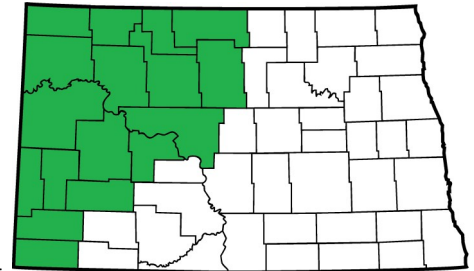


Western North Dakota has enjoyed a recent economic boom with continued energy industry expansion. With this economic growth, traffic safety issues are evident. Two thirds of the counties, within a 17-county area identified with oil production, are above the state average for crash risk (Figure 1). The estimated cost of traffic crashes in the region increased 33% when comparing 2009-2010 to 2006-2007. The facts offered here provide a profile for the region to be used in identifying priorities and increasing public safety. In addition, effort in this area titled, "ProgressZone", that was recently unveiled as a collaborative effort among the ND Department of Transportation, ND Highway Patrol, and the North Dakota Petroleum Council, is highlighted (see sidebar).

Figure 1. Oil Counties

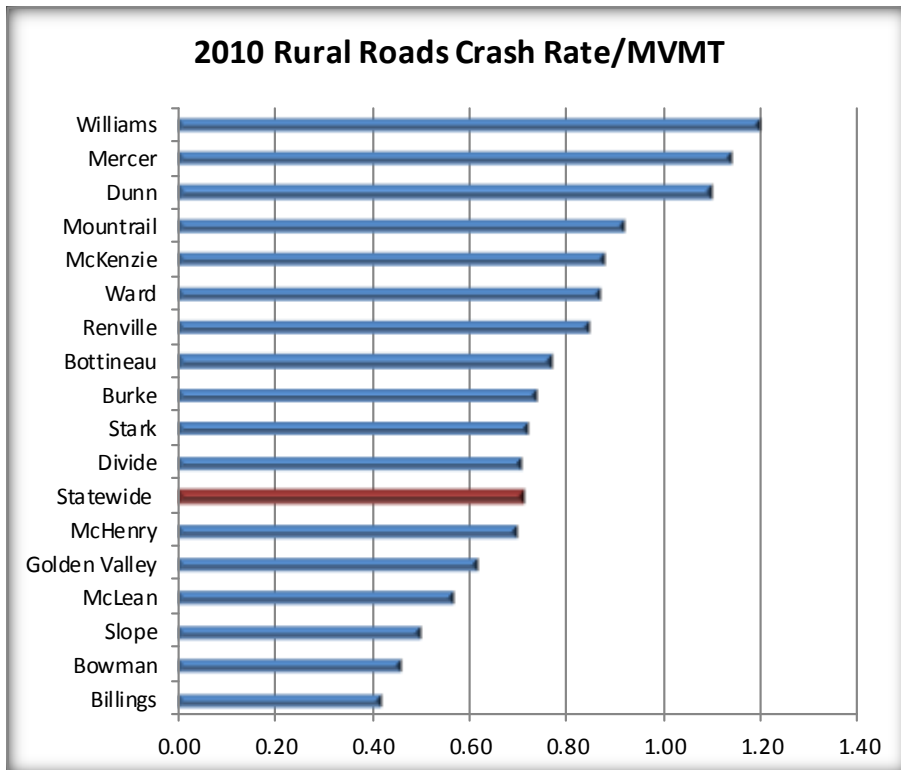


### Oil County Crashes, Injuries, Fatalities, Costs

Year	Total Crashes	Injuries	Fatalities	Total Est \$ Loss*
2006	2320	504	34	\$90.9 Million
2007	2669	602	31	\$95.4 Million
2008	2962	652	38	\$109.6 Million
2009	3203	725	46	\$126.0 Million
2010	3909	847	33	\$121.8 Million

\*Total Est \$ Loss includes Property Damage Only (PDO) crashes. Values for Est \$ Loss as reported in NDDOT 2009 Crash Summary

### Oil County Rural Road Crash Rate



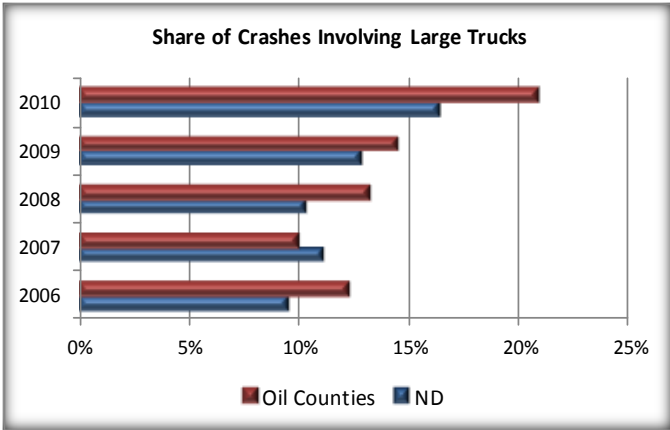
## ProgressZone: At a Glance

While the expanding oil industry in North Dakota has produced many benefits, the expansion has also resulted in an increase in traffic, especially heavy truck traffic. This traffic has contributed to a number of crashes, some of which have resulted in serious injuries and fatalities. This has prompted a group of safety stakeholders including the North Dakota Department of Transportation (NDDOT), the North Dakota Petroleum Council, and the North Dakota Highway Patrol (NDHP), and other groups to take action to encourage safety on the roadways through the development of a public awareness campaign.

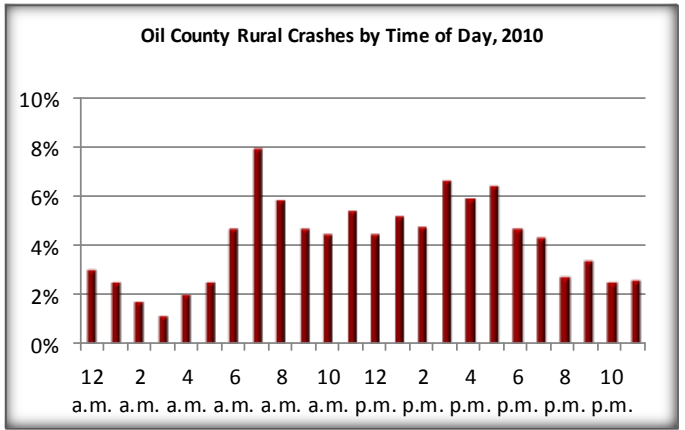
The campaign, called ProgressZone, urges motorists driving in oil country to be patient and exercise caution while traveling as traffic has increased substantially in this area of the state. The effort includes the use of multiple methods and mediums to build public awareness. Billboards, newspapers and broadcast outlets encourage the public to "Move Forward Safely" through the promotion of the following key messages: Pass with Caution; Be Patient. Slow Down; Buckle Up. Every Time; Roads Shared. Lives Spared .



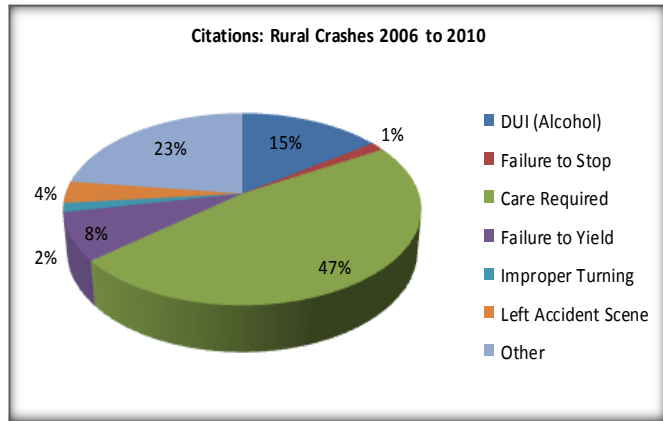
Source: <http://ndoil.org/?id=232&page=ProgressZone>



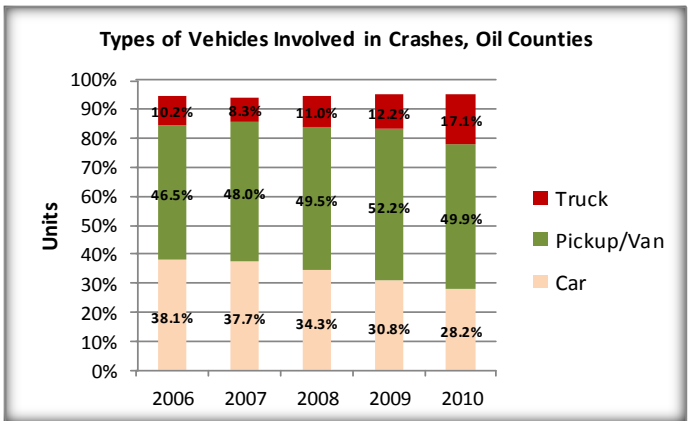
The share of crashes involving large trucks has doubled in the last five years.



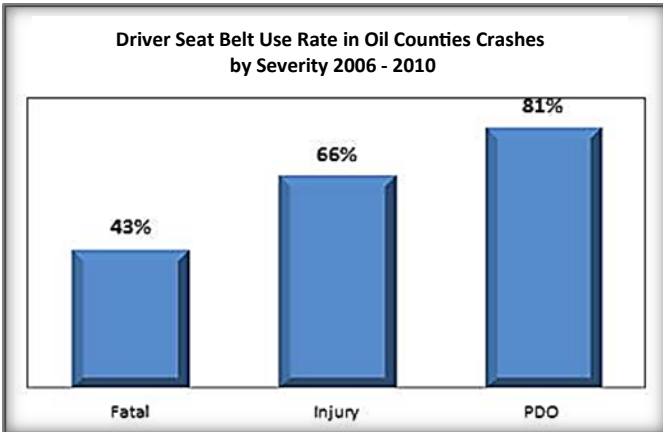
Crash risk peaks between 6 a.m. and 8 a.m., as well as 3 p.m. and 5 p.m.



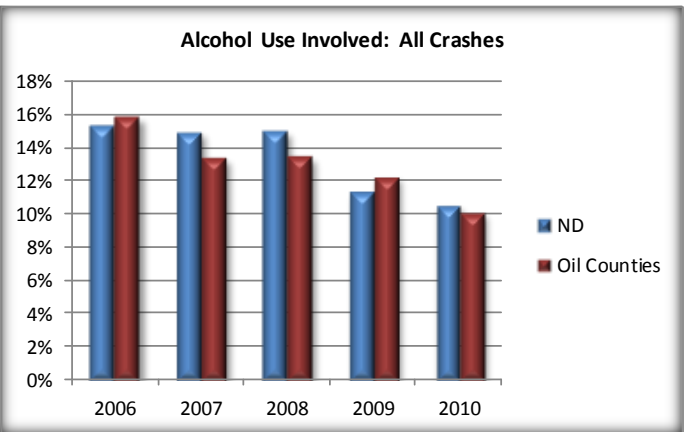
Among crashes in which a citation was issued, nearly half were care required, which often involves unsafe behavior for existing conditions.



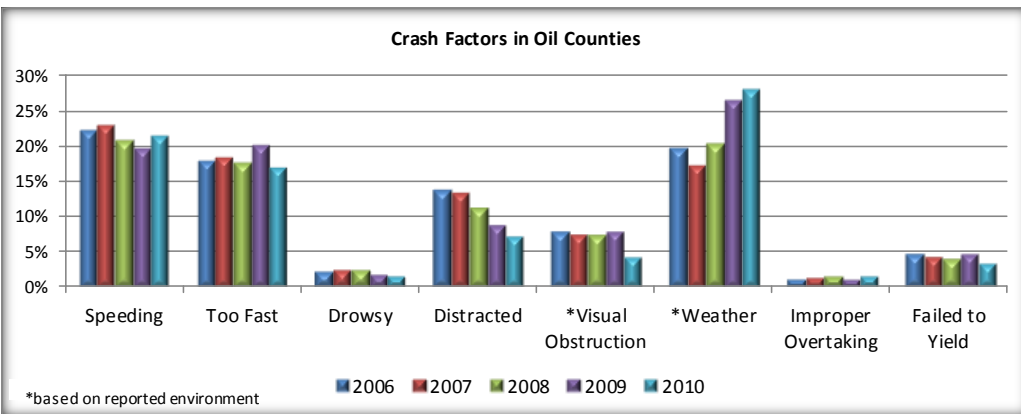
Crashes involving trucks, as well as pickups/vans, have increased over the last five years.



Driver seat belt use is much lower in injury and fatal crashes.



Alcohol-related crashes, while declining, continue to be a safety concern.



Speed is a factor in over one-third of crashes.

**For more information contact:**  
 Rural Transportation Safety and Security Center  
 UGPTI, NDSU  
 Fargo, ND 58105  
 Email: [rtssc@ugpti.org](mailto:rtssc@ugpti.org)  
 Phone: 701.231.7767

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