

SAFETY INITIATIVES

Mark Nelson
Safety Division



2009 CRASH DATA

- In 2009, 140 people were killed on North Dakota roads
- This is the most people killed in motor vehicle crashes in the state since 1982
- Of these fatalities:
 - Approximately 65 percent were unbelted at the time of the crash
 - Forty percent were alcohol-related

REGIONAL DUI TASK FORCES

- Regional (multi-agency) DUI Task Forces implemented statewide in October 2010
- Goal: demonstrate to the public that drunk driving won't be tolerated and offenders will be apprehended
- Approximately 90 percent of county and city law enforcement, tribal and BIA agencies plus the ND Highway Patrol have agreed to participate to achieve high visibility (see map - next slide)



IMPAIRED DRIVING PSA

- "It's Never Easy"
- Joint production with multiple state level officials including the NDDOT Director, the ND Attorney General and the Colonel of the ND Highway Patrol
- Impaired driving PSA - emphasizing sustained enforcement

"IT'S NEVER EASY" DON'T DRINK AND DRIVE



**IMPAIRED DRIVING PSA
“ALL IN THIS TOGETHER”
BISMARCK**



MEDIA CAMPAIGNS - SEAT BELT USE

Click It or Ticket Enforcement Campaign

- The enforcement ad will be broadcast via TV and radio (next slide)
- Over 60 law enforcement agencies and the Highway Patrol will participate in overtime enforcement
- Community Traffic Safety Programs will conduct earned media and education activities

Pick Your Click

May Mobilization 2010



MOTORCYCLE SAFETY PROGRAM

- The North Dakota Motorcycle Safety Program (administered through ABATE) provides training
 - Last year, 213 classes were taught reaching 2,121 people through Basic Rider and Experienced Rider courses.
 - ABATE is promoting the “Share the Road” campaign (next slide)

COMMUNITY TRAFFIC SAFETY PROGRAMS

- Continue to provide community-level outreach to increase seat belt use and reduce impaired driving within their service regions.
- Activities include:
 - Outreach through earned media and education activities that support NDDOT enforcement and social-norming campaigns
 - Outreach through social networks (Facebook)
 - Multi-agency DUI Task Force Coordinator

YOUTH/YOUNG ADULT PROGRAM INITIATIVES

- Will work with the North Dakota Safety Council in support of the *Alive at 25* program.
- Will assist the North Dakota Driver and Traffic Safety Education Association (NDDTSEA) to adapt a driver’s education curriculum that incorporates behavioral safety and parent involvement for use in North Dakota.
- www.NDTeenDrivers.com

TEEN WEBSITE

- Goal to decrease teen car crashes
- This year a statewide interactive contest is being created to encourage and educate teens and their community about traffic safety; as well as drive traffic to the new website.
 - Develop 30 second television ad focusing on seat belts, alcohol, or distracted driving
 - Design billboard ad

SAFE ROUTES TO SCHOOL PROGRAM

Safe Routes to School programs enable communities to improve safety and encourage more children, including children with disabilities, to safely walk and bicycle to school.

In the process, programs are working to reduce traffic congestion and improve health and the environment, making communities more livable for everyone.



OTHER

- Conducted annual Law Enforcement Summit in February 2011
 - Nearly 100 participants attend
- Drug Recognition Expert (DRE) Program
 - Completed DRE training in May 2010 - added 13 more officers to program
 - Per State Toxicology records there is an average increase of 23% of Toxicology Drug Analysis Requests for traffic safety purposes

OTHER

- Traffic Safety Resource Prosecutor (TSRP) Program
 - The TSRP has trained over 800 individuals in 2010 regarding case law updates, testifying in criminal proceedings, and the 4th Amendment
 - Plans for expanding the TSRP program and expanding our outreach to support the statewide Regional DUI Task Forces

THANK YOU

Mark Nelson
 NDDOT
 Safety Division Director
 328-4559
mnelson@nd.gov

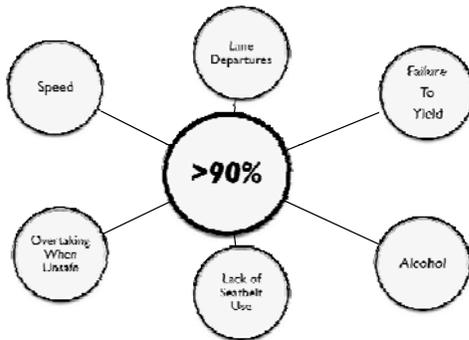
ENFORCEMENT

ENFORCEMENT GOAL

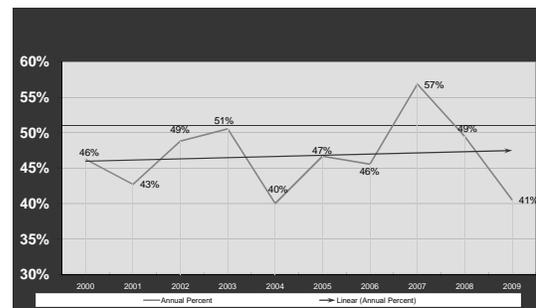
- 1. CRASH REDUCTION**
- 2. INCREASE RESPONSIBLE DRIVING BEHAVIORS THROUGH DETERRENCE**
- 3. APPREHEND DRUNK DRIVERS**

CRASHES
aren't
~~Accidents~~

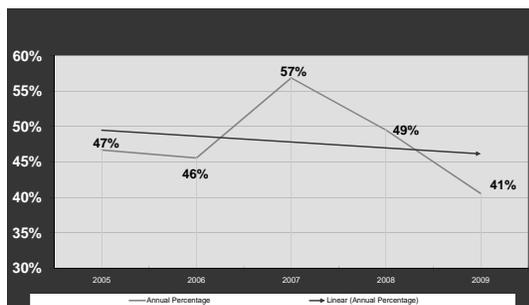
Contributing Factors



Alcohol Related Fatal Crashes 10 Year Trend

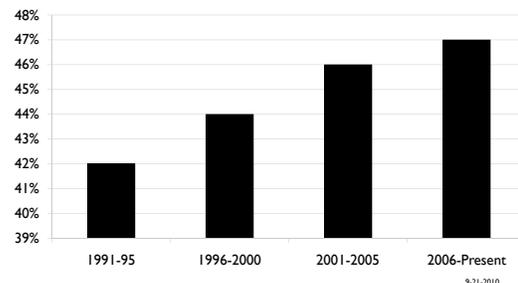


Alcohol Related Fatal Crashes 5 Year Trend

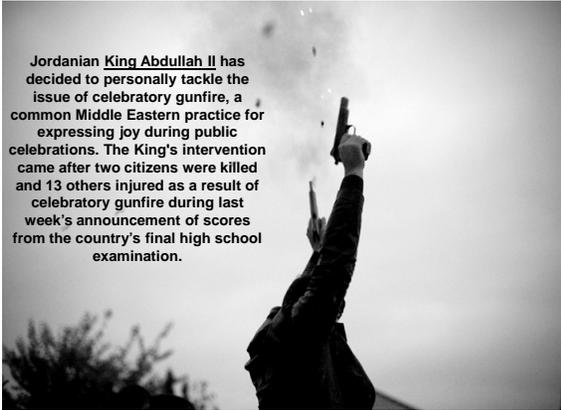


Hold the Applause...

North Dakota's Alcohol Related Fatal Crashes

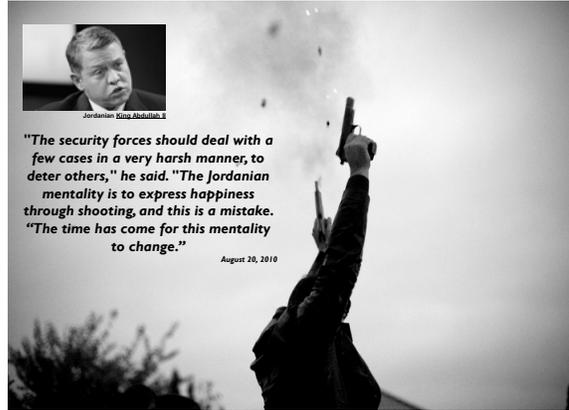


Jordanian King Abdullah II has decided to personally tackle the issue of celebratory gunfire, a common Middle Eastern practice for expressing joy during public celebrations. The King's intervention came after two citizens were killed and 13 others injured as a result of celebratory gunfire during last week's announcement of scores from the country's final high school examination.




"The security forces should deal with a few cases in a very harsh manner, to deter others," he said. "The Jordanian mentality is to express happiness through shooting, and this is a mistake. "The time has come for this mentality to change."

August 20, 2010



"If the bullet, which fell from the sky in Basra, had gone in at a different angle, the British airman could have lost his arm."

SkyNews.com




49,558 DUI Arrests in 10 Years



498 DEATHS IN 10 YEARS



"Motorists Don't Believe They Will Have an Accident or be Killed if _____ While Driving..."

texting eating speeding drinking




Who has a greater influence on how you drive?



Thank You

Lt. Jody Skogen
 North Dakota Highway Patrol
 328-4252
jskogen@nd.gov

5 E's (Education, Enforcement, Engineering, EMS, Evaluation)

Engineering Activities

Prepared by Christopher Holzer, PE
 NDDOT Traffic Operations Section
 October 28th, 2010

Strategic Highway Safety Plan Emphasis Areas

1. Reduce Alcohol Impaired Driving
2. Increase the Use of Safety Restraints for all Occupants
3. Younger Driver / Older Driver Safety
4. Curb Aggressive Driving
5. Improvements to Address Lane Departure Crashes
6. Enhancing Emergency Medical Capabilities to Increase Survivability
7. Improve Intersection Safety

Strategic Highway Safety Plan Emphasis Areas

1. Reduce Alcohol Impaired Driving
2. Increase the Use of Safety Restraints for all Occupants
3. Younger Driver / Older Driver Safety
4. Curb Aggressive Driving
- ⇒ 5. Improvements to Address Lane Departure Crashes
6. Enhancing Emergency Medical Capabilities to Increase Survivability
- ⇒ 7. Improve Intersection Safety

Annual Listings

- Critical Crash Rate Locations
- Rural Intersection High Crash Locations
- Urban High Crash Locations
- High Risk Rural Roads

Starting in 2010 these listings are anticipated to be prepared yearly in order to identify locations that may need improvement.



Example – Urban High Crash Locations

State of North Dakota



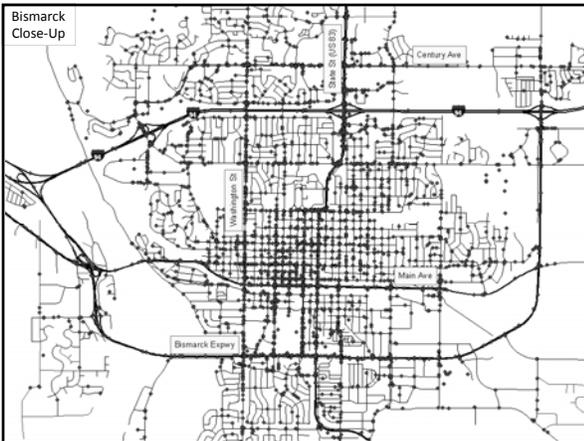
All 2007-2009 Crash Data



13 Major City Crashes Only

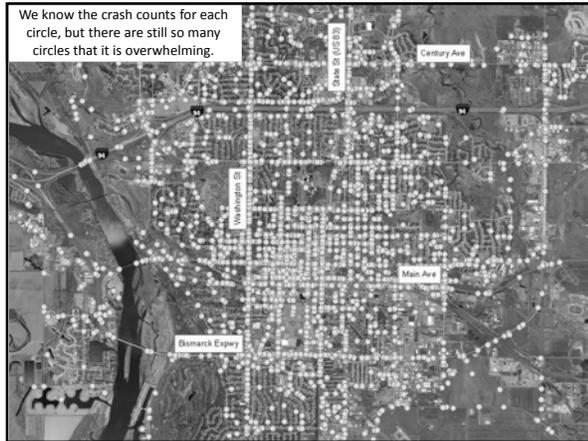
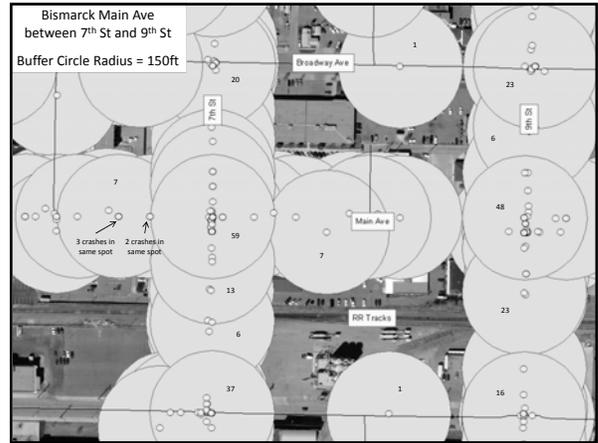


Bismarck Close-Up



Bismarck Main Ave between 7th St and 9th St





Each location with 15 or more crashes is then ranked based on two criteria:

- weighted total (see note below)
- crash rate

Weighted Total = 12*Fatal Crashes + 3*Injury Crashes + 1*Property Damage Only Crashes

Ranking Example

Intersection	Rank1	Rank2	Rank1 + Rank2	Overall Rank
	Weighted Total Rank	Crash Rate Rank		
A	3	3	6	1
B	1	6	7	2
C	6	2	8	3
D	4	4	8	3
E	2	7	9	5
F	9	1	10	6
G	7	5	12	7
H	5	10	15	8
I	8	9	17	9
J	10	8	18	10

For the 3yr Urban High Crash Location listing, we look at the top 50 locations.

Process:

- Read and summarize crash reports.
- Identify possible crash trends (if any).
- Forward information to appropriate city officials.
- Get comments/recommendations from city officials.
- Conduct field visits for certain areas.
- Recommend safety project improvements (if any).
- If perform a safety project, evaluate before/after crash data (3yrs before / 3yrs after) to see how effective the improvement was.

End of Urban High Crash Location Example



System-Wide Improvements

- Rumble Strips (centerline, shoulder/edgeline, and intersection) within the next 3 to 4 years.



Centerline Rumble Strips



Intersection Rumble Strips

System-Wide Improvements (cont'd)

- Rural Turn Lanes (if criteria are met)



System-Wide Improvements (cont'd)

- Recovery Approaches at T-intersections (if feasible)



Contact Information

Christopher Holzer
 NDDOT Traffic Operations Section
 (701)328-2534
 cholzer@nd.gov



EMS Response in North Dakota

Ed Gregoire
State EMS Training Coordinator
Division of EMS and Trauma
ND Department of Health



Responding to Injuries Reasonable EMS

1. Dispatch to enroute – 10 minutes
2. Within the city limits of Bismarck, Mandan, Fargo, West Fargo, Minot and Grand Forks – 9 minutes
3. Rural areas – 20 minutes
4. Frontier areas – 30 minutes



Ambulance Services Today

- Basic Life Support – 122
- Advanced Life Support – 19
- Quick Response Units - 82



Provider Levels

- First Responder – 2139
- EMT – 1711
- EMT-Intermediate 85 – 217
- Paramedic - 390



Future Training

- First Responder – Emergency Medical Responder
- Emergency Medical Technician –Basic – EMT
- Advanced Emergency Medical Technician
- Paramedic



Training Grants

- First Responder – \$200
- Emergency Medical Technician –\$1200
- Paramedic - \$3000 or \$5000



Thank You

Ed Gregoire
 North Dakota Department of Health
 328-4523
egregoire@nd.gov

FIVE E'S (EDUCATION, ENFORCEMENT, ENGINEERING, EMS, EVALUATION)

North Dakota Conference on Injury Prevention & Control
 October 28, 2010

Kimberly Vachal,
 Upper Great Plains Transportation Institute,
 North Dakota State University

NDSU **UGPTI**
 Enhancing mobility of people and goods in rural America.

Evaluation

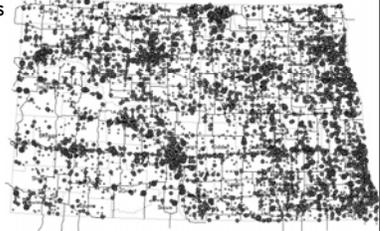
- Why?
 - Planning – Vision, Program, Strategies
 - Accountability, Performance, Resource Decisions
- Types?
 - Exploratory
 - Systematic/Long-Term
 - Program Specific
- Results?
 - Mobilizing Knowledge/Public Awareness
 - Decision-making

NDSU **UGPTI**
 Enhancing mobility of people and goods in rural America.

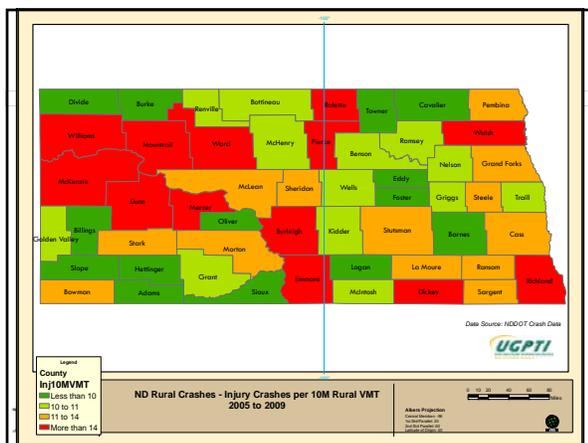
Exploratory

- Crash Data
- Drivers Records

ND Crashes 2005 to 2009 – Local Roads
 Only (no towns)
 Red=Fatal Blue=Injury
 Brown=PDO (n=9,070)



NDSU **UGPTI**
 Enhancing mobility of people and goods in rural America.



Systematic

- NOPUS
- Rural Seat Belt Survey
- Traffic Safety Performance Measures

NDSU **UGPTI**
 Enhancing mobility of people and goods in rural America.

Program/Project

- Driver Education
- Alive at 25
- High Visibility Seat Belt Enforcement



NDSU  Enhancing mobility of people and goods in rural America.

Pilot Rural Roads Methodology

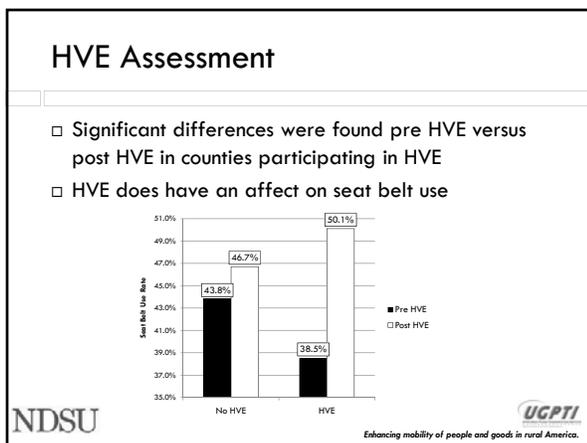
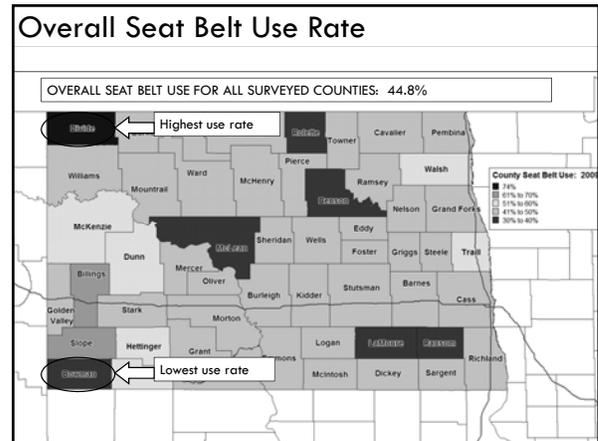
- Traditional observation survey method
 - ▣ Rural roads use rate – highway & town
 - ▣ Twice to measure High Visibility Enforcement affects in respective counties
- Sites
 - ▣ Non-NOPUS counties, Preferred and Other
 - ▣ One site in each town – max of 4 towns per county,
 - ▣ Minimum 30 minutes up to one hour (30 obs min.)

NDSU  Enhancing mobility of people and goods in rural America.

Overview

- 6,919 observations of driver seat belt use
- 1,051 observations of passenger seat belt use
- 149 sites/23 counties
- Sites included rural towns and rural highways located at least 20 miles from interstate highways
- Collected between March and August 2009

NDSU  Enhancing mobility of people and goods in rural America.



Discussion

www.ugpti.org/rtssc
Kimberly.Vachal@ndsu.edu
 701.231.6425

NDSU  Enhancing mobility of people and goods in rural America.

Slide 70

TSO2 I prefer to use the rural highway figures rather than overall since the overall may skew since we do not know the mix of highway and town travel... I realize town use is most always lower, but the highway travel is higher risk. We did include the overall 44% with the caveat for others, but I've tried to separate the two numbers when given the opportunity.

The School Of, 12/1/2009