



Highway Department

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MEMORANDUM

TO: Cass County Commission

FROM: Jason Benson, County Engineer

*FOR
Jason Benson*

DATE: June 12, 2023

SUBJECT: Agenda Item for June 19th, 2023 Cass County Commission Meeting
Cass County Grant Application Approval for the North Dakota HSP

Cass County Highway Department, with Leah Kelm, has been pursuing a three-year grant through the North Dakota Highway Safety Plan administered by the NDDOT's Highway Safety Division. The grant would provide a one-time disbursement of fully reimbursed funding for up to \$100,000 for electronic feedback sign(s), multiple vehicle detectors, and the additional data and maintenance services required to operate the system.

SUGGESTED MOTION:

Move to authorize the Commission Chair to sign the grant application for the North Dakota Highway Safety Plan.

NORTH DAKOTA HIGHWAY SAFETY PLAN

PROPOSED CASS COUNTY HIGHWAY DEPARTMENT GRANT PROJECT



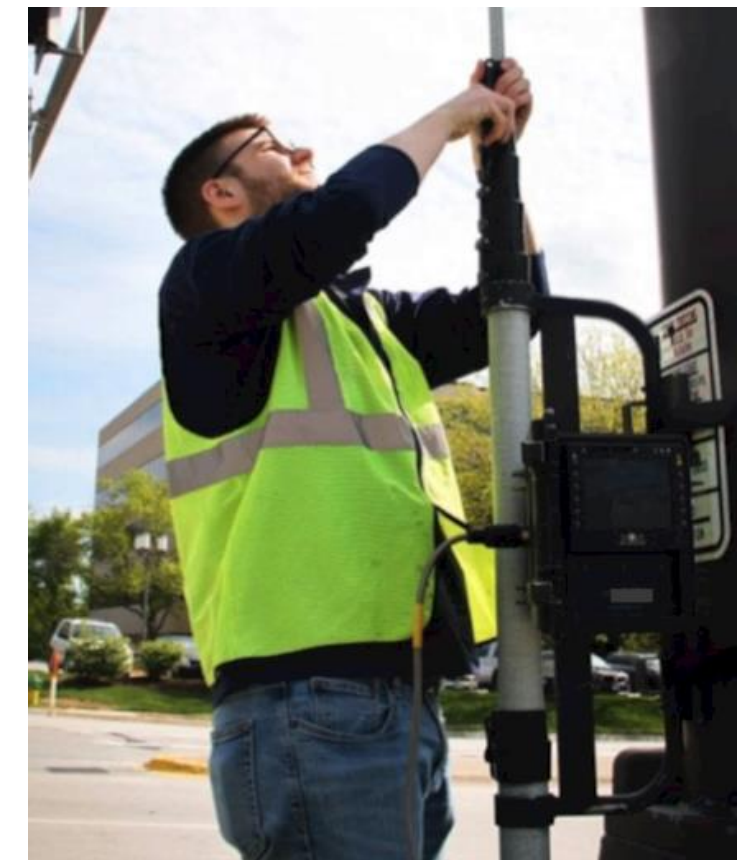
SaferStreet Solutions makes the SmartSign, an intelligent driver feedback sign that can identify speeding, distracted driving, and unbelted drivers and notify them in real time.

By alerting the right driver, at the right time, with the right message, a SmartSign has the ability to modify a driver's behavior. The SmartSign is an effective tactic to reach a target audience. Due to the infrastructure approach, the sign is inclusive of all members of the community.



SMARTSIGN

BEHAVIOR DETECTORS



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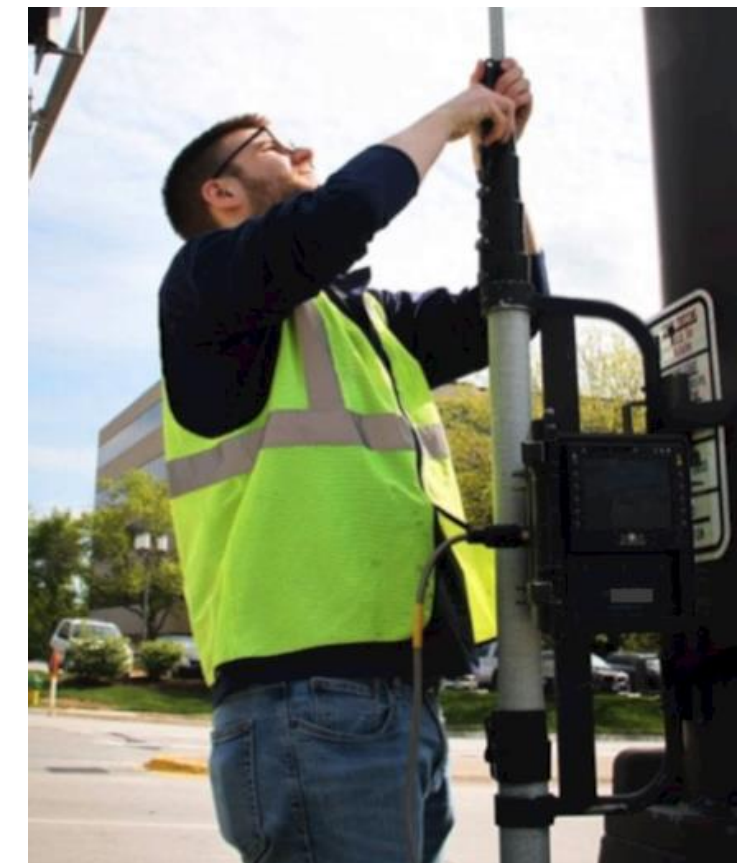
COMPREHENSIVE SAFE DRIVING SOLUTION

Through an infrared laser, the system has the ability to detect three of the top causes of motor vehicle fatalities: speeding, distracted driving, and not wearing a seat belt.



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EFFECTIVENESS

During a 4-week research study of over 2500 drivers, the behavior change after being alerted by the SmartSign showed a reduction in distracted drivers by 32%.



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