

### **VISION:**

Establish a culture of shared personal responsibility where fatalities and serious injuries on North Dakota roadways are recognized as preventable and not tolerated.

### **MISSION:**

Eliminate fatalities and serious injuries on North Dakota roadways.



#### ABOUT THIS DOCUMENT

This document is prepared annually by the North Dakota Department of Transportation (NDDOT) Highway Safety Division to provide information about motor vehicle crashes, fatalities and injuries in North Dakota.

Data for this document is collected by North Dakota law enforcement officers who complete a crash report when a crash on a public road involved a fatality, injury or at least \$4,000 in property damage.

The reportable property damage threshold increased to \$4,000 on August 1, 2019. For crashes occurring prior to August 1, 2019, the reportable property damage threshold was \$1,000.

Crashes that occur off of a public road (for example, on private property or parking lots) are not included.

Crash reports are submitted by law enforcement to the NDDOT Highway Safety Division for central collection and data analysis. The data reported here reflects the point in time when the data was analyzed. Comparison to other data analysis may vary.

Gratitude is extended to all law enforcement personnel at the city, county, state and tribal levels who provide this valuable data for analysis.



Crashes are not accidents. The word "accident" promotes the perception that crashes are outside of human control when, in fact, crashes are predictable results of specific actions.

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#### **EXECUTIVE SUMMARY**

Motor vehicle crash fatalities and injuries are sudden, violent and traumatic events. The impact is long-lasting, often permanent, and extends beyond the victims to impact the lives of the victim's family, friends and community.

#### The good news is, crashes are largely preventable.

In North Dakota in 2022, preventable human behavior including not wearing a seat belt, alcohol and speed and/ or aggressive driving contributed significantly to motor vehicle fatalities. Of the 98 fatalities in 2022, 69% were not wearing their seat belt (excludes those where seat belts do not apply including pedestrians, bicycles, motorcycles and off-highway vehicles), 38% were alcohol-related (includes both toxicology confirmed and officer suspected alcohol involvement), 31% involved speed and/or aggressive driving, and 48% were lane departure-related.

Motor vehicle crash fatalities in North Dakota can be reduced if every driver and vehicle occupant takes personal responsibility for their safety.



This includes wearing seat belts at all times; transporting children in child passenger safety (CPS) seats appropriate for the child's age, height and weight; not driving while distracted by cell phones or any other form of distraction; driving only when sober (i.e., not under the influence of alcohol and/or drugs); and obeying all posted speed limits.

#### VEHICLE CRASHES, FATALITIES & INJURIES IN NORTH DAKOTA:

**A Decade in Review (2013-2022)** 

There were more than 10,700 vehicle crashes during 2022 resulting in fatalities, injuries and property damage.

The highest number of fatalities over a 10-year period occurred in 2013 (148), followed by a steady decrease in fatalities through 2016. In 2017, there was a 2.7% increase in fatalities; however, from 2017 to 2022 fatalities decreased by over 15%.



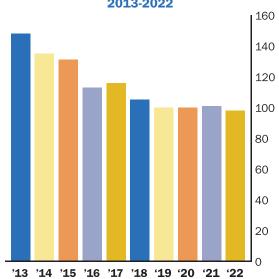


Since 2019, there have been more than 40,000 lives lost to vehicle crashes each year in the United States (US) compared to about 100 lives lost to crashes each year in North Dakota.

#### North Dakota Motor Vehicle Crashes, Fatalities and Injuries, 2013-2022

Year	Crashes	Fatalities	Injuries
2013	18,977	148	5,365
2014	16,134	135	5,278
2015	15,077	131	4,917
2016	15,017	113	4,614
2017	15,280	116	4,432
2018	15,242	105	4,230
2019	14,221	100	4,258
2020	8,820	100	3,426
2021	9,585	101	3,947
2022	10,734	98	3,763

#### North Dakota Motor Vehicle Fatalities 2013-2022

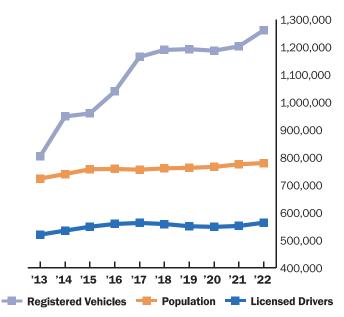


With the exception of 2017, North Dakota's fatality rate per 100 million vehicle miles traveled (VMT) is consistently *lower* than the national rate over the past 7 years. VMT is a measure of crash exposure — the more vehicle miles driven, the greater the exposure to the risk of a crash.



According to the U.S. Census Bureau, North Dakota's population increased by slightly more than 55,000 people over the past 10 years.

#### North Dakota People, Drivers, and Vehicles, 2013-2022



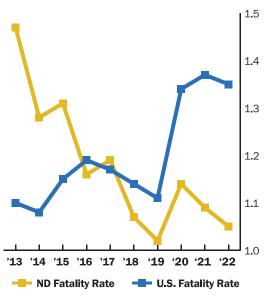
#### North Dakota vs. United States Motor Vehicle Fatalities and Vehicle Fatality Rate, 2013-2022

Year	ND Fatalities	ND Fatality Rate*	U.S. Fatalities	U.S. Fatality Rate*
2013	148	1.47	32,893	1.10
2014	135	1.28	32,744	1.08
2015	131	1.31	35,484	1.15
2016	113	1.16	37,806	1.19
2017	116	1.19	37,473	1.17
2018	105	1.07	36,835	1.14
2019	100	1.02	36,355	1.11
2020	100	1.14	39,007	1.34
2021	101	1.09	42,939	1.37
2022	98	1.05	42,795	1.35

\*Number of fatalities per 100 million vehicle miles traveled.

Note: ND fatality rates were updated in 2018 to reflect NHTSA data which uses a slightly different VMT count. Historical US data was updated in 2022 to reflect current NHTSA published data.

#### North Dakota vs. United States Motor Vehicle Fatality Rate, 2013-2022



# 2022 VEHICLE CRASHES, FATALITIES & INJURIES IN NORTH DAKOTA

In 2022, there were 98 individuals who lost their lives in motor vehicle crashes in North Dakota. Those who died ranged in age from 6 to 89. The majority (83%) were North Dakota residents.



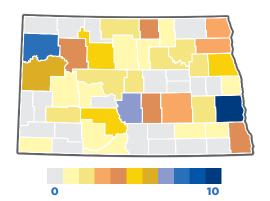






Of the motor vehicle fatalities, 63 (64%) were in a passenger vehicle, 21 (21%) were motorcyclists, 6 (6%) were pedestrians, 7 (7%) were individuals on all-terrain vehicles (ATVs) and other miscellaneous vehicle types (such as snowmobiles, farm equipment and horse drawn wagons), 1 (1%) was a bicyclist.

Fatalities occurred in 33 (62%) of North Dakota's 53 counties.



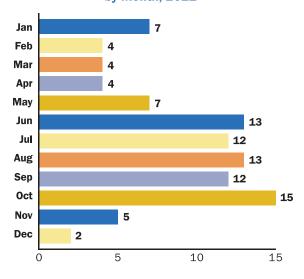
#### North Dakota Motor Vehicle Crashes, Fatalities and Injuries by County, 2022

County	Crashes	Fatalities	Injuries	Crash Rate per MVMT
Adams	16	0	9	.52
Barnes	229	2	91	1.00
Benson	18	2	15	.22
Billings	31	0	3	.41
Bottineau	42	2	18	.47
Bowman	. 11	1	2	.23
Burke	25	0	5	.44
Burleigh	2,210	7	680	3.10
Cass	2,666	10	1,065	1.60
Cavalier	22	0	6	.42
Dickey	51	0	23	.92
Divide	25	0	7	.45
Dunn	67	1	21	.46
Eddy	22	0	4	.78
Emmons	19	0	4	.36
Foster	24	0	4	.51
Golden Valley	16	0	2	.38
Grand Forks	1,027	5	329	1.66
Grant	22	1	9	.65
Griggs	11	0	13	.38
Hettinger	9	0	5	.25
Kidder	55	4	20	.50
Lamoure	32	1	22	.59
Logan	10	0	3	.44
McHenry	79	1	37	.64
McIntosh	17	0	4	.64
McKenzie	216	6	75	.57
McLean	70	2	30	.33
Mercer	76	1	17	.91
Morton	474	5	161	1.07

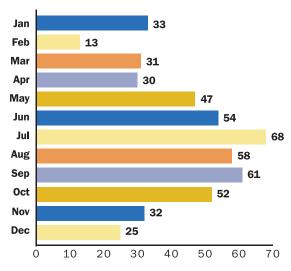
County	Crashes	Fatalities	Injuries	Crash Rate per MVMT
Mountrail	95	4	42	.42
Nelson	42	2	22	.65
Oliver	10	0	2	.30
Pembina	62	3	32	.61
Pierce	15	1	8	.30
Ramsey	142	2	36	1.09
Ransom	13	1	14	.24
Renville	12	0	7	.31
Richland	198	4	86	.67
Rolette	22	4	16	.23
Sargent	11	0	12	.20
Sheridan	15	2	13	.63
Sioux	2	1	1	.07
Slope	10	0	4	.34
Stark	497	2	113	1.30
Steele	3	0	1	.08
Stutsman	448	3	121	1.39
Towner	5	1	1	.15
Traill	116	1	58	.58
Walsh	100	3	46	.68
Ward	763	5	240	1.12
Wells	30	0	13	.42
Williams	531	8	191	1.01
TOTAL	10,734	98	3,763	1.16

Motor vehicle fatalities in North Dakota occur each month of the calendar year. However, over the past 5 years more people have died in motor vehicle crashes in the warm weather months in North Dakota (May through October) than the cold weather months. Warm weather months are also peak travel months in North Dakota where more vehicle miles are driven. During the 5-year period (2018-2022), July had the most motor vehicle fatalities in North Dakota.

#### North Dakota Motor Vehicle Fatalities, by Month, 2022



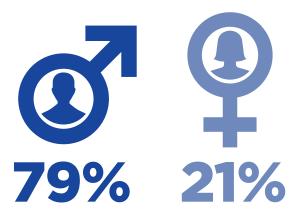
### North Dakota Motor Vehicle Fatalities by Month, 2018-2022



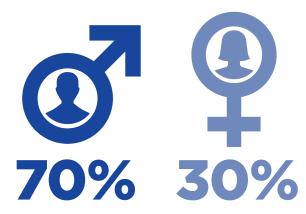
# 2022 Vehicle Crashes, Fatalities & Injuries in North Dakota (continued)

In 2022, males died in motor vehicle crashes nearly three times more than females.

#### North Dakota Motor Vehicle Fatalities by Gender, 2022

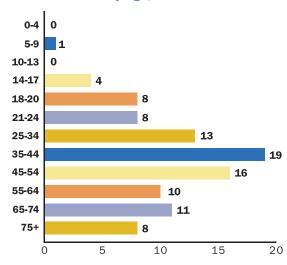


### North Dakota Motor Vehicle Fatalities by Gender, 2018-2022

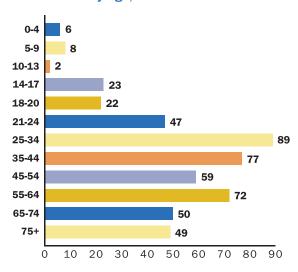


Nearly 2/3 (59%) of those who died in motor vehicle crashes in North Dakota over the past 5 years were between the ages of 25 and 64.

#### North Dakota Motor Vehicle Fatalities by Age, 2022

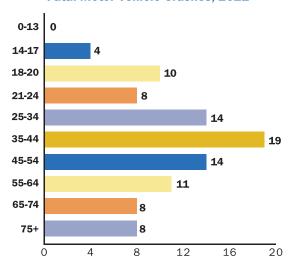


### North Dakota Motor Vehicle Fatalities by Age, 2018-2022

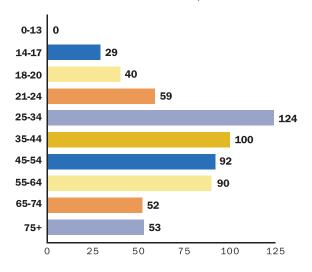


Drivers in fatal crashes were also primarily between the ages of 25 and 64 over the past five years.

#### North Dakota Age of Drivers Involved in Fatal Motor Vehicle Crashes, 2022

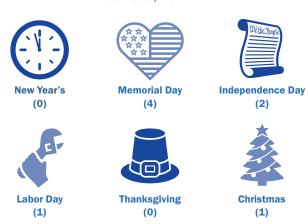


### North Dakota Age of Drivers Involved in Fatal Motor Vehicle Crashes, 2018-2022



Historically, more fatalities occur during New Year's, Independence Day and Memorial Day than other holidays.

#### North Dakota Holiday Motor Vehicle Fatalities, 2022



Note: Data reflects a multiple day period that varies per holiday and the day of the week on which the holiday falls. The New Year's Eve holiday period includes both December and January fatalities with the fatalities counted in the year in which they occurred.

#### North Dakota Holiday Motor Vehicle Fatalities, 2018-2022



# OCCUPANT PROTECTION



**Seat belts save lives.** They are the single most effective safety device to prevent death and injury in a motor vehicle crash.<sup>1</sup>



#### Seat belts protect you by:

- · Keeping you in the vehicle.
- Spreading the force of impact over a large area and the strongest part of the body.
- · Allowing your body to slow down gradually, lessening the impact on internal organs.
- · Preventing impact with the interior of the vehicle.
- · Preventing collision with other occupants of the vehicle.
- · Preventing trauma to the brain and spinal cord caused by sudden change in motion.

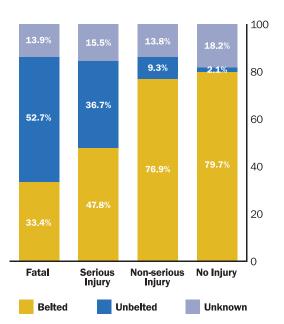
Fortunately, most people who drive and ride in motor vehicles in North Dakota understand how important it is to wear a seat belt. An annual survey of observed seat belt use in North Dakota shows that slightly more than 8 out of every 10 people wear a seat belt (80.6%). But, it is those who do not wear seat belts who are much more likely to lose their life in a crash.

North Dakota Unbelted Motor Vehicle Fatalities, 2018-2022

Year	Fatalities*	No Seat Belt Used	Percent Unbelted
2018	77	37	48%
2019	74	34	46%
2020	68	41	60%
2021	80	37	46%
2022	68	47	69%

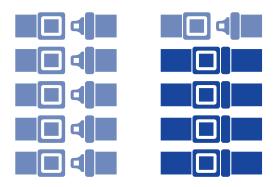
\*Includes fatalities where seat belts were available within the vehicle. Excludes fatalities where seat belts do not apply (pedestrians, bicycles, motorcycles, off-highway vehicles, persons riding on the exterior of motor vehicles, bus passengers and farm/construction equipment).

#### North Dakota Percent of Restraint Use by Injury Classification, 2018-2022



<sup>&</sup>lt;sup>1</sup> National Safety Council

Crash data shows a direct correlation between seat belt use and injury severity. Unbelted vehicle occupants in crashes in North Dakota account for the largest percent of fatalities, while belted occupants most commonly receive non-serious or no injuries.



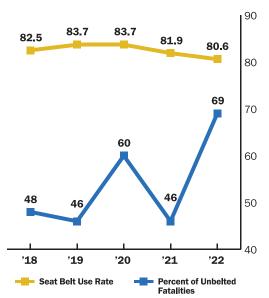
In North Dakota over the past 5 years (2018-2022), more than half (53%) of the people killed in a motor vehicle crash, where seat belts applied, were not wearing a seat belt at the time of the crash. And, 79% of the unbelted fatalities were males.

In 2022 alone, 69% of motor vehicle fatalities in North Dakota were not wearing their seat belt. Of those unbelted fatalities, 63% were partially or totally ejected. Further, 67% of single vehicle rollover fatalities were not wearing their seat belt and 86% of those unbelted fatalities were either partially or totally ejected.

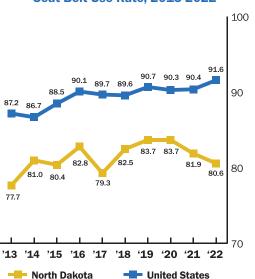
North Dakota's observed seat belt use has been consistently lower than the national seat belt use rate over the past 10 years (2013-2022).

Seat belts save lives. Wear your seat belt — everybody, every trip, every time!

#### North Dakota Seat Belt Use and Unbelted Motor Vehicle Fatalities, 2018-2022



#### North Dakota vs. United States Seat Belt Use Rate, 2013-2022



# IMPAIRED DRIVING



Alcohol and drug-related crashes are 100% preventable. Many lives would be saved in North Dakota each year if every driver consistently makes the choice to drive sober and not while under the influence of alcohol and/or drugs.



# TO DAYS one alcohol-related vehicle fatality occurred (ND 2022)

Yet, 184 people have died in alcohol-related crashes in North Dakota over the past 5 years. Alcohol is a factor in about 38% of fatal crashes in North Dakota annually.

Approximately 1 in 7 (15%) adult arrests in North Dakota in 2022 were for Driving Under the Influence (DUI). The **average** blood alcohol content (BAC) among DUI offenders in North Dakota is .171 - well over the legal limit of .08.

Drive sober.

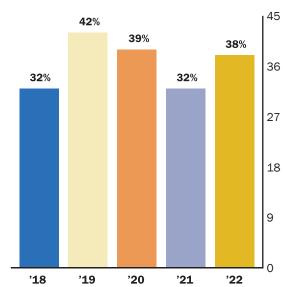
#### North Dakota Office of Attorney General, Bureau of Criminal Investigation, Crime in North Dakota, 2022

### North Dakota Motor Vehicle Crashes, Fatalities and Injuries Involving Alcohol, 2018-2022

	Year	Total Fatal Crashes	Fatalities	Injuries
	2018	30	31	407
	2019	38	43	402
	2020	37	39	407
	2021	27	35	396
•	2022	36	36	419

\*Counts indicate at least one operator in the crash had a positive BAC and/or officer suspected alcohol involvement was indicated on the crash report; passenger BACs are excluded. Alcohol-related injuries are counted based on officer suspected alcohol involvement from the crash report; toxicology is not available.

#### North Dakota Percent Alcohol-Related Fatal Motor Vehicle Crashes, 2018-2022



# DISTRACTED DRIVING



Distraction — taking eyes, hands or mental attention away from driving — is a common contributing factor in most motor vehicle crashes and near crashes.

Texting while driving is a behavior so dangerous that drivers are:

23x MORE at risk of a crash or near-crash event



According to the National Highway Traffic Safety Administration (NHTSA), 3,522 people nationwide were killed in motor vehicle crashes involving distracted drivers in 2021.\*

Distracted driving is vastly underreported as a factor in a crash due to driver hesitancy to report, lack of witness verification and other factors. As a result, North Dakota crash data related to distraction is limited. However, in North Dakota in 2022 there were:

- 945 crashes related to distracted driving including 7 fatal crashes and 30 series injury crashes.
- 958 distracted driving violations posted to the ND Driver's License System.



Sending one text at 55 mph is like *driving blindfolded* the entire length of a football field.

### **VISION ZER®**

Zero fatalities. Zero excuses.

Vision Zero is a statewide strategy to eliminate fatalities and serious injuries caused by motor vehicles on North Dakota roads.

VisionZero.ND.gov

## PARENTS LEAD

Parents LEAD (Listen, Educate, Ask, Discuss) is an evidence-based underage drinking prevention program targeting parents and professionals through statewide, web-based communication.

ParentsLead.org



Speak Volumes is a campaign to educate North Dakota adults on standard drink sizes, binge drinking, and related consequences to help them make better decisions about alcohol consumption.

SpeakVolumes.ND.gov

<sup>\*</sup>Most current data available

# SPEED AND/OR AGGRESSIVE DRIVING

SPEEDING

Speed and/or aggressive driving was a factor in 31% of fatal crashes in North Dakota in 2022.

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~ EVERY

DAYS

one speed-related fatality occurred (ND 2022)

According to NHTSA, 12,330 lives were lost in speed-related vehicle crashes in the U.S. in 2021.\*

Speeding endangers everyone on the road. It greatly reduces the driver's ability to slow a vehicle when necessary or to steer safely around an unexpected curve, or another vehicle or hazardous object in the road. In school zones or neighborhoods, that could include a child or an animal crossing the road.

Of the 56 drivers involved in fatal crashes in 2022 with speed and/or aggressive driving identified as a contributing factor, 46% were ages 18-44 and 85% were male.

It's not just aggressive driving, it's deadly driving. Stop speeding before it stops you.

#### \*Most current data available

#### North Dakota Fatal Motor Vehicle Crashes Involving Speed/Aggressive Driving\*\*, 2018-2022

Year	Total Fatal Crashes	Speed/Aggr. DrivInvolved Fatal Crashes	Percent
2018	95	42	44%
2019	91	26	29%
2020	96	33	34%
2021	85	29	34%
2022	96	30	31%

<sup>\*\*</sup>Speed/Aggressive Driving-Involved is defined as speeding, driving too fast for conditions, following too close, or operating a vehicle in an erratic, reckless, careless, negligent or aggressive manner.

# PEOPLE died in speed/aggressive driving involved crashes in North Dakota over the past 5 years (ND 2022)

North Dakota Motor Vehicle Crashes, Fatalities and Injuries Involving Speed/ Aggressive Driving\*\*, 2018-2022

Year	Crashes	Fatalities	Injuries
2018	5,525	47	1,723
2019	5,187	27	1,629
2020	3,153	36	1,225
2021	3,663	35	1,613
2022	3,936	34	1,550

### LANE DEPARTURE

Lane departure is the most common type of crash resulting in injuries in rural areas. A lane departure crash is defined as a crash which occurs after a vehicle crosses an edge line or a center line, or otherwise leaves the traveled way.

HOURS
one lane departure-related
crash occurred (ND 2022)

The second of th

In 2022 in North Dakota, 82.8% of single-vehicle fatal lane departure crashes involved overturning/rolling over and 17.2% involved collisions with fixed objects such as trees, utility/light poles, traffic signs and mailboxes.

Lane departure can be caused by many things including distraction, drowsiness and impaired driving. In 2022, officer suspected alcohol involvement was a contributing factor in 41.3% of fatal lane departure crashes in North Dakota.

Stay in your lane.

#### North Dakota Motor Vehicle Crashes, Fatalities and Injuries Involving Lane Departure, 2018-2022

Year	Crashes	Fatalities	Injuries
2018	5,656	60	1,386
2019	5,198	63	1,460
2020	3,510	56	1,278
2021	3,642	57	1,393
2022	4,100	47	1,391

# SAFETY CORRIDORS:

**AN APPROACH TO VISION ZERO** 

Safety Corridors are part of the Vision Zero strategy to reduce motor vehicle fatalities and serious injuries to zero. A Safety Corridor is a designated section of highway that includes enhanced safety features and an increase in law enforcement to remind drivers that they are responsible for obeying all traffic laws and posted speed limits. The purpose is to utilize engineering and technological solutions to change dangerous driving behavior and reduce the number of crashes on state highways.

Visit VisionZero.ND.gov for more information.

Safety Corridor VISION ZER®

Zero Fatalities, Zero Excuses.

# **HEAVY TRUCKS**

Understanding safe driving habits around heavy vehicles is the responsibility of all drivers. Heavy trucks include single unit trucks (2-axle or 3-axle), truck tractors (bobtail, semi-trailer, doubles and triples), and trucks with greater than 10,000 lbs. Gross Vehicle Weight Rating (GVWR) without a classified body type.

TEVERY
HOURS
one heavy vehicle-related
crash occurred (ND 2022)

TEVERY

DAYS

one heavy vehicle-related fatality occurred (ND 2022)

In 2022 in North Dakota, 66.1% of heavy vehicle-related crashes were single vehicle crashes and 12.6% were rear-end crashes. Additionally, 21.1% happened at an intersection or were intersection-related, 21.9% were a rollover crash, and 31% were speed-related.

In North Dakota, motor vehicle crashes involving heavy vehicles are more common October-March (57.6%) than warm weather months and a majority are in rural areas (74.6%).

Share the road with trucks.

#### North Dakota Motor Vehicle Crashes, Fatalities and Injuries Involving Heavy Trucks\*\*, 2018-2022

Year	Crashes	Fatalities	Injuries	
2018	1,176	26	318	
2019	1,139	15	341	
2020	772	15	205	
2021	734	11	273	
2022	720	23	334	

\*\*Heavy Trucks include Single Unit Trucks (2-axle or 3-axle), Truck Tractors (Bobtail, Semi-trailer, Doubles and Triples), and Trucks with > 10,000 lbs. GVWR without a classified body type.





### YOUNG DRIVERS

Motor vehicle crashes are the leading cause of injury-related death for North Dakota teens.<sup>3</sup> Young driver inexperience, coupled with immaturity, often results in risk-taking behaviors such as speeding, alcohol use and not wearing a seat belt — all of which contribute to an increased death rate.<sup>4</sup>





In North Dakota, teen drivers age 14-19 account for 6% of all licensed drivers but are behind the wheel in nearly 16% of all crashes.

Teen drivers were involved in 11% of fatal crashes in North Dakota in 2022. And, over the past 5 years in North Dakota, 40 teens have died in vehicle crashes.

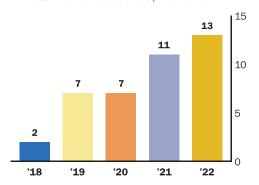
#### North Dakota Teen Driver Involvement in All Crashes, 2018-2022

Year	Total Crashes	Teen Driver Crashes	Percent	
2018	15,242	2,952	19%	
2019	14,221	2,579	18%	
2020	8,820	1,760	20%	
2021	9,585	2,052	21%	
2022	10,734	1,706	16%	

### North Dakota Teen Driver Involvement in Fatal Crashes, 2018-2022

Year	Total Fatal Crashes	Teen Driver Fatal Crashes	Percent
2018	95	9	9%
2019	91	11	12%
2020	96	9	9%
2021	85	16	19%
2022	96	11	11%

#### North Dakota Teen Fatalities Motor Vehicle Crashes, 2018-2022



<sup>&</sup>lt;sup>3</sup> Centers for Disease Control and Prevention Source: CDC Wisqars

<sup>&</sup>lt;sup>4</sup> Governors Highway Safety Administration

# BICYCLES AND PEDESTRIANS

Everyone has different preferences when it comes to transportation. Regardless of mode of transport, being safe on the road is a responsibility shared by all. Bicyclists and pedestrians have the same rights, privileges and responsibilities as every motorist; however, they are more vulnerable since they do not have the protection provided by a vehicle.



Pedestrians are at a disadvantage when crossing streets, intersections and standing on corners, as they are not always visible to drivers. Tips to keep safe when walking from one destination to another: watch walkways — make sure the driver sees you by making eye contact with them, don't be a distracted walker, make yourself visible, watch for wide loads and be aware of blind spots.

As a bicyclist, you need to take extra precautions to protect yourself. Tips to help keep you riding safely: wear a helmet, be aware of traffic, check your brakes, ride with traffic and be aware of blind spots.

#### North Dakota Crashes, Fatalities and Injuries Involving Bicycles, 2018-2022

Year	Crashes	Fatalities	Injuries
2018	74	2	68
2019	80	2	76
2020	53	1	51
2021	65	1	63
2022	59	1	73

In 2022, the bicycle-related fatality involving a motor vehicle was a male.

#### North Dakota Crashes, Fatalities and Injuries Involving Pedestrians, 2018-2022

Year	Crashes	Fatalities	Injuries
2018	131	6	91
2019	115	5	87
2020	82	8	66
2021	113	10	84
2022	56	6	72

In 2022, 83% of pedestrian-related fatalities involving a motor vehicle were male and 17% were female.

# MOTORCYCLES AND OFF-HIGHWAY VEHICLES

Since 2013 in North Dakota, the number of motorcycle licensed drivers has increased by 2.8%, and motorcycle registrations have decreased by 1.3%.



Motorcyclists can increase their safety on the roads by wearing All The Gear, All The Time (ATGATT), taking a rider safety course and obeying all traffic laws.

**Motorcycle Fatality Facts, ND 2022** 







Motorists can prevent a crash with motorcyclists by checking all mirrors and blind spots, staying back, and looking for motorcyclists, especially at intersections.

#### North Dakota Crashes, Fatalities and Injuries Involving Motorcycles, 2018-2022

Year	Crashes	Fatalities	Injuries
2018	210	16	167
2019	176	11	152
2020	174	17	160
2021	189	8	181
2022	167	21	180

In North Dakota in 2022, 12.5% of all reported motorcycle crashes resulted in death. In the past 5 years, speed has been a contributing factor in 31.5% of motorcycle fatalities in North Dakota.

#### North Dakota Crashes, Fatalities and Injuries Involving Off-Highway Vehicles\*\*, 2018-2022

Year	Crashes	Fatalities	Injuries
2018	71	2	73
2019	52	4	49
2020	74	7	77
2021	55	5	59
2022	60	6	58

<sup>\*\*</sup>Off-highway vehicles include all-terrain vehicles (ATV) and snowmobiles.

# PREVENTING VEHICLE CRASHES, FATALITIES & INJURIES

The North Dakota Vision Zero Plan identifies partners and "E" strategies to reduce motor vehicle fatalities and injuries in the state. The "E" strategies are described below.

**Education.** All North Dakotans should know that they can save their lives, and the lives of others, from motor vehicle crashes by taking personal responsibility. This includes wearing seat belts at all times, transporting children in child passenger safety seats appropriate for the child's age, height and weight, not driving while distracted by cell phones or any other form of distraction, driving only when sober (i.e., not under the influence of alcohol and/or drugs), and obeying all posted speed limits.

**Environment.** Behavior change can occur through changing the environment in which the behavior occurs. This is done through strengthening traffic safety policies and laws such as mandating seat belt use for all vehicle occupants at all times, increasing the fines associated with speed violations, eliminating cell phone use in vehicles, and mandating alcohol beverage server training to prevent overconsumption of alcohol by consumers.

**Enforcement.** Regular enforcement of traffic safety laws deters unsafe driver and occupant behavior.

**Engineering.** State and local North Dakota roads are designed, constructed and maintained with safety as a priority.

**Emergency Medical Services.** In the event that a motor vehicle crash does occur, assure that crash victims are transported to an appropriate level of health care for their injuries, in the shortest amount of time possible.

# VISION ZERO PARTNER NETWORK

The NDDOT and our traffic safety partners invite you to **join the Vision Zero Partner Network (VZPN)** for resources and ideas to help reduce risky driver and occupant behaviors to save lives.

Risky behaviors cause hundreds of preventable crashes in North Dakota every year. By joining the Vision Zero Partner Network, you can help prevent motor vehicle crash fatalities and serious injuries on North Dakota roads. Marketing and resource materials are free and all contributions are voluntary.

#### **Benefits of VZPN:**

- Protect your organization's human and financial resources
- Guard against potential liabilities associated with work-related crashes
- Demonstrate your company, school or organization's commitment to the community
- · Show your students or employees you care about them and their families
- Address the problems of distracted driving, impaired driving, speed, aggressive driving and lack of seat belt use

#### What partners will receive from NDDOT:

- · Education tools and materials bundled for each campaign
- Help getting a driver and occupant safety program started
- Opportunities to collaborate with other network organizations and agencies
- Technical support for local opportunities such as media interviews

To sign up, go to VisionZero.ND.gov and click on "Partners."

Working together, we can save lives.

### NORTH DAKOTA CRASH MEMORIAL WALL

The North Dakota Crash Memorial Wall is an online space to safely honor someone you love who lost their life in a motor vehicle crash on a North Dakota road. Memorials are public in the hope that sharing their stories will offer comfort to families and friends and remind visitors about the devastating impact of motor vehicle fatalities.

The Crash Memorial Wall was developed by the North Dakota Department of Transportation and launched in August 2015. In 2016, the American Association of Motor Vehicle Administrators (AAMVA) recognized the North Dakota Crash Memorial Wall with a Public Affairs and Consumer Education Award (PACE) for outstanding website.

Immediate family members are invited to create a memorial at **VisionZero.ND.gov**. Extended family and friends can comment on the memorials. All submissions are reviewed by the North Dakota Department of Transportation within 10 business days.



Even one life lost in a motor vehicle crash is too many. Every life is precious.





Questions and requests for additional data or copies of this document can be directed to:

#### **NDDOT Highway Safety Division**

701-328-2598 dottrafficgrp@nd.gov

The report can be found online at:

VisionZero.ND.gov/statistics