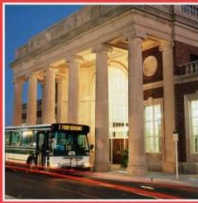
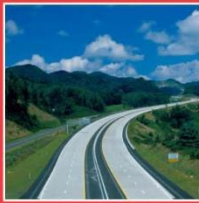


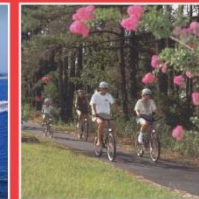
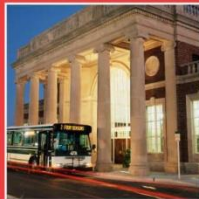
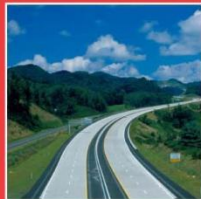


N.C. Governor's Highway Safety Program



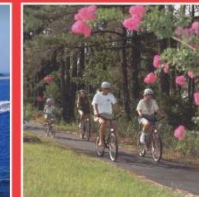
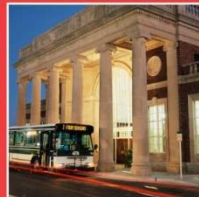
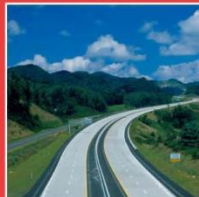
Mission

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



Objectives

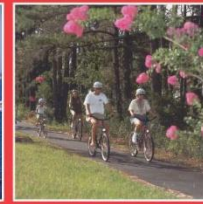
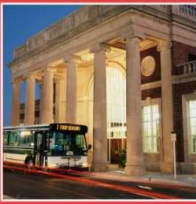
- Disburse federal funds across North Carolina to promote highway safety activities.
 - Manage funds through monitoring and tracking via GHSP staff.
- Administer highway safety campaigns to include state and local law enforcement agencies.
 - GHSP funds 11 regional law enforcement liaisons that are located throughout the state. Funding includes travel and equipment.
 - Liaisons coordinate activities with 100 county coordinators.
- Promote highway safety campaigns through public awareness campaigns, marketing and paid media efforts.



Federal Statute

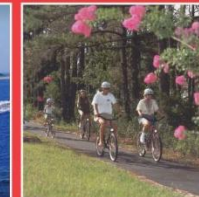
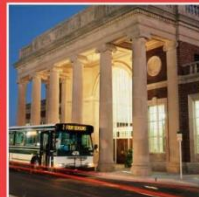
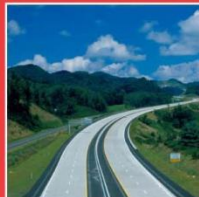
- **§ 402. Highway safety programs**
- Each State shall have a highway safety program approved by the U.S. Secretary, designed to reduce traffic accidents and deaths, injuries, and property damage resulting therefrom. Such programs shall be in accordance with uniform guidelines promulgated by the Secretary.
- Each state's highway safety program varies on location of agency within their government.

Department	Number of States
DOT	21
Dept. of Public Safety	16
State Police	2
Criminal Justice	1
Dept. of Economic Dev.	1
Other	11

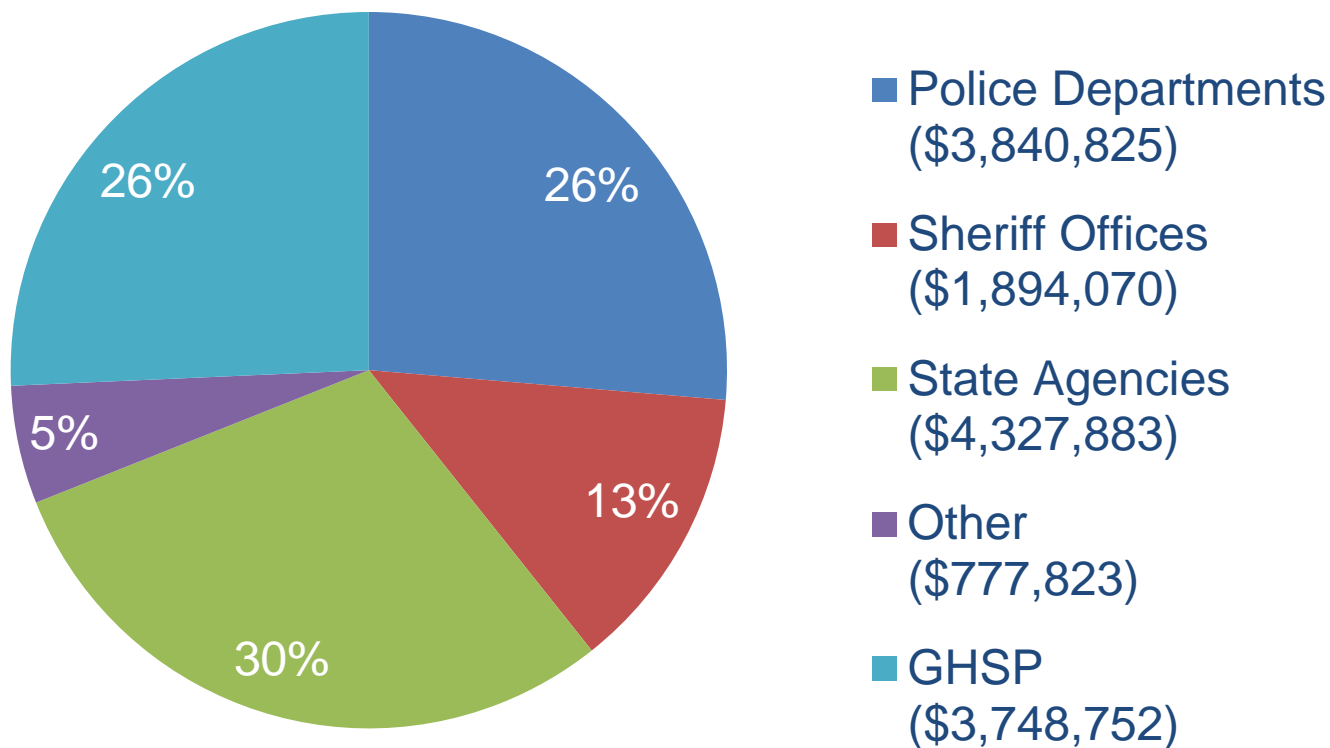


GHSP Overview & Funding

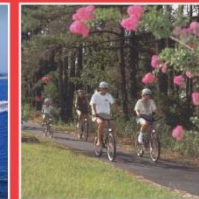
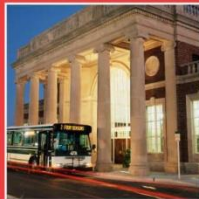
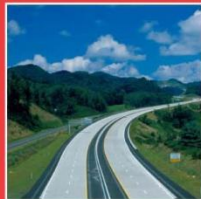
- GHSP includes 11 full-time positions and 1 part-time position
 - 5 positions are funded with 50% state and 50% federal funds
 - 7 positions are 100% federally funded
- GHSP receives approximately \$11,500,000 from US DOT National Highway Traffic Safety Administration annually in new funds
 - Distributed to highway safety projects across NC
 - Used to support staff and programs
- GHSP receives \$305,026 from state funds
 - Funding source for state funds is the Highway Fund
 - Used to support staff and programs



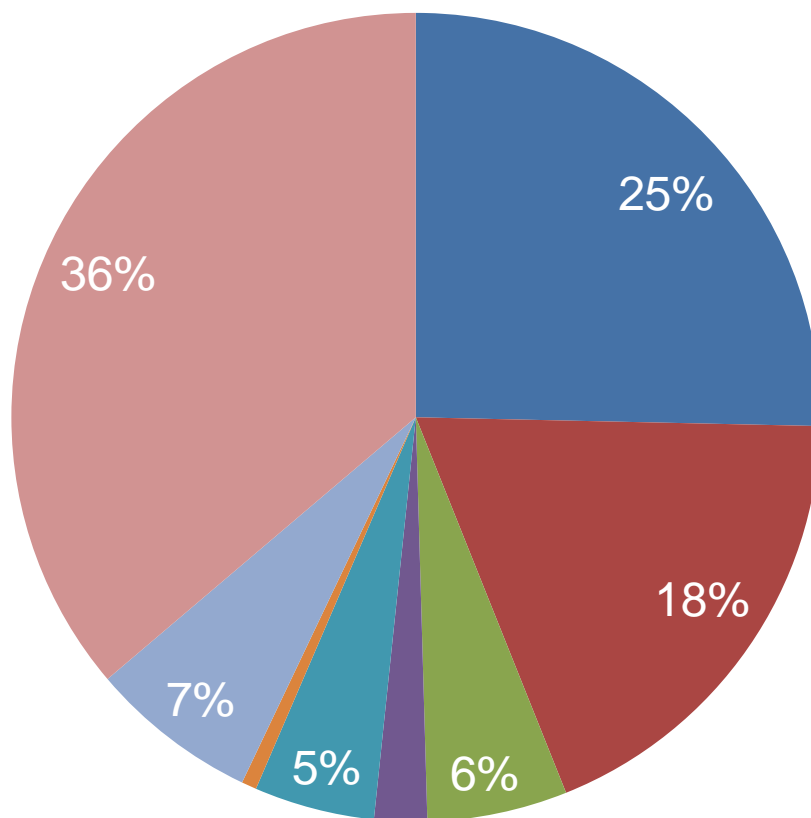
GHSP Grant Recipients (FY 2011)



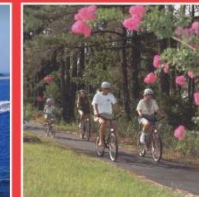
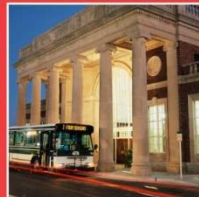
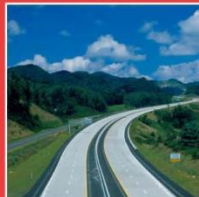
These totals include funds carried over from FY 2010.



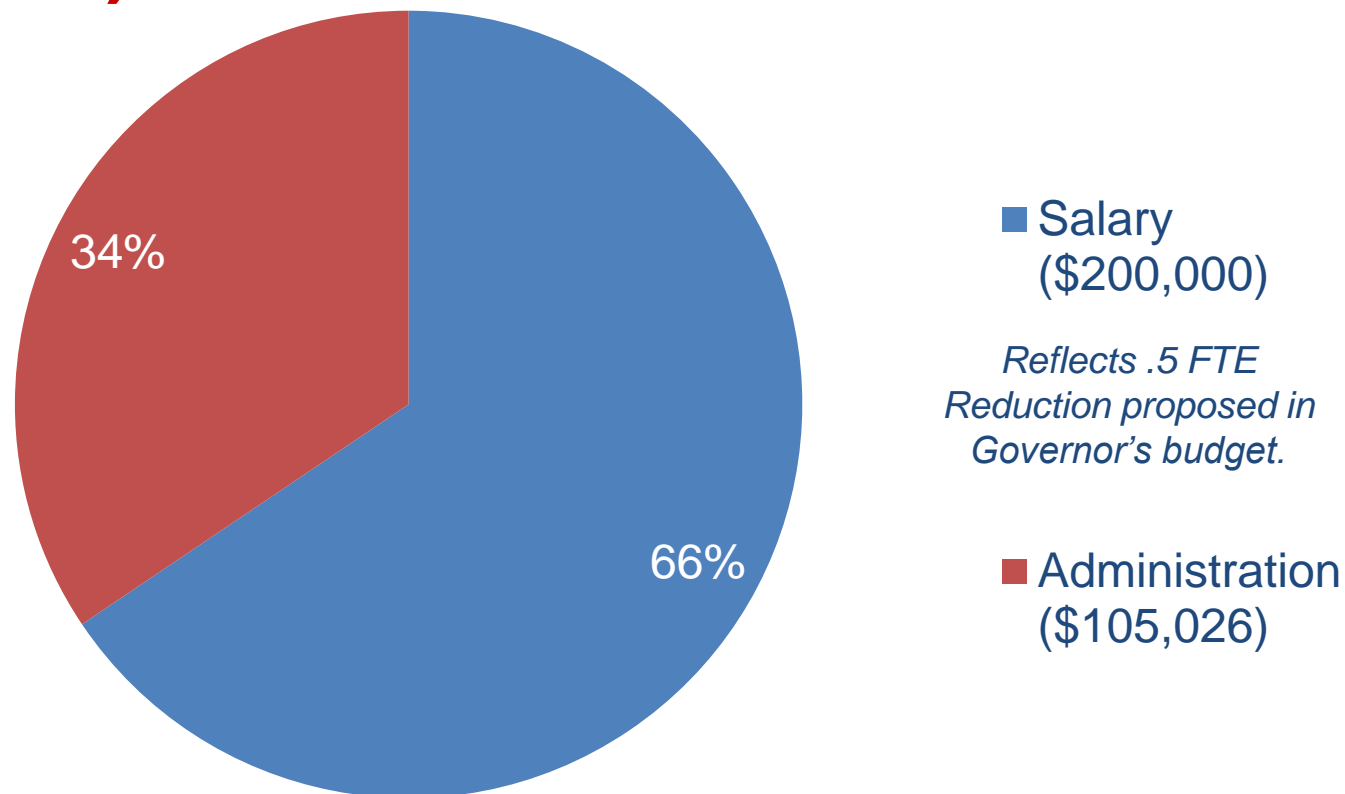
GHSP Programing (\$3,748,752) (FY 2011)

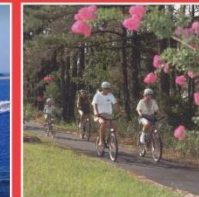
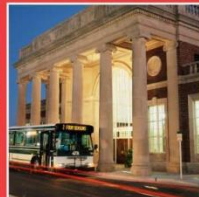
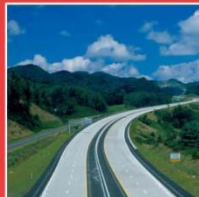


- Salaries
(\$950,000)
- Points System
(\$697,500)
- Administration
(\$210,052)
- Highway Safety Exhibits
(\$79,100)
- Occupant Protection Programs
(\$180,400)
- Motorcycle Safety Programs
(\$22,500)
- Alcohol Programs
(\$252,200)
- Paid Media/Advertising
(\$1,357,000)



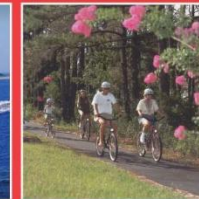
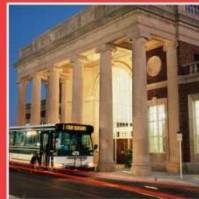
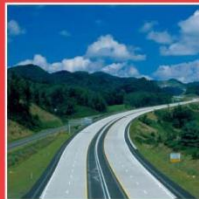
GHSP Programing-State Funds (\$305,026) (FY 2011)





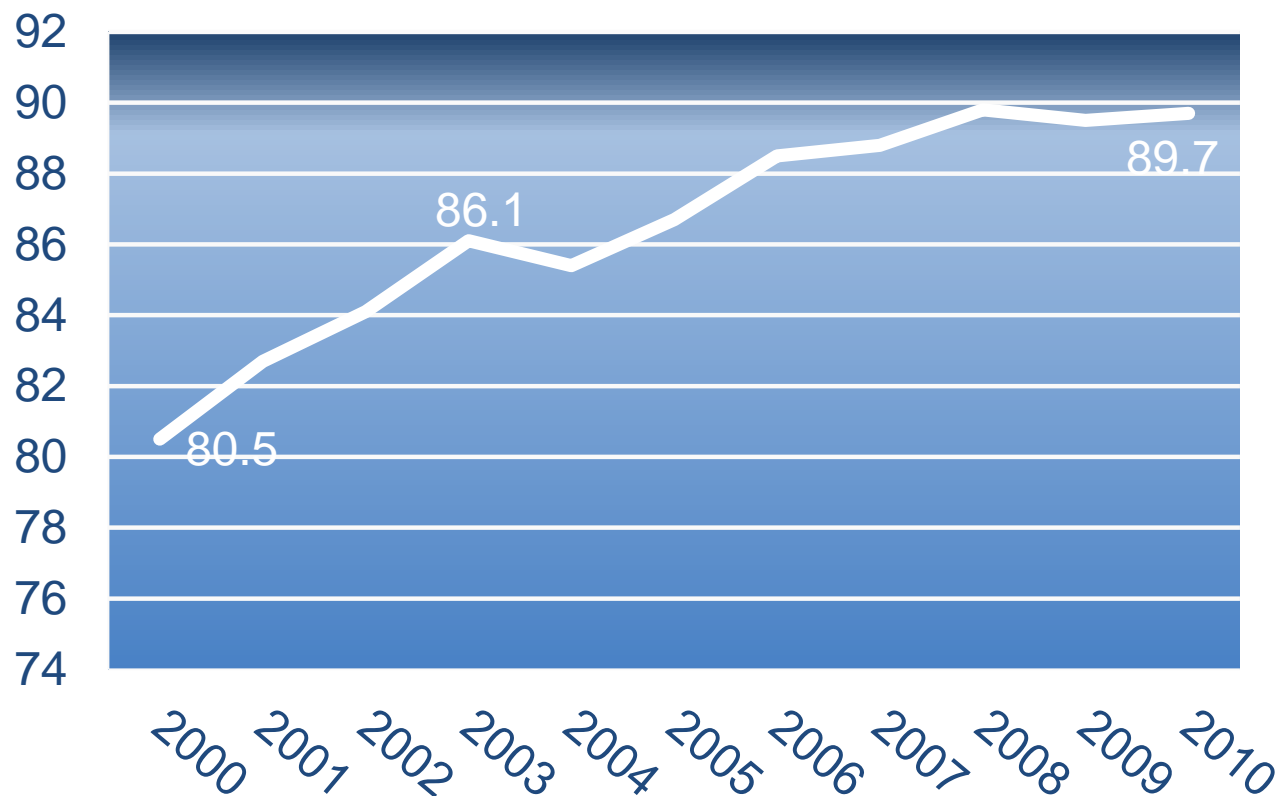
GHSP Accomplishments

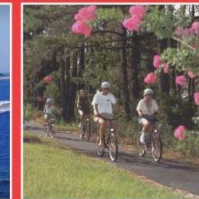
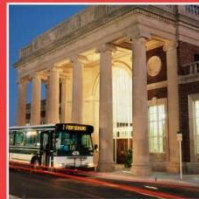
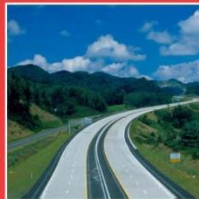
- North Carolina's "Click It or Ticket" program began in 1993 to increase seat belt and child safety use rates through stepped-up enforcement of the state's seat belt law.
- North Carolina's "Click It or Ticket" program is so successful that it now serves as a model for the US DOT National Highway Traffic Safety Administration. States throughout the country conduct "Click It or Ticket" campaigns, increasing awareness of seat belt safety daily.



GHSP Accomplishments

Seatbelt Usage Rate 2000-2010





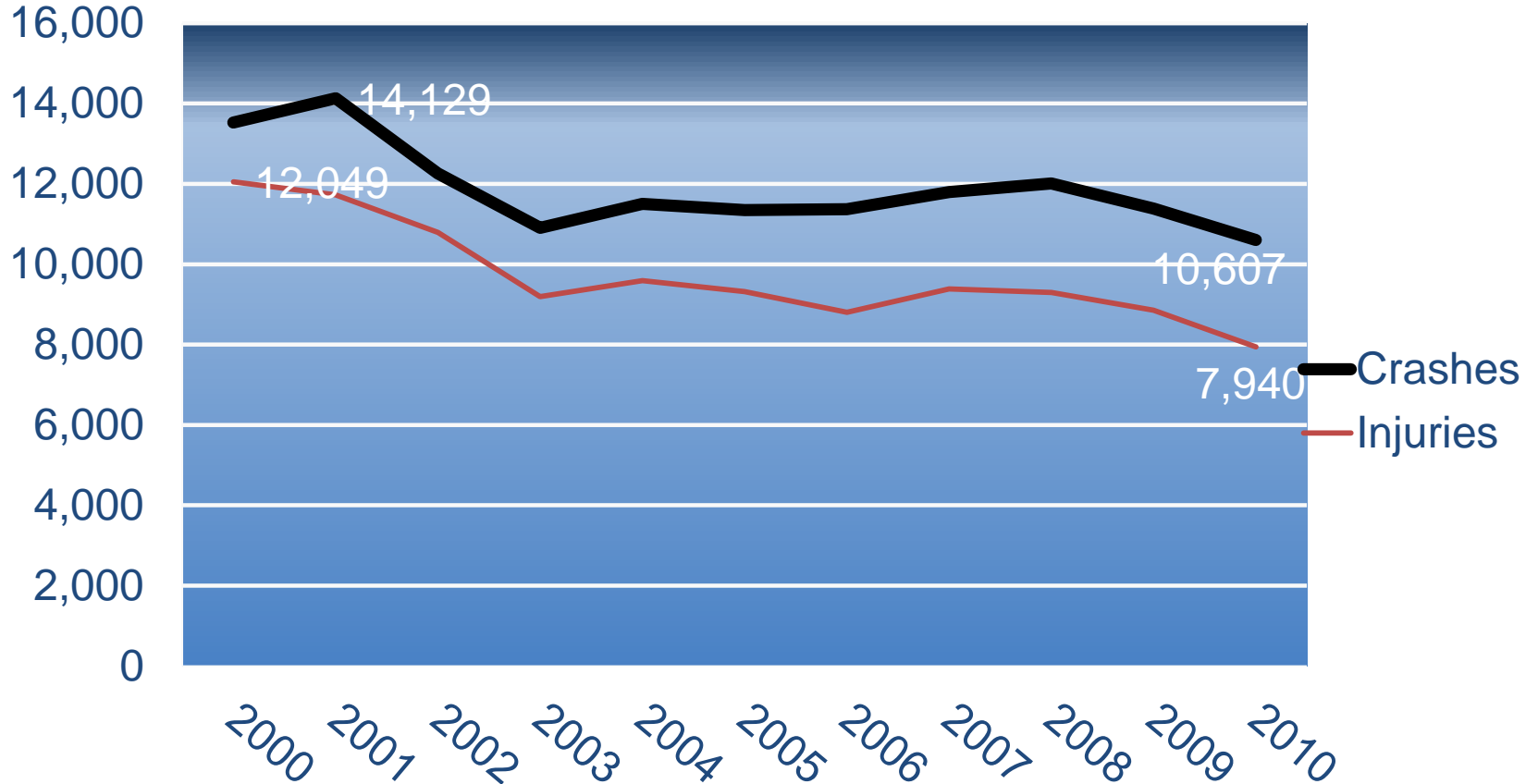
GHSP Accomplishments

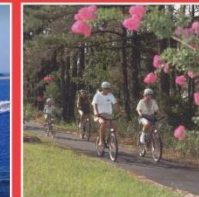
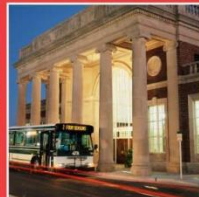
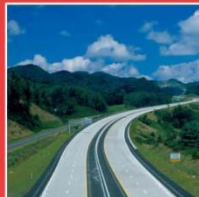
- The "Booze It & Lose It" campaign zeros in on drunken drivers with innovative and extensive anti-driving while impaired (DWI) enforcement and education. Sobriety checkpoints are continually set up in all North Carolina counties as part of the state's highly effective anti-drunk driving campaign.



GHSP Accomplishments

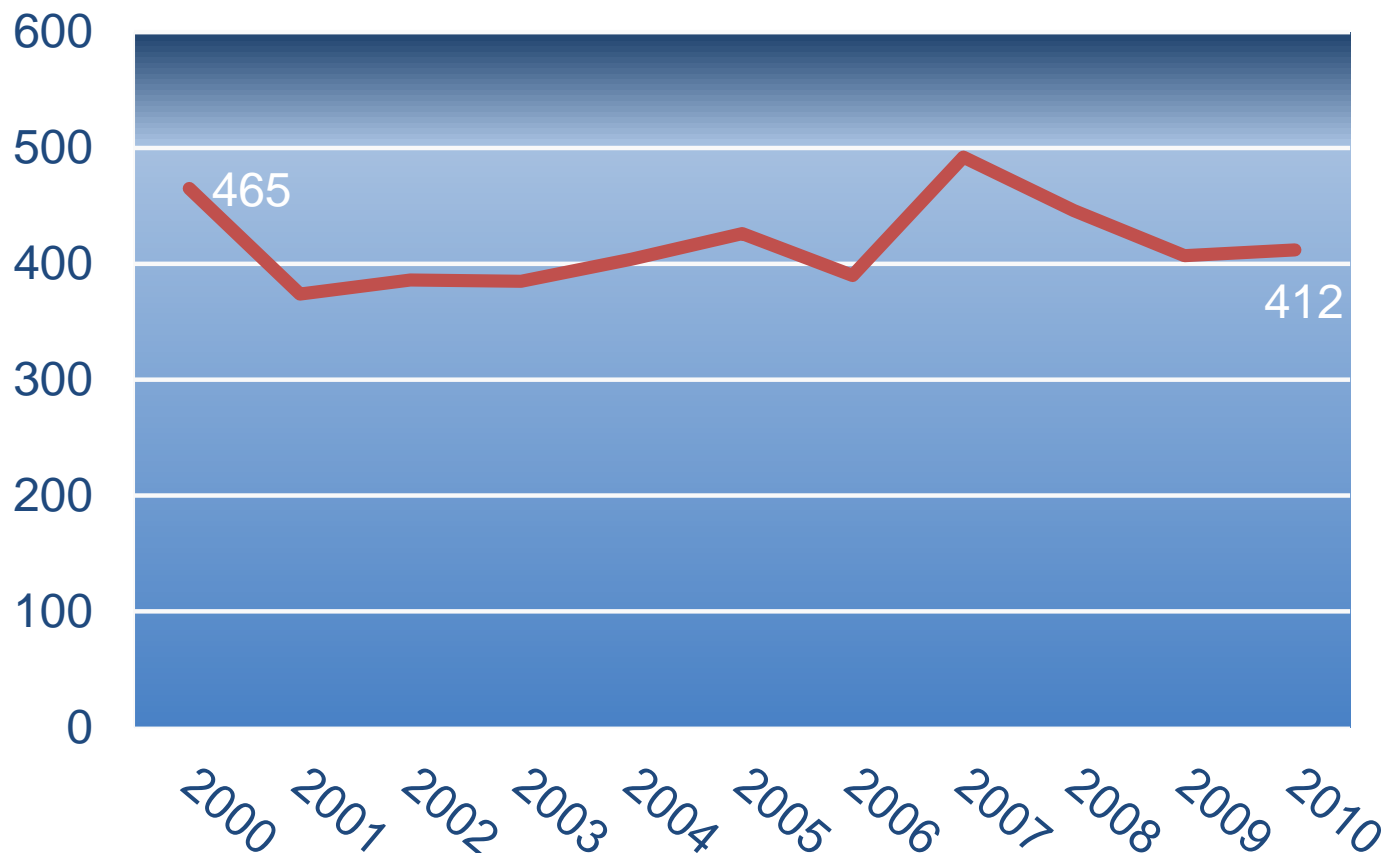
Alcohol-Related Crashes and Injuries





GHSP Accomplishments

Alcohol-Related Fatalities





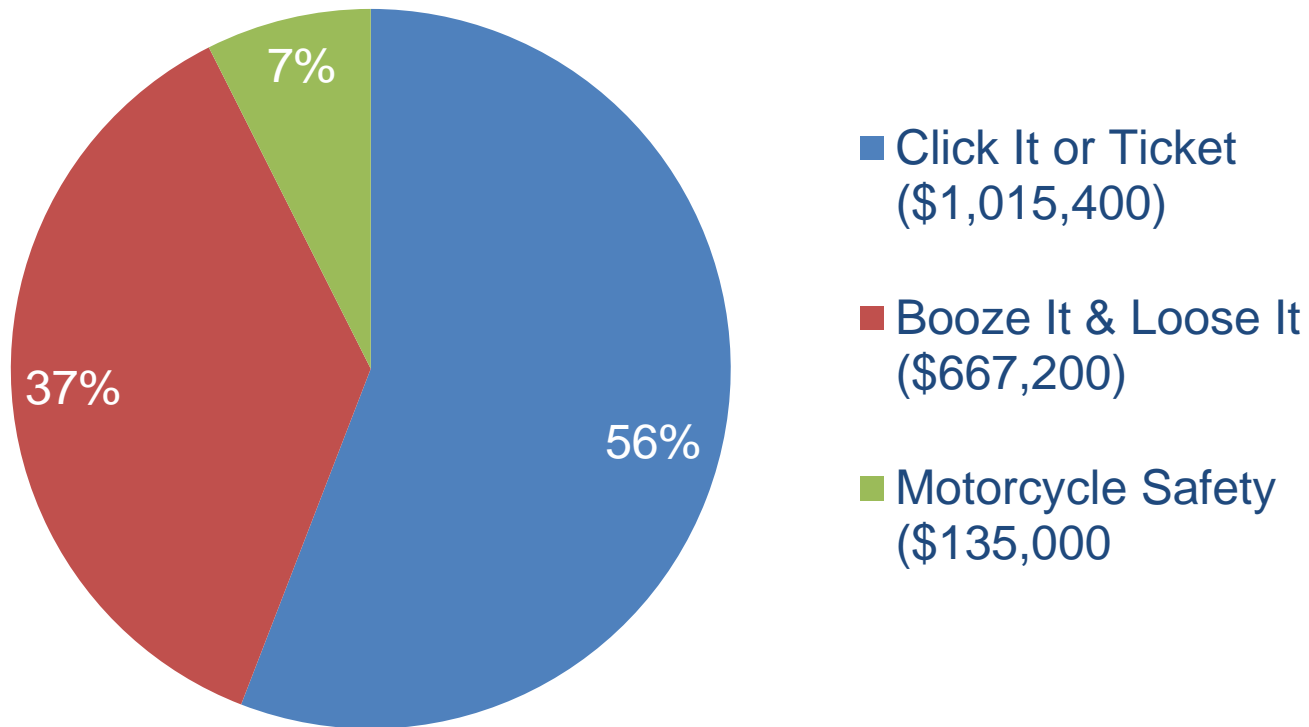
GHSP Accomplishments

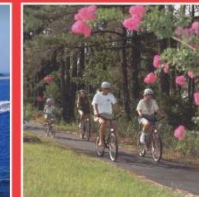
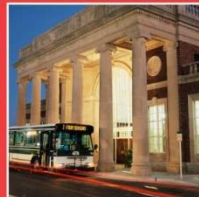
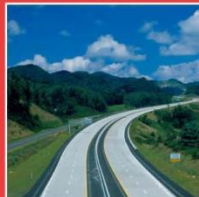
- Other Highway Safety Initiatives:
 - Booze It & Lose It
 - No Need 2 Speed
 - Currently no funds are allocated for this initiative
 - Click It or Ticket, *High School Program*
 - NC BikeSafe (Motorcycle Safety)



GHSP Initiatives

Federal Funds Allocation





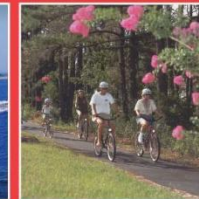
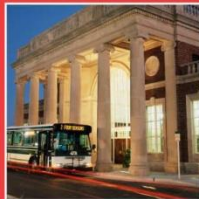
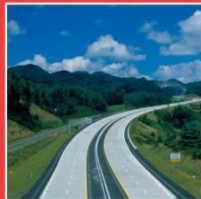
GHSP Accomplishments

2009 Highway Safety Campaign Totals

Total Checkpoints and Patrols	55,325
Total DWI	16,145
Seatbelt Violations	49,495
Child Passenger Safety Violations	7,118
Drug Violations	10,178
Stolen Vehicles Recovered	637
Fugitives Arrested	4,434
Total Criminal Violations	42,333
Speeding	176,100
Total Criminal & Traffic Citations	552,577

2010 Highway Safety Campaign Totals

Total Checkpoints and Patrols	57,393
Total DWI	16,096
Seatbelt Violations	44,700
Child Passenger Safety Violations	7,054
Drug Violations	11,617
Stolen Vehicles Recovered	632
Fugitives Arrested	6,485
Total Criminal Violations	51,818
Speeding	174,250
Total Criminal & Traffic Citations	622,413



GHSP Challenges

- Shaping and changing the behavior of the public.
- New Grants Management System launches in April.
- Timing of federal funding and dealing with continuing resolutions.