafe NC motorcycle assessor program. Apex experienced a sudden increase in traffic crashes and a significant increase in injury collisions. These increases were directly attributable to population increases and a traffic unit unable to adequately respond to those population increases. Additional increases in population are projected. According to North Carolina Crash data, Wake County had 1873 motorcycle collisions from 2011 to 2015. Of those 1873 motorcycle collisions, fifty-seven (57) resulted in fatalities and 112 resulted in serious injury. Since 2011, the Apex Police Department has investigated seventy-one (71) motorcycle related crashes.  
 Contribution to Meeting Targets: This was a one year project. The Apex Police Department hosted 8 BikeSafe classes and assisted with numerous other classes in the area.

Project Number(s): MC-18-03-06  
 Project Title: BikeSafe NC LEL  
 Agency: Cabarrus County Sheriff's Office  
 Project Description: This was the first year of a project to fund an additional BikeSafe NC regional liaison to support the BikeSafe initiative of Governor's Highway Safety Program. BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. Motorcycle collisions in North Carolina result in a large number of fatalities and injuries. Motorcycles represent three percent of all registered vehicles in North Carolina, but accounted for nearly 15 percent of all fatalities. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funded equipment to continue the BikeSafe Program and encourage additional law enforcement agencies to participate.  
 Contribution to Meeting Targets: This was a first year project. The Cabarrus Co. Sheriff's Office hosted eight BikeSafe classes and assisted with 3 classes.

Project Number(s): M9MT-18-16-10 MC-18-03-05  
 Project Title: BikeSafe - Fletcher  
 Agency: Fletcher Police Department  
 Project Description: This was the first year of a BikeSafe NC motorcycle assessor program. Several major roadways provide easy access to Fletcher. U.S. Highway 25 runs north-south through the center of the town and serves as a primary thoroughfare for residents. Interstate 26 is located to the west and travels through Fletcher to Tennessee and South Carolina. Fletcher was to utilize BikeSafe NC officers to host or assist in three BikeSafe classes across North Carolina.

Contribution to Meeting Targets: This was a one year project. The Fletcher Police Department hosted 2 BikeSafe classes and assisted with 4 other classes in the area. Several classes were cancelled due to weather or lack of students.

Project Number(s): MC-18-03-01  
 Project Title: GHSP In-House Motorcycle  
 Agency: Governor's Highway Safety Program  
 Project Description: This was an ongoing project to support the BikeSafe NC program. The Governor's Highway Safety Program (GHSP) is committed to maintaining a high rate of awareness regarding motorcycle safety through the BikeSafe Program. GHSP planned a public information and education campaign through earned media and paid media. The GHSP is responsible for educating the public on motorcycle safety issues and reducing the number of fatal motorcycle crashes. The BikeSafe program currently is hosted by 45 law enforcement agencies. Due to high demand for classes – and to help expand agency participation across the state – the BikeSafe program is divided into six regions: Great Smoky Mountain, Metropolitan, Triad, Triangle, Eastern, and Southeast region. Each region has a Regional Coordinator to promote BikeSafe and recruit other agencies in the area. In addition to media efforts, this project funded development of website functionality and training for law enforcement agencies involved in the BikeSafe program.

Contribution to Meeting Targets: The Governor's Highway Safety Program was a gold sponsor for the annual Capital City Bikefest festival held September 20-22, 2018 in Raleigh, NC.

Project Number(s): M9X-18-00-00  
 Project Title: GHSP In-House Motorcycle Future Projects  
 Agency: Governor's Highway Safety Program  
 Project Description: GHSP 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 set aside for this purpose.

Contribution to Meeting Targets: The funds were used to fund project increases and mid-cycle projects.

Project Number(s): M9MT-18-16-07  
 Project Title: BikeSafe NC LEL  
 Agency: Guilford County Sheriff's Office  
 Project Description: This was an ongoing project to fund the BikeSafe NC initiative of Governor's Highway Safety Program (GHSP). BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent three percent of all

registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funded equipment to continue the BikeSafe Program and encourage additional law enforcement agencies to participate.

Contribution to Meeting Targets: This was an ongoing project. The Guilford County Sheriff's Office hosted five BikeSafe classes and hosted one BikeSafe Assessor class. They assisted in 3 classes.

Project Number(s): M9MT-18-16-01

Project Title: BikeSafe LEL

Agency: Hendersonville Police Department

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

Contribution to Meeting Targets: This was an ongoing project. The Hendersonville Police Department assisted in six classes and hosted two BikeSafe assessor trainings.

Project Number(s): M9MT-18-16-06

Project Title: BikeSafe NC LEL

Agency: Jacksonville Police Department

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

Contribution to Meeting Targets: This was an ongoing project. The Jacksonville Police Department hosted thirteen BikeSafe classes that trained 65 motorcyclists.

Project Number(s): MC-18-03-03  
 Project Title: Motorcycle Safety Equipment  
 Agency: Lenoir Community College  
 Project Description: This was an ongoing project that allows the North Carolina Motorcycle Safety Education Program (NCMSEP) to offer rider training to meet the needs of a growing population of motorcyclists. Motorcycle registrations have increased and many military personnel are coming to NC and are required to complete a MSF class. North Carolina is also requiring anyone under eighteen years of age to have the class in order to receive a motorcycle endorsement. NCMSEP continues to training more students and offer more classes. This project also trains Rider Coaches to address attrition due to retirement. This project was designed to train enough Rider Coaches to maintain a balance between the number of Rider Coaches and the number of classes needed to meet student demand.  
 Contribution to Meeting Targets: One Rider Coach was trained in the updated 3-wheel BRC curriculum during FY18. The grant funded the purchase of 20 training motorcycles to support efforts in motorcycle safety.

Project Number(s): M9MT-18-16-04  
 Project Title: North Carolina Motorcycle Safety Education Program Quality Assurance/ Summer Update  
 Agency: Lenoir Community College  
 Project Description: This was an ongoing project to provide quality training to help minimize motorcycle crashes and fatalities through the Quality Assurance team and the summer Rider Coach instructor update. The Motorcycle Safety Foundation requires evaluation and repainting of the motorcycle driving ranges so that all the lines are completely visible to the students. There are currently 36 total community college sites that conduct rider training. This project funded a portion of the cost of the evaluation and repainting.  
 Contribution to Meeting Targets: The Motorcycle Safety Education Program conducted 55 site and instructor quality assurance reviews and held a motorcycle safety conference attended by 78 people.

Project Number(s): M9MT-18-16-05  
 Project Title: BikeSafe NC  
 Agency: Department of Public Safety-State Highway Patrol  
 Project Description: This was an ongoing project that allows the North Carolina State Highway Patrol to continue to work towards reducing the number of fatalities and serious injury crashes involving motorcycles in our state. Bike Safe invited motorcyclists to participate in Rider Skill Days where assessments were conducted to make their experience as a motorcyclist safer and more enjoyable with the goal of reducing the number of motorcycle fatalities and serious injury crashes.

Contribution to Meeting Targets: This was an ongoing project. The State Highway Patrol BikeSafe had 135 events with a total of 18 departments and 388 students attending the classes.

Project Number(s): M9MT-18-16-02

Project Title: BikeSafe NC LEL

Agency: New Bern Police Department

Project Description: This was an ongoing project to fund the BikeSafe NC initiative of Governor's Highway Safety Program (GHSP). BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent 3 percent of all registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. GHSP established a database of statistical information and a contact list of Motor Officers in law enforcement departments throughout the state using five Regional BikeSafe NC Liaisons. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funded equipment to continue the BikeSafe Program and encourage additional law enforcement agencies to participate.

Contribution to Meeting Targets: The BikeSafe LEL in this project was promoted to a new position within his organization and resigned as the BikeSafe LEL near the midpoint in the year. His replacement was not named until late September, 2018. No funds were used in FY18.

Project Number(s): M9MT-18-16-08 MC-18-03-02

Project Title: Orange County Sheriff's Office BikeSafe Grant

Agency: Orange County Sheriff's Office

Project Description: This was the first year of a BikeSafe NC motorcycle assessor program in Orange County. From 2011-2015, Orange County ranked 37th in the average number of motorcyclist crashes and 44th in motorcyclist serious injuries despite averaging less than one fatal motorcycle crash per year. Orange County experienced one fatal motorcycle crash per year during each of the last three years. Orange County and it's neighboring counties of Alamance, Caswell, Chatham, Durham and Person collectively averaged 10 motorcycle fatalities per year for 2014 and 2015. This project facilitated the hosting and/or assisting in BikeSafe classes in the region.

Contribution to Meeting Targets: This was a one year project. The Orange County Sheriff's Department hosted 2 BikeSafe classes and assisted with five other classes in the area. Their motorcycle did not arrive until the third quarter of the fiscal year.

Project Number(s): M9MT-18-16-03

**Project Title:** BikeSafe NC LEL

**Agency:** Raleigh Police Department

**Project Description:** This was the second year of a project to fund the BikeSafe NC initiative of Governor's Highway Safety Program (GHSP). BikeSafe is a partnership with law enforcement agencies and the motorcycle community to proactively reduce motorcycle crashes and fatalities. In North Carolina motorcycle collisions result in a large number of fatalities and injuries. Motorcycles represent 3 percent of all registered vehicles in North Carolina, but account for nearly 15 percent of all fatalities. GHSP established a database of statistical information and a contact list of Motor Officers in law enforcement departments throughout the state using five Regional BikeSafe NC Liaisons. BikeSafe Liaisons are responsible for promoting BikeSafe NC and traffic safety with law enforcement agencies and the citizens throughout their region. This project funded equipment to continue the BikeSafe Program and encourage additional law enforcement agencies to participate.

**Contribution to Meeting Targets:** This was an ongoing project. The Raleigh Police Department hosted seven BikeSafe classes and assisted in 7 classes. They also hosted the regional Bike Safe Coordinators quarterly meeting. The Raleigh Police Department also attended the New Assessor School.

# Traffic Records

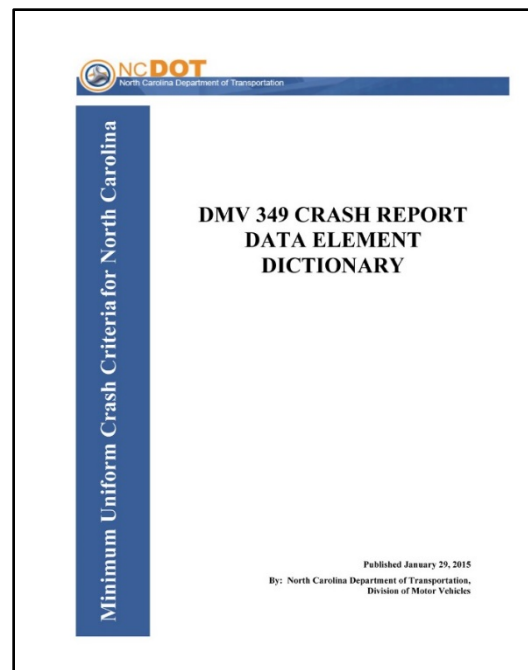
## Background and Noteworthy Programs

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

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

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

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





Electronic Crash Reporting System (ECRS) accepts crash data electronically from third-party crash collection applications. As of July 2018, ECRS accounted for 66% of total crash reports submitted. The Traffic and Criminal Software (TraCS) application is a national model software package that is used and maintained by NCDMV for electronic crash reporting. TraCS accounted for 12% of all crash submissions as of July 2018. The remaining 22% were keyed manually into the Crash database by DMV employees in July of 2018.

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

### ***North Carolina Traffic Records Coordinating Committee (NC TRCC)***

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

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

The NC TRCC makes policy and program recommendations to the NC Executive Committee for Highway Safety, which then may work for further implement these recommendations. The NC TRCC met on three occasions in FY2018.

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

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

For FY2018, the key TRCC contacts are:

- Brian Mayhew (NC TRCC Co-chairperson), NCDOT, Traffic Safety Unit
- Eric Rodgman (NC TRCC Co-chairperson), UNC HSRC
- Alan Dellapenna, NCDPH, Injury and Violence Prevention Branch
- Greg Ferrara, ITRE\*
- Jonathan Puryear, NCDOT DMV\*
- Jennifer Barbour, NC AOC, Technology Services Division\*
- Eric Bellamy, NCDOT-DMV\*
- Bob Stevens (State Traffic Records Coordinator), NC GHSP
- Warren Smith, NC GHSP
- Brian Murphy, NC DOT Safety Planning Group\*
- Eric Schaberg, NCSHP
- Anna Waller, UNC Department of Emergency Medicine, Carolina Center for Health Informatics; IPRC\*
- Vish Tharuvesanchi, DOT-IT\*

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

### ***State Traffic Records Strategic Plan***

The North Carolina Traffic Safety Information Systems 2018 Strategic Plan was updated by the UNC Highway Safety Research Center in collaboration with the N.C. Traffic Records Coordinating Committee. It was submitted to GHSP in late June 2018 and to NHTSA on July 1, 2018.

On May 8, 2017, the NC TRCC received the updated NC TR Assessment from NHTSA based on the results of the online assessment conducted in the spring of 2017. The report is available on the web-link: <https://connect.ncdot.gov/groups/NCTRCC/Documents/2017%20NC%20Final%20Traffic%20Records%20Assessment%20Report.pdf>. This year's Strategic Plan used the main recommendations for each data area to help update the goals and performance measures in the current 2018 TR Strategic Plan.

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

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

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

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

See the 2018 Strategic Plan for a full listing of goals, objectives and performance measures/targets (available at:

<https://connect.ncdot.gov/groups/NCTRCC/Documents/2018%20TRCC%20Strategic%20Plan.pdf>).

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

## Future Strategies

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

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

## Funded Projects and Activities

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The traffic records related projects and activities listed below were funded by GHSP under the FY2018 Highway Safety Plan:

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Project Number(s): M3DA-18-14-04

Project Title: Records Management Grant  
 Agency: Elizabeth City Police Department  
 Project Description: This was a one year project to purchase MDT's to enable the police department to switch to electronic crash reporting. This move was intended to increase the percentage of crash reports received electronically in support of the Traffic Safety Informations Systems Strategic Plan goals.  
 Contribution to Meeting Targets: Elizabeth City PD purchased and installed 5 MDTs to begin the electronic collection and submission of motor vehicle crashes to NCDMV. ECPD has submitted more than 83% of their 2018 calendar year crash data electronically to NCDMV and 100% of their crash reports since installing TRACS.

Project Number(s): M3DA-18-14-02  
 Project Title: eCitation Printer Distribution  
 Agency: Judicial Department-Administrative Office of the Courts  
 Project Description: This was an ongoing project that provides printers to law enforcement agencies to increase the number of agencies and officers on eCitation thus increasing the percentage of eCitations versus paper citations in support of the Traffic Safety Information Systems Strategic Plan goals.  
 Contribution to Meeting Targets: As a result of this project, the percentage of eCitations issued has increased from 85.8% to 88% and the number of agencies that participate in the eCitation program has risen from 463 to 484.

Project Number(s): TR-18-07-01  
 Project Title: GHSP In-House Traffic Records  
 Agency: Governor's Highway Safety Program  
 Project Description: This was an ongoing project to provide partial funding for the state Traffic Records Coordinator position. This position acted as the liaison to the TRCC and other state agencies as well as stakeholders in NC, other states, and NHTSA.  
 Contribution to Meeting Targets: This grant provided salary, benefits, and other expenses for 60% of one grant management specialist to serve as the state traffic records coordinator and work with the TRCC until that particular specialist retired effective April 1, 2018. The replacement remained active with the TRCC throughout the grant year, but the position was no longer funded with this grant. The specialist continued to work with all stakeholders on 2018 data grants and all interested parties on future funding opportunities.

Project Number(s): M3DA-18-00-00  
 Project Title: GHSP In-House Traffic Records Future Projects  
 Agency: Governor's Highway Safety Program

Project Description: GHSP 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 set aside for this purpose.

Contribution to Meeting Targets: The funds were used to fund project increases and mid-cycle projects.

Project Number(s): M3DA-18-14-01

Project Title: Vision Zero-Fatality Reduction Program

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

Project Description: This was an ongoing project to promote North Carolina's Vision Zero efforts and to provide updated information and analytical capabilities to all stakeholders and the public on crash statistics. The website was updated monthly as new crash data is received from the state database.

Contribution to Meeting Targets: The Institute for Transportation Research and Education (ITRE) at N.C. State University provided public stakeholder outreach, safety stakeholder coordination, and technology services in its mission of program and technical support of the NC Vision Zero initiative. ITRE provided data driven traffic safety planning tools, provided and maintained the Vision Zero website and data visualization tools for public consumption, and actively engaged public and internal safety stakeholders throughout the grant period. ITRE coordinated and hosted quarterly Task Force meetings in order to provide a consistent communication stream from NC Vision Zero activities to the Executive Committee on Highway Safety (ECHS), provide safety stakeholders with project updates and status reports, and to collect and use feedback to drive activities. ITRE published the Vision Zero Crash Data Query Tool on the Vision Zero website designed to expose the the NC Vision Zero program to the general public as well as safety partner stakeholders. Additionally, ITRE actively engaged public and internal safety stakeholders though the distribution of outreach materials to a minimum of 10 organizations in the state, including traffic safety groups, educators, and law enforcement.

Project Number(s): M3DA-18-14-03

Project Title: Linking Crash Reports to Medical Data in NC: A Strategic Implementation Plan

Agency: UNC-Injury Prevention Research Center (IPRC)

Project Description: This was the fourth year of an ongoing project to provide the linkage of statewide crash data with statewide medical data. This project will determine best linkage methods to all traffic data sources. This project will develop baseline data to determine the best way to merge crash data with injury data statewide.

Contribution to Meeting Targets: The project team worked closely with stakeholders to complete a final version of the "GHSP Data Implementation Plan" which identified what types of data are to be linked, the data sources to be linked, and recommended changes to existing data to facilitate data linkage based on results of pilot and demonstration projects. Researches at IPRC worked closely with data owners to develop and

execute all necessary data use agreements, Memorandums of Understanding (MOAs), and other required permissions including Institutional Review Board (IRB) approvals required to access and use data sources for motor vehicle crash-health data linkage. The project team attended the 2018 Traffic Records Forum and shared a presentation with conference participants regarding the status of the project.

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**Project Number(s):** TR-18-07-03  
**Project Title:** North Carolina Traffic Safety Information Systems Strategic Plan Update  
**Agency:** UNC-Highway Safety Research Center  
**Project Description:** This was an ongoing project to provide technical and logistical support to the Traffic Records Coordinating Committee (TRCC) to enable coordination, communication, and cooperation among the TRCC membership and other stakeholders and to update the NC Strategic Plan for Traffic Safety Information Systems.  
**Contribution to Meeting Targets:** HSRC worked with the North Carolina State Data Coordinator to organize the Traffic Records Coordinating Committee (TRCC) meetings, provided background information to key TRCC members, shared draft documents as needed, and provided all of the support for the TRCC website. The TRCC website includes the current schedule, current list of key members with their contact information, previous meeting minutes, previous NC Traffic Records (TR) assessments, all NC TR strategic plans, and copies of keynote presentations given at previous TRCC meetings. The HSRC TR Update Team also created a new TR 405(c) project development form and began work on a policy/procedure process for the TRCC to rank projects for funding. Key HSRC staff attended the 2018 Association of Transportation Safety Information Professionals (ATSIP) International TR Forum in August. The TRCC updated projects in key TR areas and made goal and performance measure changes to the 2017 NC TR Assessment Report recommendations. The HSRC TR Strategic Plan project team assisted the TRCC in updating, completing, and submitting of the 2018 NC Strategic Plan.

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**Project Number(s):** TR-18-07-02  
**Project Title:** Quick Response  
**Agency:** UNC-Highway Safety Research Center  
**Project Description:** This was an ongoing project that provides "quick" access to traffic records and data to all stakeholders. HSRC has maintained this service for GHSP for over twenty years providing an invaluable source of information and assistance to anyone needing information regarding, crashes, fatalities, or any information on traffic data.  
**Contribution to Meeting Targets:** HSRC provided quick access to all NC data, vehicle information, and driver license data on a request basis. HSRC developed extract files, crash, and driver license data for GHSP and the state. HSRC staff met with key agents throughout the state to facilitate the dissemination of traffic safety information and data. HSRC

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addressed requests for state and county specific counts on pedestrians and pedal-cyclists involved in motor vehicle crashes. HSRC staff analyzed trends on the number of children injured with their respective restraint status as well as deer-related crashes in NC. HSRC provided some LEAs with municipal crash data. HSRC also provided assistance to GHSP in the compilation of stats for total reportable fatalities, NC alcohol-related fatalities, and unbelted fatalities for calendar years 2013 to 2016. This is the last year for this project. Requests for data have decreased and the NC Vision Zero website provides an online query tool for stakeholders.

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Project Number(s): M3DA-18-14-02

Project Title: Data Documentation for Linking Crash & Health Data in NC

Agency: UNC- Injury Prevention Research Center (IPRC)

Project Description: This was the first year of a grant designed to address the need for a surveillance injury system as identified in the 2017 TRCC Strategic Plan. This project was designed to provide a thorough data documentation in a standardized format for each key data source identified for potential data linkage to address health outcomes of motor vehicle crash injury in North Carolina. The project was designed to provide data documentation that was previously unavailable.

Contribution to Meeting Targets: The Injury Prevention Research Center (IPRC) project team at UNC coordinated with the NHTSA GO Team, assigned to work with NC on developing an implementation plan for data linkage, to identify other states with good examples of the kind of documentation needed as well as appropriate individuals to contact with other states. New Jersey was able to provide data documentation information to IPRC. The project team created a draft data documentation template and used it to document NC DETECT emergency department visit data. Along with the Strategic Planning project team, the IPRC project team prioritized data sources for documentation (crash data, hospital encounter data, NC Trauma Registry data, and EMS records).

## Other Highway Safety Priorities

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

### Older Drivers

In 2016, there were 285 drivers age 65 and older involved in fatal crashes in North Carolina. Fatal crashes involving older drivers have increased by 37% since 2011. This number is expected to increase 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. The percentage of drivers killed in crashes has consistently been two to three times higher for older drivers than for drivers less than 65 years of age.



There is no simple solution for meeting the transportation needs of an aging driver population. To reduce crashes and fatalities involving older drivers, most safety experts recommend a comprehensive approach that includes, among other things, improvements to the driving environment and driver licensing

practices, increased public awareness, and greater access to alternative modes of transportation. Since the spring of 2004, GHSP has collaborated with and helped support a statewide Senior Driver Safety Coalition (SDSC). The Coalition assists NC’s growing population of older adults in 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](http://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.

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



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

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

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

## Pedestrians and Bicyclists

North Carolina experienced 198 pedestrian fatalities in motor vehicle related incidents during 2017. The long-term trend suggests a gradual rise in pedestrian fatalities. Although crashes involving pedestrians represent only about one percent of the total reported crashes in North Carolina, pedestrians are over-represented in fatal crashes. Pedestrian fatalities accounted for 14 percent of all traffic fatalities in 2017, in part because pedestrians are more vulnerable and at a greater risk of injury than are vehicle drivers.

Males accounted for 75% of all pedestrian fatalities in the State. A majority of fatalities (55%) were adults age 40 to 69. Children (age 14 or younger) accounted for only 4% of fatalities. Pedestrian fatalities are more common in urban areas than rural areas (59% vs. 41%). Urbanized areas have many more pedestrians and motor vehicles; hence, there are more opportunities for pedestrian-motor vehicle conflicts to occur. Only 9% of pedestrian fatalities occurred at intersections. Fridays and Saturdays are the most common days for pedestrian fatalities, and the most common time for fatalities is 7:00 p.m. to 10:59 p.m.



In 2017, there were 29 bicyclists killed in fatal crashes in North Carolina, a noticeable increase from the 17 bicyclists killed in 2016. Bicyclist fatalities have fluctuated from year to year, although the long-term trend suggests little change in fatalities. Bicyclist fatalities occur at all times of day but peak between 4:00 p.m. and 6:59 p.m. when there are more commuting cyclists and motorists on the road at the same time, and while visibility is declining as it gets darker.

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



## Distracted Driving

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

According to 2017 FARS data, there were 71 fatalities among drivers and passengers of motor vehicles in North Carolina in which one or more drivers were reported as being distracted at the time of the crash. These “distraction-involved” crashes accounted for 5% of the total fatalities for the year in North Carolina. The vast majority of distracted drivers were coded as “careless/inattentive” by the investigating officer. Even though cell phones are generally considered to be a major distraction for drivers, only 6% of the distractions during this time were attributed to cell phones. Although a police officer investigating a crash may see evidence suggesting the driver was inattentive, it may be difficult

for the officer to determine whether the source of inattention was a cell phone. Hence, officers often use a broader “careless/inattentive” type of code on the crash report form.



GHSP is concerned about the issue of distracted driving. Our goal is to reduce the occurrence of distracted driving in North Carolina through combined education and enforcement. GHSP recognizes that distracted driving results in part from lifestyle choices and larger societal and cultural trends. Consequently, few highway safety countermeasures have been identified to reduce distracted driving. Recent demonstration

programs suggest high-visibility cell phone/text messaging enforcement may be effective in reducing this behavior. GHSP is exploring potential countermeasures including high-visibility enforcement and education. GHSP brought attention to distracted driving through the State Fair Safety City display and during Distracted Driving Awareness month through a partnership with AT&T’s “It Can Wait” campaign. The display at Safety City included driving simulators to demonstrate how distractions play a significant role in crashes. GHSP has also been in discussions with insurance industry representatives and other groups interested in strengthening NC law to prohibit use on cell phones while driving except for those using hands free cell phone devices.

## Commercial Motor Vehicles

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

In 2017, there were 138 fatal crashes involving large trucks in North Carolina, down from 144 fatal crashes in 2016. Large trucks were involved in approximately 5% of all crashes in North Carolina during the years 2012 to 2016. Large trucks are involved in a relatively small number of crashes each year, but they are involved in a disproportionate number of fatal and serious injury crashes due to their size and weight. While the largest SUVs weigh less than 6,000 pounds, large trucks weigh more than 10,000 pounds and can weigh as much as 80,000 pounds fully loaded. When two vehicles collide, the lighter vehicle will always be at a disadvantage when there is a sizeable difference in vehicle weights. Also, large trucks are taller and have higher ground clearances than passenger cars, meaning that passenger cars can underride the truck trailers which can result in severe injuries.

Working in collaboration with the NC State Highway Patrol Commercial Vehicle Unit and other law enforcement agencies, GHSP has helped enhance awareness and enforcement efforts that target

aggressive driving around, as well as by, large trucks. GHSP partners with other agencies to promote “No-Zone” messaging aimed at increasing driver awareness of trucks and other commercial motor vehicles and the danger areas around these large vehicles where crashes are more likely to occur.

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

A 16-hour Commercial Motor Vehicle block was added to the Traffic Crash Reconstruction curriculum in 2015. This course was delivered two times through the North Carolina Justice Academy (NCJA) during FY2018. Class enrollment was 16 students per offering. The Justice Academy plans additional course offerings during FY2019.

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

## Funded Projects and Activities

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The projects and activities listed below address traffic safety issues other than impaired driving, occupant protection, police traffic services, young drivers, motorcycle safety, or traffic records and were funded by GHSP under the FY2018 Highway Safety Plan:

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Project Number(s): SB-18-10-01

Project Title: School Bus Safety

Agency: Department of Public Instruction

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

Contribution to Meeting Targets: Press and public awareness events and the exhibit at the N.C. State Fair promoting school bus safety reached thousands of people. Buster the Bus events alone reached over 42,000 students. The previously developed pilot for the online bus driver training was provided to individual school districts. Collaboration with ITRE continues in efforts to study seatbelts in school buses, their costs, and the benefits. The web site continues to be a resource for educators, school transportation officials, and the public.

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Project Number(s): FHX-18-12-03

Project Title: Watch For Me North Carolina-Safety, Education, and Enforcement Statewide Campaign

Agency: Department of Transportation-Bicycle and Pedestrian Division

Project Description: This was the fifth year of a project with the Division of Bicycle and Pedestrian Transportation. This project will provide funding to manage and implement the "Watch for Me NC" (WFMNC) program statewide. The project also included efforts to partner with statewide communications to disseminate the bicycle and pedestrian safety message. The project intended to educate and train law enforcement agencies throughout the state on bicycle and pedestrian laws. The goal of the project was to reduce the number of injuries and deaths associated with bicycle and pedestrian traffic crashes by changing the general behaviors of bicyclists, pedestrians, and the motoring public.

Contribution to Meeting Targets: Watch For Me NC reported a continued increase in program participation and the development of partnerships in both rural and urban areas. The Watch For Me website was continuously updated in an effort to provide partner agencies the most up to date information available. Six (6) law enforcement training workshops were held that resulted in seventy-one (71) attendees. An additional four (4) Action Planning Workshops were held that resulted in seventy-nine attendees. As many as twenty-nine (29) police enforcement operations were conducted between January and October of 2018.

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Project Number(s): FHX-18-12-01

Project Title: OBBPSC Safety Education Grant

Agency: Outer Banks Bicycle & Pedestrian Safety Coalition

Project Description: This was the second year of a grant to the Outer Banks Bicycle & Pedestrian Safety Coalition (OBBPSC) as it attempted to educate the public, especially school age children, on the proper and safe way to be a pedestrian and/or ride bicycles. The project provided safety items for use at bicycle rodeos and other safety/educational events. The program also educated the motoring public regarding how to safely operate a motor vehicle around bicyclists and/or pedestrians. The project provided local support for the statewide program "Watch for Me NC."

Contribution to Meeting Targets: The OBBPSC continued to develop partnerships throughout its communities in an effort to educate and raise awareness related to bicycle and pedestrian safety. The coalition focused efforts at local festivals, wellness fairs, bike rodeos, and related community events. The OBBPSC made improvements to its website during the past fiscal year. The OBBPSC partners with six local municipalities, Dare County, and the NCDOT to increase awareness and identify infrastructure needs in an effort to decrease fatalities and serious injury crashes involving bicycles and pedestrians.

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Project Number(s):	SA-18-09-06
Project Title:	Address the Challenges of Older Drivers in North Carolina Using Modern Technologies
Agency:	NC State University
Project Description:	This was the second year of a project intended to identify the needs and challenges of older drivers in North Carolina. The goal is to develop and implement programs and countermeasures to reduce the crash risks of older drivers and to improve road safety for everyone in North Carolina. This project conducted a survey of older drivers (drivers age 65 and older) in North Carolina related to general, physical, and mental health conditions, driving habits, transportation needs and preferences. Collected information was to be evaluated against North Carolina crash data to identify the needs and challenges of older drivers and to suggest what services and countermeasures could be implemented using simulated driving technology (e.g., self-assessment of mental functioning, driving strategy adoption, and training programs).
Contribution to Meeting Targets:	In the second year of this project, the project team further developed a computer-based fitness-to-drive tool, which has been named the Drive Aware Task (DAT). The DAT is a test based on images of driving that combines driving context with controlled laboratory procedures that measure driver attention. Researchers used previously identified scenarios from FY17 that were proven to be problematic for older drivers. The project team also continued development of simulated driving scenarios that have proven to be crash-prone situations for older drivers. The simulator used a monitor as well as a driving wheel and pedals. Drivers were subjected to a number of hazards and the driver behaviors were recorded. Data was analyzed and feedback provided from participants should help to further refine the DAT in the third year of the project. Using the DAT as a training tool, the project team developed training materials based on the problematic scenarios encountered by older drivers.

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Project Number(s):	SA-18-09-04
Project Title:	Senior Driver Information and Materials Development and Delivery
Agency:	UNC-Highway Safety Research Center
Project Description:	This was a continuing project that provided support to maintain the statewide Senior Driver Safety Coalition and to develop and maintain a website with the primary focus of educating older adults and their families about ways aging can affect driving, steps that individuals and families can take to keep driving safer and longer, what resources are available, and how to access these services. The number of fatalities involving a driver age 65 and older has gradually decreased during the last decade. However, when older drivers are involved in a crash, they are more likely than their younger counterparts to be killed.
Contribution to Meeting Targets:	The project team coordinated and supported the North Carolina Senior Driver Safety Coalition (SDSC), which also serves as the North Carolina Executive Committee for Highway Safety (ECHS) Older Driver Working Group (ODWG).

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HSRC continues to maintain the NC Senior Driver email listserv ([ncseniordriver@listserv.unc.edu](mailto:ncseniordriver@listserv.unc.edu)) and update it as necessary. The Project Director attended the 2018 Transportation Research Board Annual Meeting held in January 2018 in Washington, D.C. to take advantage of educational and national networking opportunities available through this meeting. Additionally, HSRC staff attended the 2018 Lifesavers Conference held in April 2018 in San Antonio, TX. The HSRC primary investigator participated in the State Aging Road User Program- Interstate Collaboration, a group that meets quarterly to discuss state efforts across the U.S. related to senior driving. Participants shared resources and collaborated on ways to improve outcomes and senior driving resources. The PI prepared a presentation and spoke to three different meetings of local Mall Walkers groups this year with the goal of educating the senior driver population of warning signs of age-related driving impairments and methods for ensuring continued safety. Finally, the project team continued development and maintenance of the North Carolina senior driver related website ([www.ncseniordriver.org](http://www.ncseniordriver.org)).

## Paid Media Plan

During FY2018, GHSP worked with the agency of record for media and marketing and conducted a more refined approach to better reach our target audience. The end result of these efforts was a focus on venues that would capture the intended audience. GHSP participated in a number of media partnerships during FY2018. These partnerships are described in detail in this section.

### Minor League Baseball

#### **Durham Bulls—\$17,000---estimated reach over 547,000**

Elements of the Media Plan:

- Exit Signage: Booze It & Lose It
- Permanently displayed at Main Exit – 631,000 impressions
- 12 In-game Promotions (TBD)
- Radio Read :30 second radio read on Bulls Radio Network during each game
- TV Commercial - :30 second commercial in each 55 televised game during the 2018 season and post-season
- Two live, in-game appearances on Durham Bulls TV and Durham Bulls Radio Network

#### **Winston-Salem Dash—\$8,800—estimated reach over 300,000**

Elements of the Media Plan:

- Signage during proms
- Signage throughout stadium
- Dash radio mentions

### College Athletics

During FY2018, GHSP partnered with both North Carolina State University and the University of North Carolina at Chapel Hill football programs. “Click It or Ticket” and “Booze It & Lose It” radio public service announcements were aired during each game. Other elements included advertising on various social media channels, official sporting websites and during tailgating.

#### **NC State Football—\$41,179—estimated reach over 400,000**

Elements of the Media Plan:

- One (1) in-game video board PSA during all seven (7) home football games for the 2018 season
- "Don't Drink & Drive" PSA with NC State Football greats Torry & Terrance Holt
- LED Ribbon Board will be branded with GHSP messaging during the feature
- NC State Mascot to appear for one (1) hour at the North Carolina Governor's Highway Safety Program "Safety City" area at the NC State Fair.
- Live mention by NC State radio for all game day broadcasts for football (12 games) during the pre-game as people are tailgating, etc.

#### **UNC Football—\$36,473—estimated reach over 330,000**

Elements of the Media Plan:

- Booze It or Lose It five (5) minutes minimum of exposure throughout the games, with each panel rotating in :30 loops. These TVs showcase the videoboard feed in the general



concourse, concession stands, Blue Zone Club and suite areas throughout Kenan Stadium, ensuring all fans can see the action no matter where they are in the venue.

- Booze It or Lose It will receive one (1) appearance from the famous Tar Heel mascot himself, Rameses, to remind attendees to not drink and drive.
- An in-venue video PSA featuring the mascot, Rameses

## Other

### North Carolina High School Athletic Association—\$100,000

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

### Charlotte Sky Show—\$17,000—estimated reach over 60,000

Elements of the Media Plan

- Facebook posts
- Rotating logo on website
- Over 600 recorded and live promos during the show
- On-site signage
- Logo on video board at Charlotte Knights stadium
- Mention in 12 promotional emails
- Mention in local radio stations

### CIAA—\$12,000—estimated reach over 70,000

Elements of the Media Plan

- (Two) :15 second Pa's per game inclusion of Scoreboard logo - Toyota Fan Fest.
- (Four) :15 second PA's per day at the Fan Fest
- (Two) :30 second commercials per day to played before and after the 6 p.m. concerts
- CIAA BIG Day Party with DJ Kool\
  - All wristbands given to patrons had "CITI" logo on them
  - 25 table top advertisements for "CITI" with logo on them

### Carolina Hurricanes—\$150,000—estimated reach over 480,000

Elements of the Media Plan

- Logo in ice
- LED Screen visibility
- Click It signage on Arena stop signs
- TV- 2 (:30) commercials during 40 games plus bonus games
- Radio – 2 (:30) commercials during 40 games plus bonus games
- Branding on the mobile marketing truck/trailer at all home games, on the road, and at 50 plus local events during the season; screens inside the vehicle playing the loop of Click It video

### John Wall Tournament—\$2,941.33—estimated reach over 12,000

Elements of the Media Plan

- Two full page color ads in the program

- Table table cloth with logo covered table on press row for in-person and media viewing
- Public address acknowledgement over the four days of the tournament
- Large banner in the Cary Academy Gym during the tournament

**Braves—\$40,000—estimated reach over 16,000,000**

## Elements of the Media Plan

- Ad ran April – September
- Traffic safety ad featuring troopers from 5 different states in the Braves network area.

**David Glenn Show—\$24,044.44—estimated reach over 52,000**

## Elements of the Media Plan

- The fastest growing and largest local sports talk show in the state.
- One live mention each week
- (8) :30 commercials per week across all affiliate stations for a total of 80 spots. Other Events

**Professional Bull Riders—\$10,000**

## Elements of the media plan:

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

**Live Nation—\$41,000**

## Elements of the media plan:

- 3,000 cup holders located inside the seating bowl area.
- Annual attendance: 300,000, primary audience 18-44 year olds

**Artsposure—\$35,000**

## Elements of the Media Plan

- Logo in prominent position in official program, poster, large-format print ads, and other marketing and promotional pieces.
- Logo on the First Night Raleigh website and mobile app.
- On-site visibility through the use of banners.

**Other Components of the Media Plan**

In the area of occupant protection, North Carolina participated in the national “Click It or Ticket” mobilization. Media efforts focused mostly on counties and demographic groups with low seat belt usage. The Click It or Ticket campaign raised awareness and reminded North Carolinians to wear their seatbelts. This year’s campaign focused on increasing seatbelt usage around the enforcement period in May as well as during high travel periods throughout the summer, particularly low use counties and among young men ages 18-34. There were 15,781,807 impressions for this campaign including digital display, social, social video, Pandora, traffic radio and out of home. Media was placed in counties with highest fatalities.

The Child Passenger Safety campaign educated parents of tweens on the laws and best practices for buckling up and booster seat usage. The media was placed to coincide with the Child Passenger Safety Week Campaign. The media was focused on the top 25 unbuckled counties with a skew toward counties that had a high child population. The main audience was parents of children aged 8-14. The campaign was supported by digital display, Facebook and digital streaming radio (Pandora) resulting in over 6 million impressions.



North Carolina also participated in all national impaired driving mobilizations. This year North Carolina included our *Operation Firecracker* summer campaign and the Labor Day campaign. Kickoff events for each campaign resulted in earned media. The campaigns were focused on enforcement and alternate ways of getting home such as use of a ride sharing app, taxis, public transit and calling a friend. The media efforts

targeted the “young invincibles” (adults 18-34 with emphasis on males). The campaign resulted in 12,871,887 impressions including digital, display, Facebook, Facebook video, Pandora, out of home (bars/restaurants), gas toppers and cinema.

For bicycle and pedestrian efforts, North Carolina supported the “Watch for Me NC” program through paid media efforts in communities with high rates of bicycle and pedestrian crashes running during targeted months. These areas included beach communities (Brunswick, Carteret, Dare, New Hanover, Pasquotank, Pitt and Pender counties) and city communities (Asheville, Boone, Charlotte, Greensboro, Greenville, Raleigh, Durham and Chapel Hill). The campaign resulted in the following impressions: transit ads, posters and bus tails (seven city markets reaching 5M impressions); Pandora radio ads (2.8M impressions; .07% CTR); Boone community outreach (37 groups agreed to share safety information); and sidewalk stencils (65 spots in 7 communities reaching at least 3.5M impressions).

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

## Funded Projects and Activities

The paid media activities listed below were funded by GHSP under the FY2018 Highway Safety Plan:

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Project Number(s): FHX-18-12-02  
Project Title: GHSP In-House Pedestrian Safety Media Buys  
Agency: Governor's Highway Safety Program  
Project Description: This was an ongoing project to provide funding for a media campaign to address bicycle and pedestrian safety. The Governor's Highway Safety Program (GHSP) continued outreach efforts regarding bicycle and pedestrian safety with a media placement campaign advertising as appropriate. GHSP utilized 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.  
Contribution to Meeting Targets: In an effort to reach people at the point of decision making, a large portion of the campaign contained out-of-home options. Sidewalk stencils reached pedestrians in seven communities across the state. These stencils were at key intersections and high traffic areas to reinforce the message with 3.5 million impressions. Interior and exterior boards on transit buses in seven communities targeted the mobile audience with five million impressions. Pandora Radio ads resulted in 2.8 million impressions with a click through rate of .07%. Additionally, a targeted outreach effort was conducted in Boone. Of the 75 groups in Boone that Watch For Me contacted to establish communications and potential partnerships, there were thirty-seven confirmed response from those groups willing to share information digitally.

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Project Number(s): M2PE-18-13-01  
Project Title: GHSP In-House OP Media Buys  
Agency: Governor's Highway Safety Program  
Project Description: This was an ongoing project to provide funding for media campaigns to address occupant protection issues. The Governor's Highway Safety Program (GHSP) continued outreach efforts regarding occupant protection with a media placement campaign during each enforcement period. GHSP utilized our agency of record to supply media buys, placement and statewide distribution of our message during and between campaigns using data to identify the most effective methods.  
Contribution to Meeting Targets: GHSP conducted paid media through various modes for the multiple scheduled *Click It or Ticket* campaigns. Media was focused on target demographics overrepresented in crashes involving an unrestrained occupant and geographic locations overrepresented in unrestrained fatalities, as well as general public messaging. The media reach was over 15.7 million impressions. A separate effort was also conducted for Child Passenger Safety Week during September. The target audience was parents of children aged 8-14. The media reach was approximately 5.7 million impressions.

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Project Number(s): M5PEM-18-15-01  
Project Title: GHSP In-House Impaired Driving Media Buys  
Agency: Governor's Highway Safety Program

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**Project Description:** This was an ongoing project to provide funding for a media campaigns to address impaired driving issues. The Governor's Highway Safety Program (GHSP) planned to continue outreach efforts regarding impaired driving with a media placement campaign during each enforcement period which may include TV, radio or other advertising as appropriate. As part of the plan, GHSP utilized our agency of record to supply media buys, placement and statewide distribution of our message during and between campaigns using data to identify the most effective methods.

**Contribution to Meeting Targets:** GHSP conducted paid media through various modes for the multiple scheduled *Booze It & Lose It* campaigns. Media was focused on target demographics overrepresented in impaired driving crashes and geographic locations overrepresented in impaired driving fatalities, as well as general public messaging. The media reach was over 13.5 million impressions.

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**Project Number(s):** M5PEM-18-15-02

**Project Title:** GHSP In-House Impaired Driving Sports Marketing

**Agency:** Governor's Highway Safety Program

**Project Description:** This was an ongoing project to provide funding for sports and events marketing of highway safety messages. Though the Governor's Highway Safety Program has utilized sports and events marketing to reach our target demographics, we reassessed this approach. This project provided funding for marketing efforts associated with sporting and other events. Previously GHSP had conducted marketing with major league teams in North Carolina, major universities, NASCAR, minor league baseball clubs and other areas including outdoor concert venues and other events. A new agency of record was utilized to help guide our efforts. Sports and events marketing efforts were designed to target impaired driving. Outreach efforts focused on increasing attention on the target audience using data to identify the most effective methods.

**Contribution to Meeting Targets:** GHSP sponsored marketing campaigns with high school and college athletics, minor league baseball, high school athletics, and racing venues. The minor league and local speedway efforts targeted counties that are overrepresented in unrestrained and impaired driving fatalities. The *Booze It & Lose It* marketing reached over 1.1 million and the *Click It or Ticket* marketing reached over six hundred thousand.

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**Project Number(s):** OP-18-04-01

**Project Title:** GHSP In-House Sports Marketing OP

**Agency:** Governor's Highway Safety Program

**Project Description:** This was an ongoing project to provide funding for sports and events marketing of highway safety messages. Though the Governor's Highway Safety Program has utilized sports and events marketing to reach our target demographics, we reassessed this approach. This project provided funding for marketing efforts associated with sporting and other events. Previously GHSP had conducted

marketing with major league teams in North Carolina, major universities, NASCAR, minor league baseball clubs and other areas including outdoor concert venues and other events. A new agency of record was utilized to help guide our efforts. Sports and events marketing efforts were designed to target impaired driving. Outreach efforts focused on increasing attention on the target audience using data to identify the most effective methods.

Contribution to Meeting Targets:

GHSP sponsored marketing campaigns with high school and college athletics, minor league baseball, high school athletics, and racing venues. The minor league and local speedway efforts targeted counties that are overrepresented in unrestrained and impaired driving fatalities. The Booze It & Lose It marketing reached over 1.1 million and the Click It or Ticket marketing reached over six hundred thousand.

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## 2017-2018 Highway Safety Related Legislation

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

### ***Senate Bill 582, Technical Correction and Appropriation Bill Modifications***

This bill was enacted in October 2017 (Session Law 2017-212) and clarifies the statute of limitations law for misdemeanors. Due to a lack of resources, driving while impaired (DWI) cases involving blood tests for alcohol or drugs were taking more than two years to prosecute. The state crime laboratory could not process the blood any quicker. Some courts said that N.C. Gen. Stat. § 15-1 (Statute of Limitations for misdemeanors) required a DWI to be tried, not just charged, within two years. While these cases were being considered by the appellate courts, the General Assembly modified N.C. Gen. Stat. § 15-1 to only require the misdemeanor be charged within two years, not tried. The North Carolina Supreme Court later held that misdemeanors need only be charged within two years. State v. Curtis, 2018 N.C. LEXIS 622; State v. Turner, 2018 N.C. LEXIS 620.

This bill also amended N.C. Gen. Stat. 8C-1, Rule 702(a1), of the North Carolina Rules of Evidence to clarify that an officer who has successfully completed training on Horizontal Gaze Nystagmus (HGN) and administers the test in accordance with the training can testify as to the results of the HGN test. The State is not required to prove that HGN is generally accepted in the scientific community before the officer testifies.

The final modification by this section was to N.C. Gen. Stat. 8C-1, Rule 702(a1), of the North Carolina Rules of Evidence to clarify that an officer who has a current certification as a Drug Recognition Expert (DRE) can testify whether a person was under the influence of one or more impairing substances, and the category of such impairing substance as to the results. Proof that the tests and steps taken by the DRE in performing the evaluation need not be shown as generally accepted in the scientific community for the testimony to be admitted into evidence.

**Effective:** The statute of limitations change was effective for any charge filed on or after December 1, 2017. The modifications to the Rules of Evidence were effective for any hearing or trial occurring on or after the date the Governor signed the legislation, which was October 7, 2017.

### ***Senate Bill 145, An Act to Make Changes to Transportation Laws***

This bill provides that the Division of Motor Vehicles may share medical information relating to a driver's physical or mental disability or disease that affects his or her operation of a motor vehicle, with other states and the federal government for purposes of determining an individual's ability to safely operate a commercial motor vehicle or to obtain a commercial driver's license.

Section 16, of this bill repealed N.C. Gen. Stat. 20-190.2 which required signs posted on the right of way, when a highway is patrolled by unmarked police vehicles.

**Effective:** July 1, 2018

***House Bill 469, An Act to Regulate the Operation of Fully Autonomous Motor Vehicles on the Public Highways of this State***

This bill provides regulations of the operation of autonomous vehicles in North Carolina and create the Fully Autonomous Vehicle Committee to advise the General Assembly and Secretary of Transportation on issues related to fully autonomous vehicles.

**Effective:** December 1, 2017

***House Bill 21, Require Driver Instruction on Law Enforcement Procedures During Traffic Stops***

This law requires the NC Division of Motor Vehicles to include in the driver license handbook a description of law enforcement procedures during traffic stops and the actions that a motorist should take during a traffic stop, including appropriate interactions with law enforcement officers.

**Effective:** January 1, 2018



## Federal Funds Spent on Each Project

*SEE ATTACHED*