



NORTH DAKOTA'S *VISION ZERO* INITIATIVE

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VISION ZERO

Zero fatalities. Zero excuses.

- The State of North Dakota is calling for an end to motor vehicle crash fatalities and serious injuries through Vision Zero.
- Crashes are not accidents.
- Crashes are largely preventable.
 - Most motor vehicle crashes are the result of human behavior/error.



VISION ZERO

Zero fatalities. Zero excuses.

VISION

Establish a culture of shared responsibility where motor vehicle fatalities and serious injuries are recognized as preventable and not tolerated.

MISSION

Eliminate fatalities and serious injuries caused by motor vehicle crashes.



VISION ZERO

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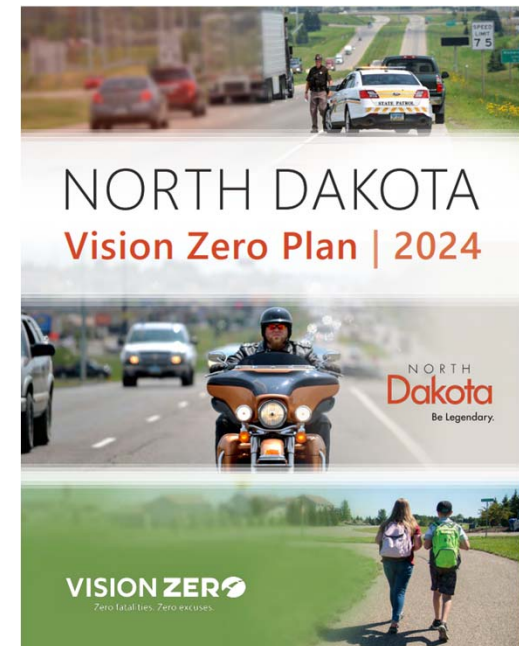
- An interdisciplinary effort involving state agencies and public and private sector partners working together to achieve the zero goal.
- Provides leadership commitment to a comprehensive, multidisciplinary, aggressive and proactive approach to improving safety.



VISION ZERO

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- North Dakota's Vision Zero initiative is administered through the state's Strategic Highway Safety Plan (SHSP) process. An SHSP is a:
 - Statewide, coordinated safety plan that provides a comprehensive framework and specific goals and objectives **to reduce fatalities and serious injuries on all public roads.**
 - Federal requirement (23 U.S.C. § 148).
 - A major part of the core Highway Safety Improvement Program (HSIP).
- State DOTs are responsible to meet SHSP requirements.



VISION ZERO

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VISION ZERO LEADERSHIP STRUCTURE





VISION ZERO

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- Widespread public education/outreach
 - Working with legislature to ensure state laws represent best practices in traffic safety
 - Implementation policies that support driver and passenger safety
 - Technology advancements that make vehicles, roads and drivers safer
 - Infrastructure/road improvements



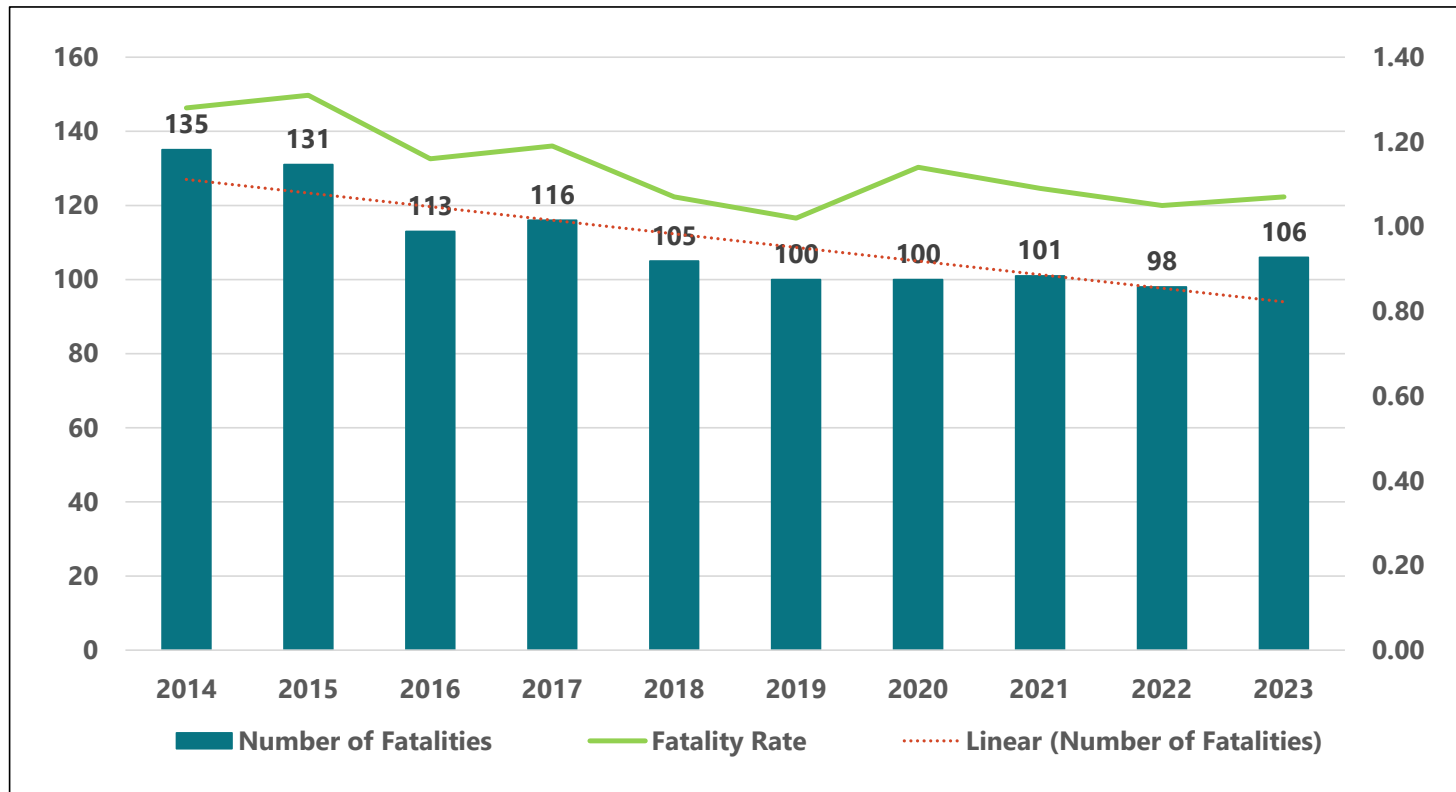
7 YEARS OF VISION ZERO

2018-2024

VISION ZERO 
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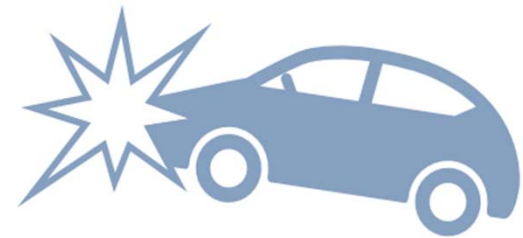
NORTH
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Be Legendary.

North Dakota Fatalities, Number and Rate, 2014-2023



North Dakota Crash Fatalities - 2023

- Preventable behavior-related factors largely contributed to traffic deaths.
- Of the fatalities in 2023:
 - 36% were alcohol-related
 - 33% were speed/aggressive driving
 - 47% of fatalities were unbelted
- Of the fatal crashes in 2023:
 - 50% involved lane departure
 - 6% involved a young driver (age 14-20)
 - 29% involved an older driver (age 65+)



North Dakota Unbelted Motor Vehicle Fatalities, 2019-2023

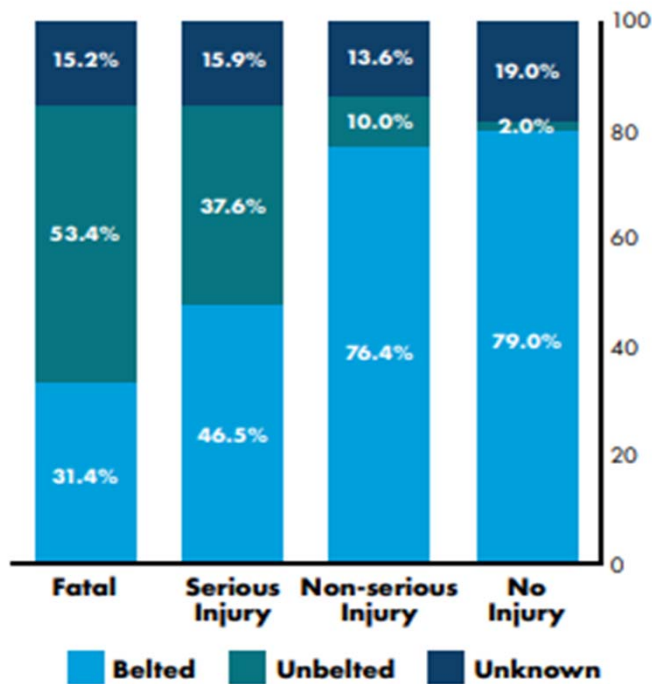
Year	Fatalities*	No Seat Belt Used	Percent Unbelted
2019	74	34	46%
2020	68	41	60%
2021	80	37	46%
2022	68	47	69%
2023	76	36	47%

*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).

Seat Belt Use

- Seat belts save lives.
- The single most effective safety device to prevent death and injury in a motor vehicle crash.

North Dakota Percent of Restraint Use by Injury Classification, 2019-2023



Seat Belt Use

- Crash data shows a direct correlation between seat belt use and injury severity.

North Dakota Motor Vehicle Crashes, Fatalities and Injuries Involving Alcohol, 2019-2023

Year	Total Fatal Crashes	Fatalities	Injuries
2019	38	43	402
2020	37	39	407
2021	27	35	396
2022	36	36	419
2023	34	38	342

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.

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.

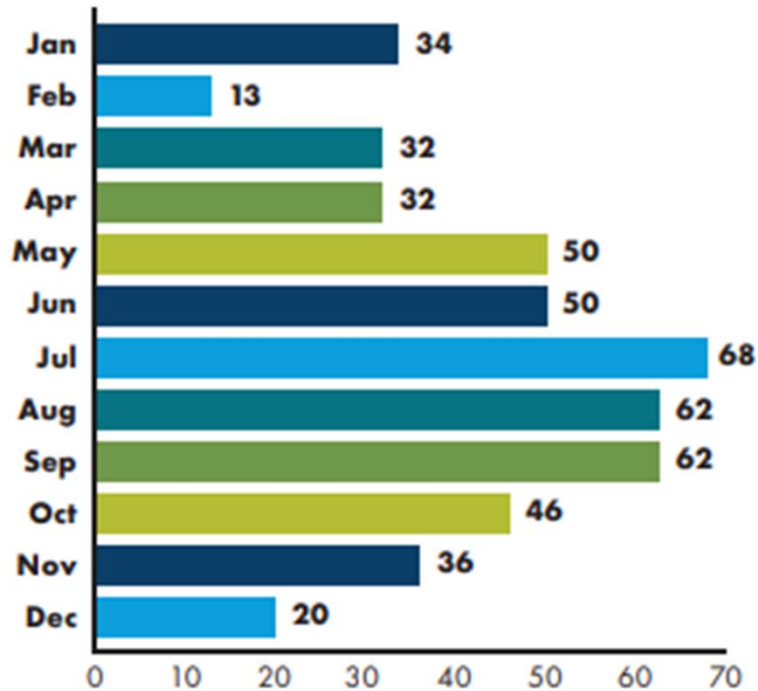
North Dakota Motor Vehicle Crashes, Fatalities and Injuries Involving Lane Departure, 2019-2023

Year	Crashes	Fatalities	Injuries
2019	5,198	63	1,460
2020	3,510	56	1,278
2021	3,642	57	1,393
2022	4,100	47	1,391
2023	4,358	53	1,063

Lane Departure

- The most common type of crash resulting in injuries in rural areas.
- Defined as a crash which occurs after a vehicle crosses an edge line or center line, or otherwise leaves the traveled way.

North Dakota Motor Vehicle Fatalities
by Month, 2019-2023



Warm Weather Months

- More people die in crashes in North Dakota in the warm weather months (May-October) than the cold weather months.

Annual Crash Summary



LANE DEPARTURE

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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.

~ EVERY **2 HOURS** one lane departure-related crash occurred.

~ EVERY **7 DAYS** one lane departure-related fatality occurred.

In 2023, 78% of single-vehicle fatal lane departure crashes involved overturning/rolling over and 22% 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 2023, officer suspected alcohol involvement was a contributing factor in 48% of fatal lane departure crashes in North Dakota.

Stay in your lane.

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. This program 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 ZERO
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Infrastructure Safety Highlights - 2023

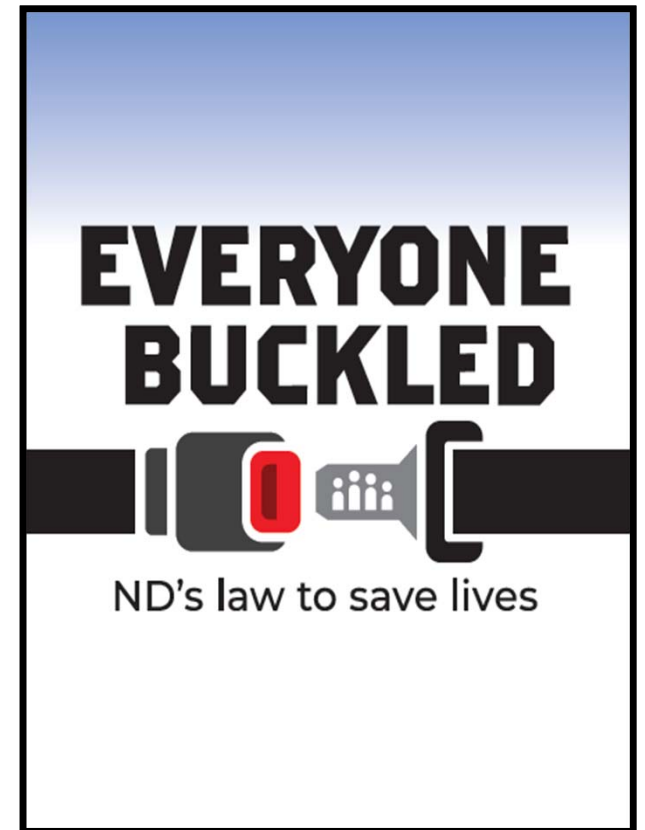
- Roadway signs and traffic control – 25 locations
- Reduced conflict intersections – 3 intersections
- Install turn lanes – 2 intersections
- Roundabout – 1 intersection
- Wrong-way detection system – 3 locations
- Roadway delineation (6" longitudinal pavement markings) – Various locations

BEHAVIORAL SAFETY HIGHLIGHTS



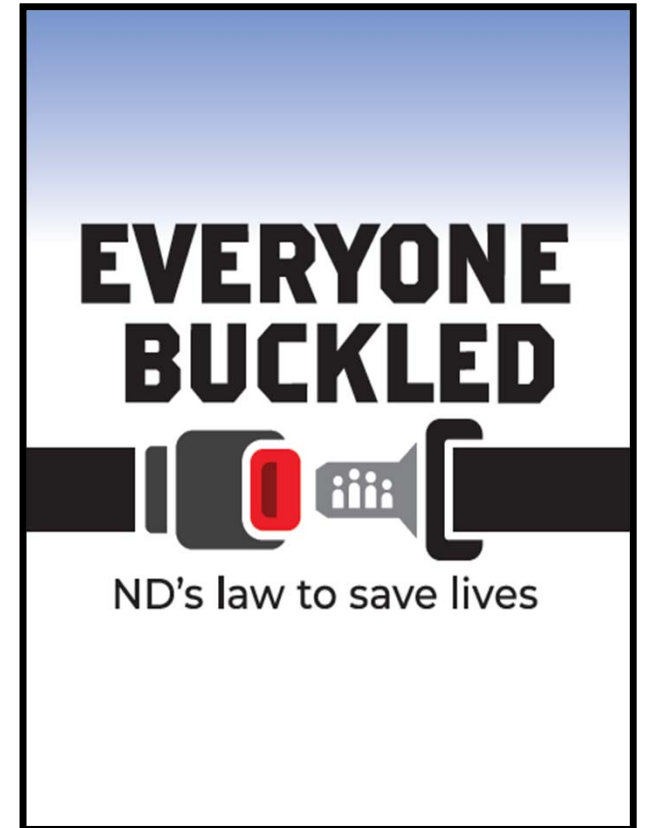
North Dakota's Primary Seat Belt Law

- Passed in March 2023, in effect August 1, 2023
- Perseverance
- A PBL was included as a strategy in the 2018 Strategic Highway Safety Plan (SHSP)/Vision Zero Plan update
- Priority Emphasis Area Team for Occupant Protection led the effort
 - Broad, coordinated, stakeholder-driven
- Key messages document
- Supported by the North Dakota Governor's Office
 - Governor vetoed HB 1475 for 80 mph speed citing lack of primary enforcement of seat belts as the concern



North Dakota's Primary Seat Belt Law

- Immediate education/outreach in advance of the August 1, 2023, PBL implementation date.
 - Logo
 - One pager
 - Handouts for law enforcement
 - Website content
 - Media kit
 - Talking points, social media posts, Op Eds and email signature
- Promotion at the North Dakota Vision Zero Partner Conference
- Signage at state borders (Buckle Up. It's the Law.)
- Defend the law in 2025 and beyond



Vision Zero Coordinators

- Serve as subject-matter experts and liaisons with public and private sector partners to advance Vision Zero strategies locally within their service regions.
- Form and work through a broad, diverse network partners to perform a wide range of activity.
- Provide public information and education, plan and conduct outreach events, implement strategies, engage in media advocacy, provide partner training and other activities within their assigned region.



Buckle Up Phone Down

- Vision Zero's newest traffic safety program
- The pledge is simple:
 - Buckle up and encourage others to do the same
 - If you are a driver, put your cell phone down
- Instant access to news releases, talking points, social media posts, policies and more



Driving Skills for Success

- Annual event that puts teen driver's skills and judgement to the test through interactive booths and simulators
- 2024 summer events were held in Bismarck and Minot
- 2025 summer events will be in Fargo and Grand Forks



Schools

- Vision Zero Schools
 - 12 schools participating
- Traffic Safety Presentations
 - Impact Teen Drivers



Sports Venues/Speedways



Click-It for Coffee/Safe Tea Day



ND Sober Ride

- Provided more than 2,500 sober rides since inception
- Sponsored by AAA – The Auto Club Group
- Hoping to expand to more communities and rural areas



\$10 off LYFT

12/19/22 – 1/2/23

Use code **VZWINTER22** on Lyft app*

*available while codes last



Vision Zero Highway Safety Corridors

- Segments are selected based on data
- Include low-cost infrastructure safety solutions, heightened driver education, and heightened law enforcement.
- Include enhanced signing and pavement marking and law enforcement presence.
- Coordinated media and outreach activity educates the public about what they can expect as they travel through the HSCs.





Vision Zero Partner Conference

- Annual event for Vision Zero partners
- Shares information, best practices, and networking opportunities
- Includes presentations, updates on Vision Zero, and an awards ceremony



Vision Zero Partner Network

- An informational coalition of people and organizations who share resources and ideas to help reduce risky and occupant behaviors.
- Network partners receive:
 - Assistance to start driver and occupant safety programs
 - Opportunities to collaborate with other network organizations and agencies
 - Technical support for local opportunities such as media interviews
 - Education tools and materials bundled for each traffic safety program
 - Ready to publish newsletter articles
 - Fact sheets
 - PA system announcements
 - TV & radio ads, videos and print materials
 - Social media posts
 - Suggested messaging for company or community electronic message boards
 - Suggested activities to conduct employees or in the community during the campaign

Vision Zero Volunteer Program

- This program recruits Vision Zero volunteers to work to reduce deaths and serious injuries from vehicle crashes in North Dakota to zero.
- Volunteers could include alumni highway safety professionals and partners, those who have lost family or friends to a crash or any person who has an interest in working toward the goal of Vision Zero.
- Activities include:
 - Quarterly meetings, as available
 - Solicitation of sponsorship funds from private sector businesses to support Vision Zero events
 - Assisting with Vision Zero event planning, and
 - Volunteering at events

ND Crash Memorial Wall

- Families create memorials for loved ones lost on North Dakota roads.
- Each memorial is a reminder of how precious life is and will hopefully serve to prevent a future tragedy.
- Launched August 2015





Join and Share Vision Zero



VisionZero.ND.gov
#VisionZeroND