

2007

South Carolina



Highway Safety
Annual Report

Contact Information

Street	10311 Wilson Blvd.	(803) 896-9950
PO Box	1993	(803) 896-9978
Suite/Room		Email
City	Blythewood	scdps.org
State	SC	
Zip Code	29016	

Introduction

Crash Summary

Accomplishments

Challenges

Crash Data / Trends

Baseline Data 1997-2000

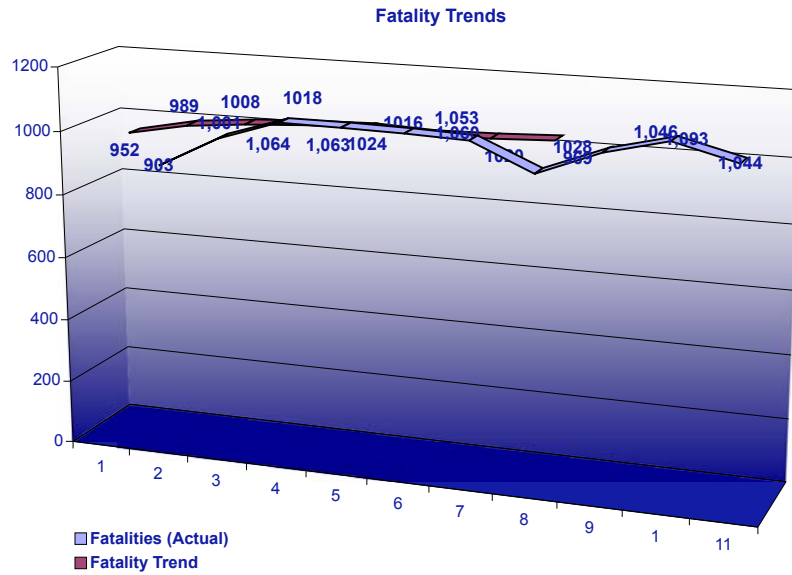
Progress Report Data 2001-2006

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Fatalities (Actual)	903	1,001	1,064	1,063	1,060	1,053	969	1,046	1,093	1,044
Fatality Trend		952	989	1008	1018	1024	1016	1020	1028	1030
Fatality Rate /100 million VMT	2.2	2.3	2.4	2.4	2.3	2.2	2.0	2.1	2.2	2.1
Fatality Rate Trend		2.3	2.3	2.3	2.3	2.3	2.3	2.2	2.2	2.2
Injuries (Actual)	58,057	56,801	55,322	53,721	52,350	52,095	51,267	51,226	49,831	50,142
Injury Trend		57,429	56,727	55,975	55,250	54,724	54,230	53,855	53,408	53,081
Fatality & Serious Injury Rate/(100 million VMT)	12.5	11.7	11.3	10.2	12.3	11.6	10.1	10.8	10.4	8.2
Fatality & Serious Injury Rate Trend		12.1	11.8	11.4	11.6	11.6	11.4	11.3	11.2	10.9
Fatality Rate/100K Population	23.4	25.54	26.77	26.5	26.42	26.25	23.4	24.9	25.7	24.2
Fatality Rate Trend/100K Population		24.5	25.2	25.6	25.7	25.8	25.5	25.4	25.4	25.3
Fatal & Serious Injury Rate/100K population	134.29	128.5	125.95	114.58	139.21	135.62	125.2	125.2	123.8	95.1
Fatal & Serious Injury Rate Trend /100K population		131.4	129.6	125.8	128.5	129.7	129.1	128.6	128.0	124.7
Alcohol Related Fatalities	318	304	333	422	592	551	488	464	464	523
Alcohol Related Fatality Trend		311.0	318.3	344.3	393.8	420.0	429.7	434.0	437.3	445.9
Proportion of Alcohol Related Fatalities	35.2	30.4	31.3	39.7	55.8	52.3	50.4	44.4	42.5	50.1
Alcohol Proportion Trend		32.8	32.3	34.2	38.5	40.8	42.2	42.4	42.4	43.2
Alcohol Related Fatality Rate/100M VMT	0.77	0.7	0.75	0.95	1.28	1.15	1	0.93	0.97	1.05
Alcohol Fatality Rate Trend		0.74	0.74	0.79	0.89	0.93	0.94	0.94	0.94	0.96
Percent of Population Using Safety Belts*	60.80%	64.80%	65.20%	73.90%	69.60%	66.30%	72.80%	65.70%	69.70%	72.50%
Safety Belt Use Trend		62.80%	63.60%	66.18%	66.86%	66.77%	67.63%	67.39%	67.64%	68.13%

Performance Goals and Trends

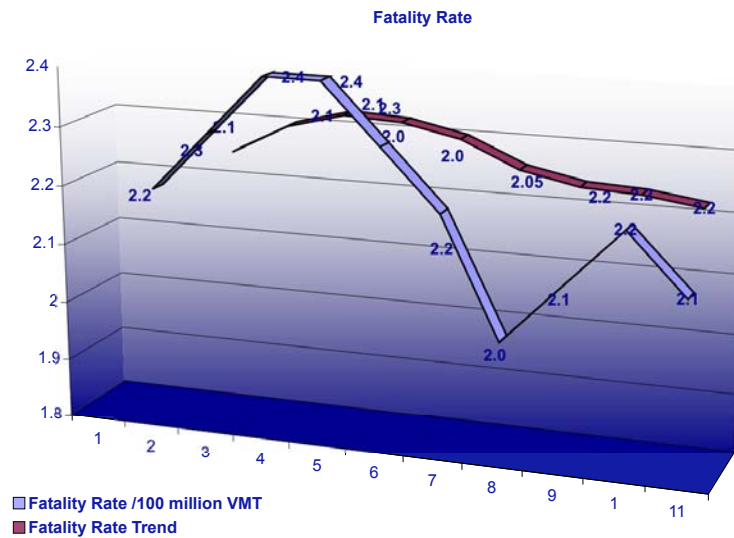
Goal: Fatalities
Baseline

Reduce/Maintain, etc.
Baseline Data



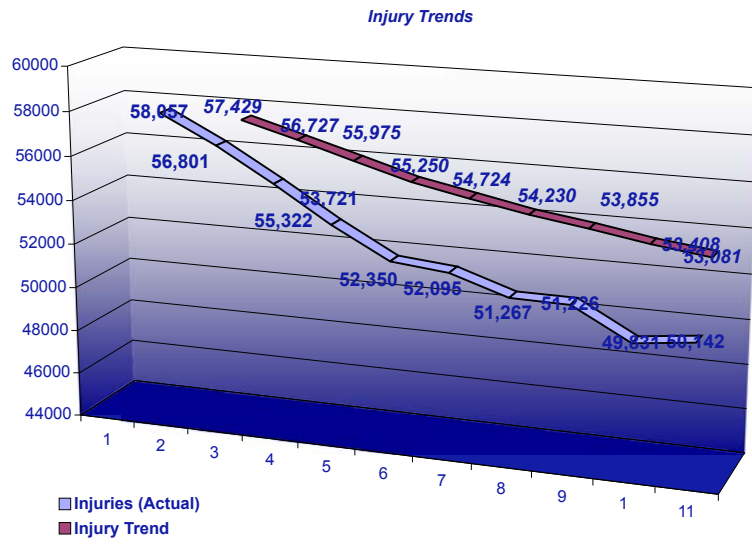
Goal: Fatality Rate/VMT
Baseline

Reduce/maintain, etc.
Baseline Data



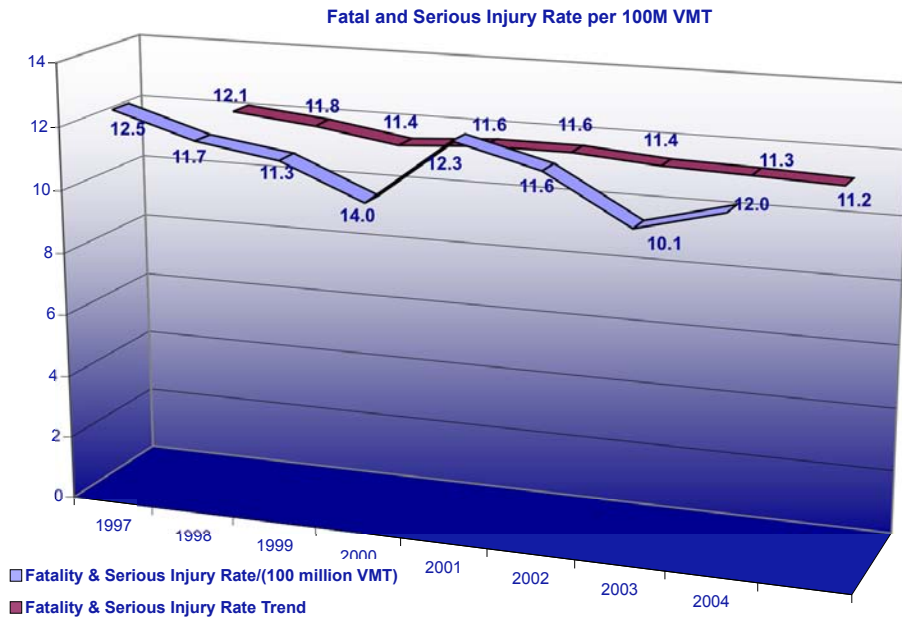
**Goal: Injuries
Baseline**

Reduce/Maintain, etc.
Baseline Data



**Goal: Fatal and Injury Rate/VMT
Baseline**

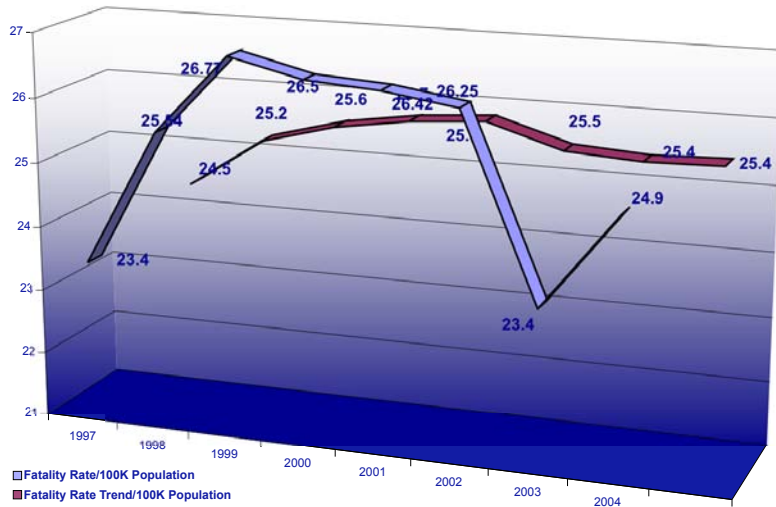
Reduce/Maintain, etc.
Baseline Data



Goal: Fatality Rate/100K Population
Baseline

Reduce/Maintain, etc.
Baseline Data

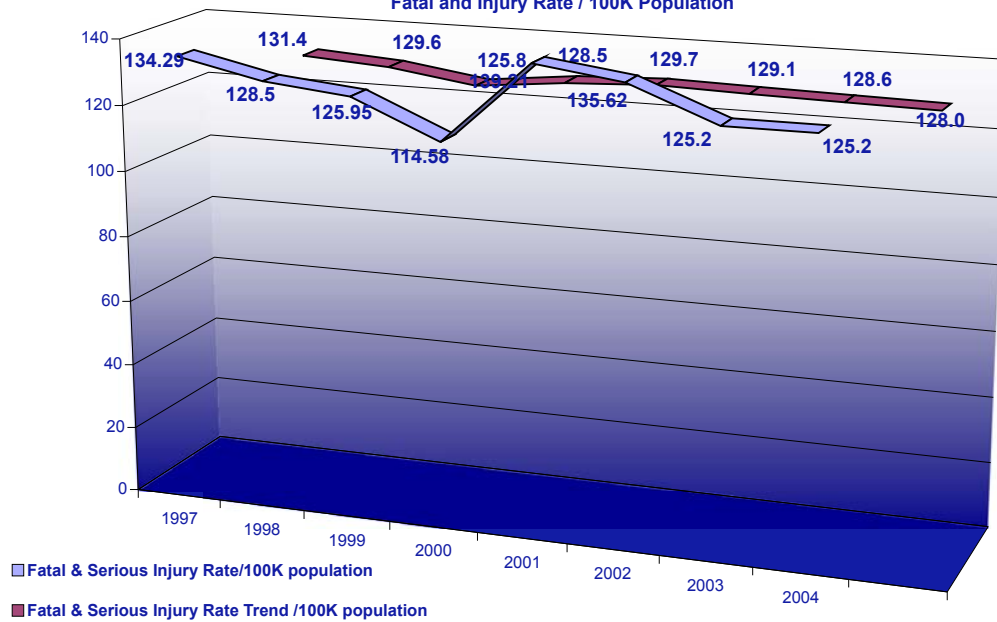
Fatality Rate/100K Population



Goal: Fatal/Injury Rate/100K Population
Baseline

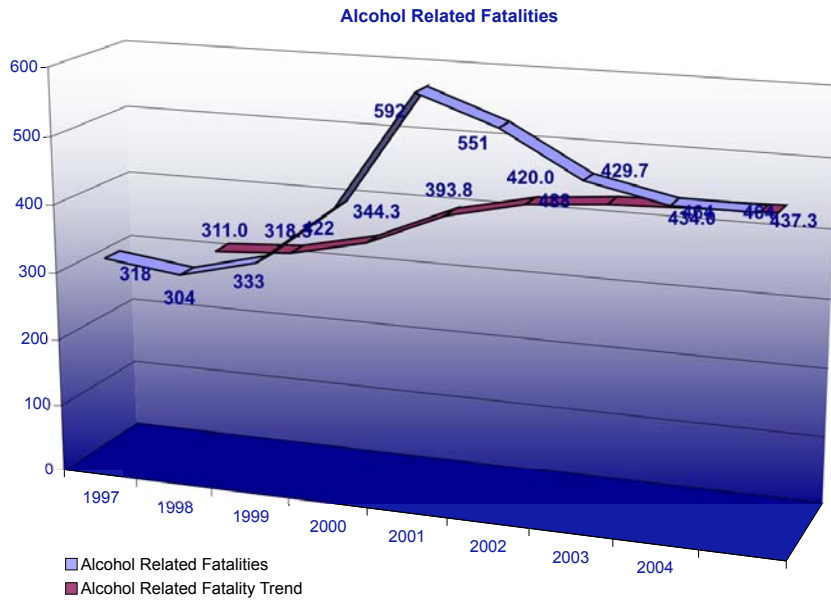
Reduce/Maintain, etc.
Baseline Data

Fatal and Injury Rate / 100K Population



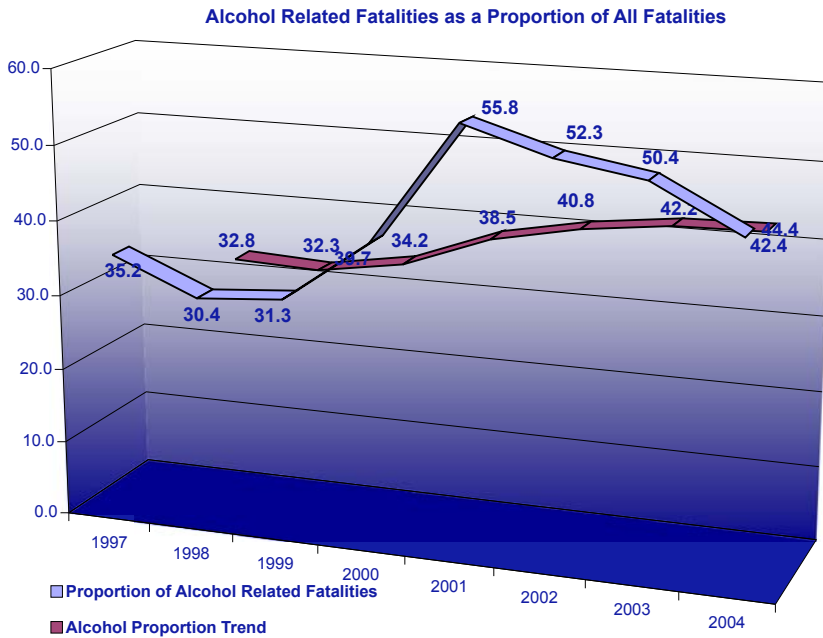
Goal: Alcohol Fatalities
Baseline

Reduce/Maintain, etc.
Baseline Data



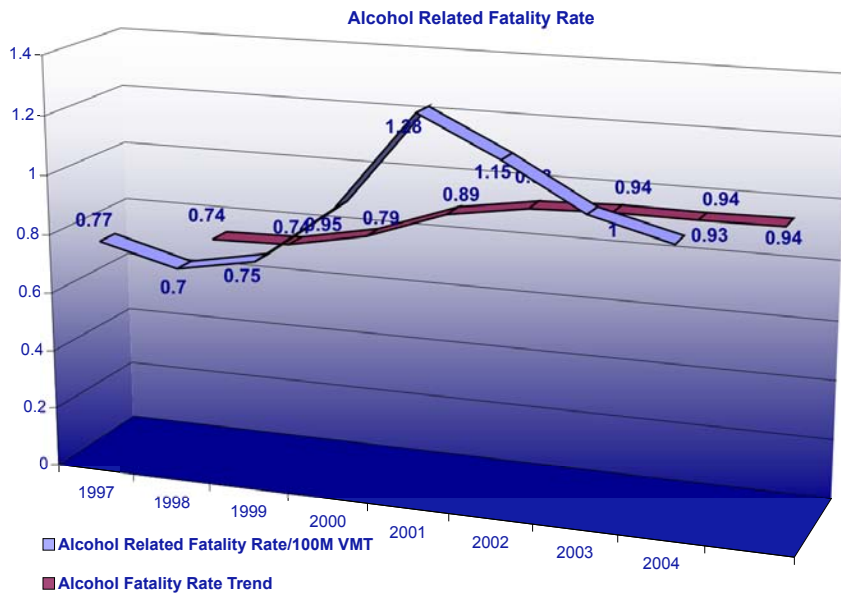
Goal: Alcohol Fatality Proportion
Baseline

Reduce/Maintain, etc.
Baseline Data



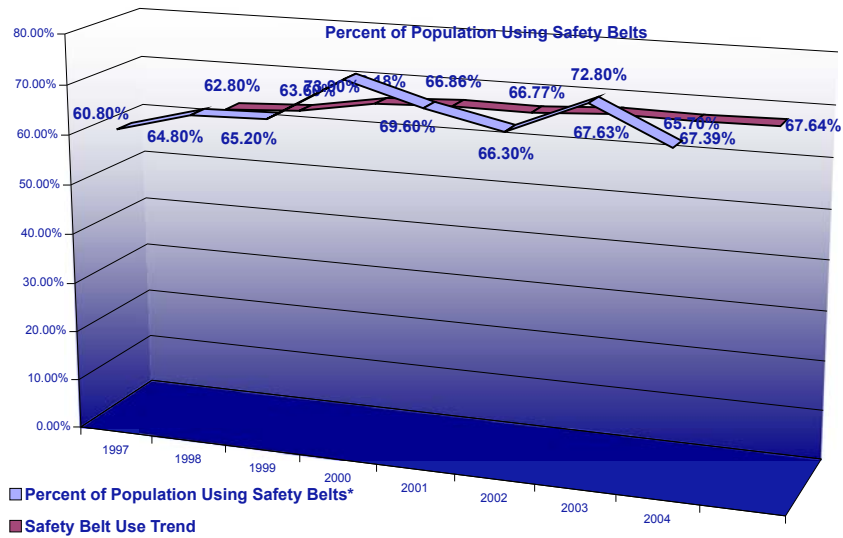
Goal: Alcohol Fatality Rate/VMT
Baseline

Reduce/Maintain, etc.
Baseline Data



Goal: Safety Belt Use
Baseline

Reduce/Maintain, etc.
Baseline Data



Impaired Driving

Provide a general description of the alcohol program: objectives, noteworthy programs, results, future strategies.

Program Overview

Occupant Protection

Provide a general description of the occupant protection program: objectives, noteworthy programs, results and future strategies.

Program Overview

Paid Media Report

Describe how the paid media funds were used and an assessment on the effectiveness of the public service messages. Base the assessment on data collected on paid advertising and on non-paid public service announcements.

Program Overview

Noteworthy Practices

Project Title

Target

Program Area

Problem Statement

Objectives

Strategies

Results

Cost

Funding Source(s)

Contact Information

Name

Title

Agency

Phone Number

Email

Looking to the Future

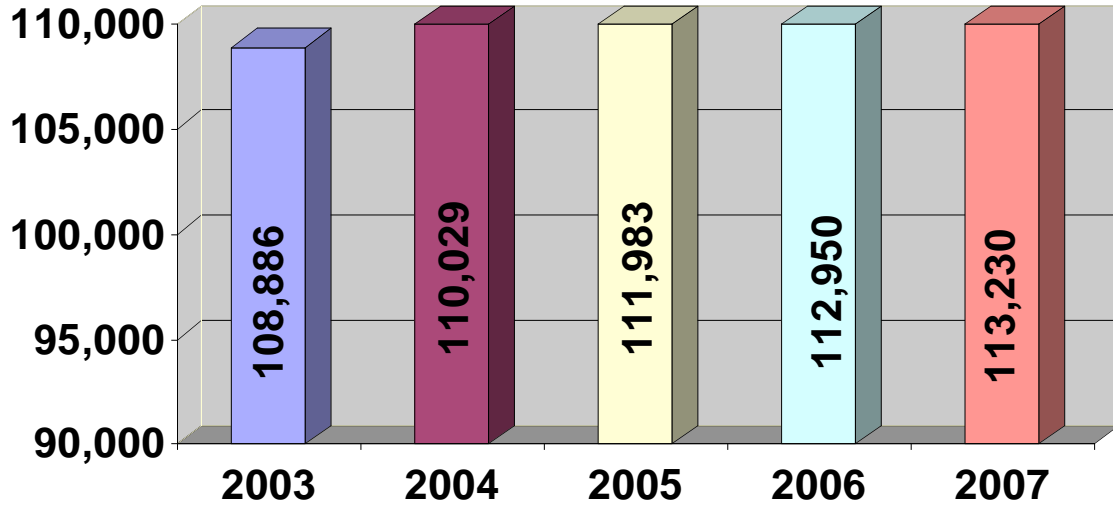
Significant challenges to be addressed:

Significant training, technical assistance, expertise and other resources necessary for success:

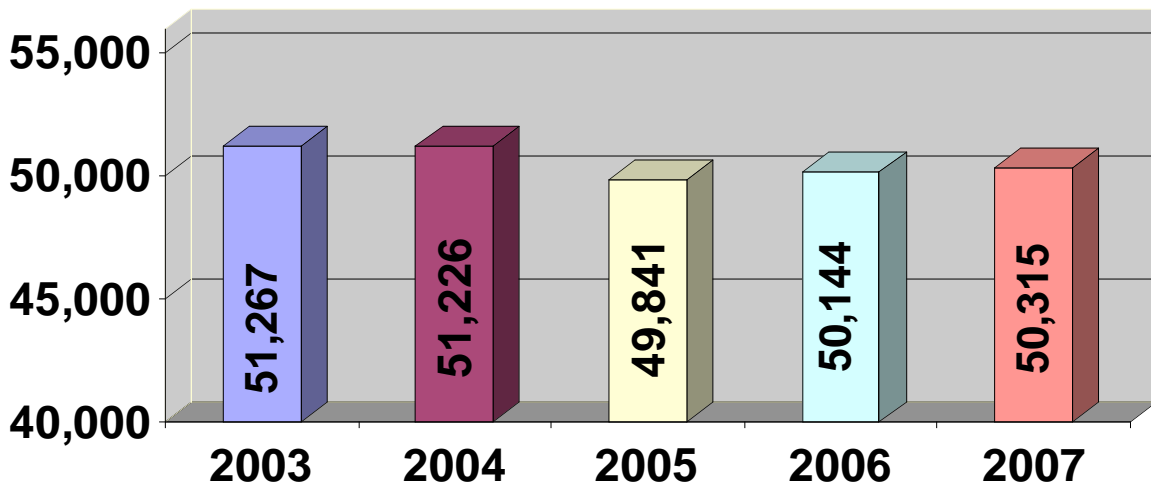
**SOUTH CAROLINA
FFY 2007 EVALUATION REPORT
TABLE OF CONTENTS**

Statewide Overview.....	1
Program Administration.....	3
Alcohol Countermeasures.....	14
Occupant Protection	22
Police Traffic Services.....	27
Traffic Records.....	39
Two-Wheel Vehicle Safety.....	42
Youth Alcohol/Youth Traffic Safety Programs.....	45
ADDENDUM	
FFY 2007 <i>Buckle Up, SC (BUSC)</i> Paid Media Report.....	50
ADDENDUM	
FFY 2007 Motorcycle Safety Campaign Paid Media Report.....	51
ADDENDUM	
FFY 2007 <i>Sober or Slammer! (SOS)</i> Paid Media Report.....	53
ADDENDUM	
FFY 2007 Teen Forum Paid Media Report.....	57
ADDENDUM	
FFY 2007 Sports Marketing Paid Media Report.....	58
ATTACHMENTS A-D	
Paid Media Addenda Report Documentation	

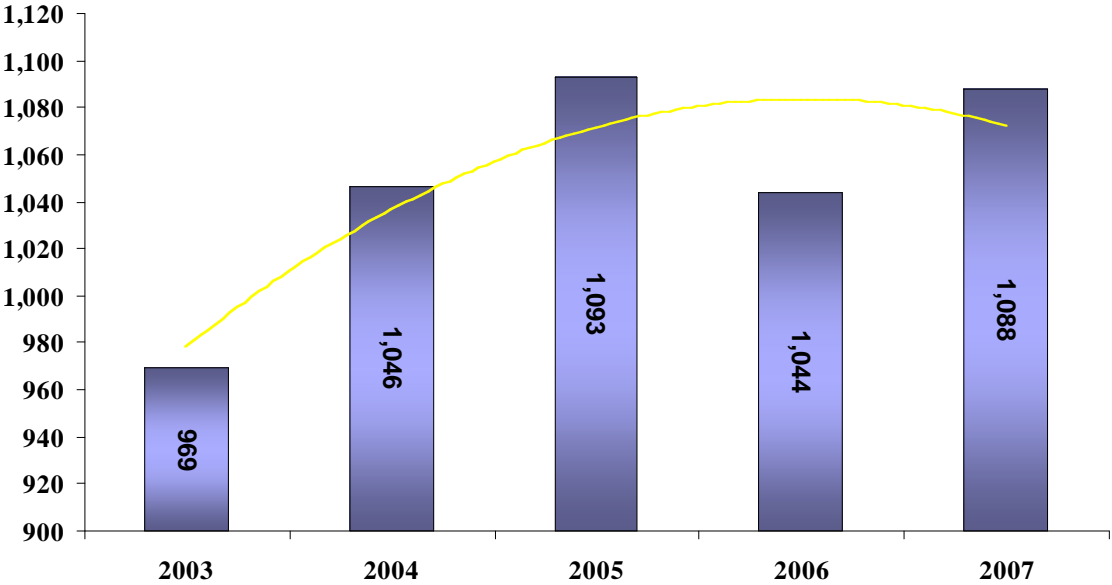
Total Motor Vehicle Crashes South Carolina 2003 - 2007*



Traffic Crash Injuries South Carolina 2003 - 2007*



Fatality Comparison South Carolina 2003 to 2007*



*2006 and 2007 data based on projected estimates of the Statistical Analysis Center.

PROGRAM ADMINISTRATION

The 402 State and Community Highway Safety Program in South Carolina is administered by the Office of Highway Safety (OHS) of the South Carolina Department of Public Safety (SCDPS). The mission of the Office is to develop and implement comprehensive strategies aimed at reducing the number and severity of traffic crashes on the state's streets and highways. The Office coordinates highway safety programming focused on public outreach and education, aggressive traffic law enforcement, promotion of new safety technologies, the integration of public health strategies and techniques, collaboration with safety and business organizations, the implementation of engineering-related countermeasures, and cooperation with state and local governments. Programming resources are directed to national and state-identified priority areas.

Primary activities of Program Administration include:

- **Problem Identification:** Includes identification of actual and potential traffic safety hazards and effective countermeasures.
- **Administration:** Includes preparation of the Highway Safety Plan and distribution and administration of federal funds to state, local, and private agencies.
- **Monitoring and Evaluation:** Includes monitoring and evaluation of approved highway safety projects, as well as other highway safety initiatives conducted through other sources of funding, and the preparation of an annual evaluation of the Highway Safety Plan.
- **Public Information and Education:** Includes development and coordination of numerous public awareness activities with particular emphasis on impaired driving occupant protection, speed reduction, and other similar efforts.

Key Accomplishments

During 2007, the OHS saw several significant accomplishments occur.

- The primary enforcement safety belt law appears to be continuing to have positive effects in the State of South Carolina. Law enforcement agencies statewide, both State and local, continue to aggressively enforce the law, and positive results have been realized. Based on preliminary statistical information for CY 2007, it appears that highway fatalities in passenger vehicles will be significantly less than the number of fatalities in CY 2006. Also, the percentage of people dying in automobile crashes unbuckled appears to be declining. According to a survey conducted by the University of South Carolina in June 2007, safety belt usage in the State has increased from 72.5% in 2006 to 74.5% in 2007.
- The State of South Carolina continued to use the Strategic Evaluation States (SES) model in 2007 by implementing a sustained DUI enforcement effort (*Sober or*

Slammer!/ Drunk Driving. Over the limit. Under arrest.), which included monthly specialized DUI enforcement activity (checkpoints and saturation patrols) by participating State and local law enforcement agencies, as well as four nights of additional specialized enforcement activity (checkpoints and saturation patrols) during two DUI law enforcement crackdowns occurring during the Christmas/New Year's holidays of 2006-2007 and during the days leading up to the Labor Day holiday of 2007. All law enforcement agencies which were awarded FFY 2007 highway safety grants were required to conduct monthly DUI enforcement activity and additional DUI enforcement during the two mobilization crackdowns. The State of South Carolina utilized Section 410 funding to purchase an unprecedented \$800,000 in paid media advertising (radio and television during the mobilization crackdowns and during special times of the year that lent themselves to violation of the State's DUI laws [St. Patrick's Day, prom and graduation seasons, Cinco de Mayo and Independence Day]). The sustained DUI enforcement initiatives ran from December 15, 2006 through September 3, 2007, and included the State's Occupant Protection campaign, *Buckle Up, South Carolina. It's the law and it's enforced.* and the *100 Days of Summer Heat* campaign, which focused on DUI, speeding and occupant protection violators. Campaign initiatives were carried out through the sixteen (16) Law Enforcement Networks (LEN) in the state. The *SOS* sustained DUI enforcement initiative was a statewide effort, but focused on the following eighteen (18) counties identified as having the greatest number of alcohol-related fatal collisions: Aiken, Anderson, Berkeley, Charleston, Colleton, Darlington, Florence, Greenville, Greenwood, Horry, Lancaster, Laurens, Lexington, Orangeburg, Richland, Spartanburg, Sumter and York. These counties contain approximately 69% of the State's population and have seen approximately 72% of the State's alcohol-related fatal traffic crashes. The initiatives included the use of enforcement strategies such as sobriety checkpoints, saturation patrols and utilization of the Breath Alcohol Testing (BAT) mobile units, as well as significant earned media and some paid media efforts. The 2007 Labor Day DUI enforcement crackdown featured a partnership between the SC Department of Public Safety and the SC Department of Transportation. The SC Department of Transportation allowed its variable message boards to be utilized statewide during campaign weekends featuring the following message: "Statewide DUI Crackdown in Progress." Literally hundreds of thousands of motorists viewed these signs and were able to ascertain the seriousness of the DUI issue in the state and the state's commitment to getting impaired drivers off of the roadways. A major feature of the campaign included the opportunity for six participating law enforcement agencies from six different networks to win an equipped law enforcement vehicle. Both networks and participating agencies had to meet specified criteria to be eligible for winning a vehicle, including attendance at Law Enforcement Network meetings and enforcement events, reduction in negative traffic statistics within the Network, reporting of enforcement activity, and securing media coverage for enforcement events. The top six Networks in terms of accumulation of points based on the above criteria were given opportunities for their respective participating agencies to win the enforcement vehicles. The vehicles were given away at a special ceremony conducted on December 4, 2007. Enforcement vehicles were won by the Winthrop University Police Department (16th Judicial

Circuit Law Enforcement Network), Pageland Police Department (4th Judicial Circuit Law Enforcement Network), Richland County Sheriff's Department (5th Judicial Circuit Law Enforcement Network), Lexington Police Department (11th Judicial Circuit Law Enforcement Network), Beaufort County Sheriff's Office (14th Judicial Circuit Law Enforcement Network), and Hanahan Police Department (9th Judicial Circuit Law Enforcement Network). The agencies that reported enforcement numbers for the mobilization crackdowns during 2006-2007 Christmas/New Year's and 2007 Labor Day campaigns indicated the following statistics: 533 checkpoints and numerous saturation patrols, 857 DUI arrests; 5,261 safety belt citations; 558 child safety seat citations; 490 felony arrests; 98 recovered stolen vehicles; 409 fugitives apprehended; 3,156 suspended/revoked license citations; 1,346 uninsured motorists; 18,465 speeding citations; 354 reckless driving citations, 1,493 drug arrests; and 19,120 other citations including open container, failure to yield right of way, failure to obey police officer, equipment violations and other violations relating to laws not covered in categories listed above. The campaign focused on eighteen counties around the state that have shown high incidences of alcohol and drug related crashes, injuries, and fatalities over the previous three-year period. However, the anti-DUI message and enforcement strategies were spread throughout the state of South Carolina. It will be several months before statistics are available to compare alcohol-related crashes, injuries and fatalities from the crackdown period of 2007 to that of 2006.

- The South Carolina Impaired Driving Prevention Council (SCIDPC) continued its efforts in 2007 and worked on improving and enhancing DUI legislation for the state. The SCIDPC had legislation introduced in early 2007, which passed on the floor of the House, but stalled in Senate subcommittee. The SCIDPC was able to secure the support of Gov. Mark Sanford for the legislation. Gov. Sanford held several press events around the State in support of reforming the DUI legislation. The SCIDPC is diligently working to get this legislation passed when the General Assembly reconvenes in January 2008. The SCIDPC is made up of an array of highway safety stakeholders from the areas of law enforcement, government (federal, state, and local), state and federal agencies, health occupations, the insurance industry, and advocacy groups. The Council is chaired by William Bilton, Executive Director of the SC Commission on Prosecution Coordination. The SCIDPC has established subcommittees to deal with specific aspects of the impaired driving problem. The current operational subcommittees include Enforcement/Prosecution/Adjudication; Treatment/Rehabilitation/Diversion; Legislative; Education/Prevention; and By-Laws.
- The OHS continued significant utilization of two state-of-the-art BATmobiles, purchased with federal funds, throughout the state in impaired driving enforcement. Utilization of these units was overseen by the BATmobile Coordinator of the OHS. The BATmobiles have been used primarily through the SC Law Enforcement Network System, comprised of 16 Law Enforcement Networks in the state, which correspond to the 16 judicial circuits in South Carolina. The BATmobiles contain DataMaster units enabling law enforcement officers to conduct breath tests in the

field, and allowing patrolling officers easier and quicker access to breath testing apparatus.

- The DWI Standards Assessment Program pilot in Spartanburg County continued with the Seventh Judicial Circuit Solicitor's Office taking the lead in the further implementation of the project. A meeting was held on March 12, 2007, attended by representatives from the Seventh Judicial Circuit Solicitor's Office, Spartanburg County Sheriff's Office, MADD, and Spartanburg Area Drug and Alcohol Abuse Center.
- The OHS conducted the *Buckle Up, South Carolina. It's the law and it's enforced.* (BUSC) campaign, which included an enforcement blitz combined with paid media and diversity outreach components during the Memorial Day holiday period in 2007. The enforcement component of this campaign was conducted May 21 – June 3, 2007. Paid media during this time frame featured the securing of airtime to place the previously produced "Seatbelt Guy" safety belt radio ads on stations statewide from May 14-27, 2007. The Office of Highway Safety expended approximately \$55,000 in radio buys statewide. The Office of Highway Safety did not receive notification of its Section 405 award in time to mount a television advertising component for the campaign. The enforcement component of the campaign and various earned media events ran from May 21-June 3, 2007. Significant results were achieved from an enforcement perspective during the campaign, and overall safety belt usage increased by 2%, from 72.5% to 74.5%. This is a historical high for the state. In April 2007 this percent was 77.4%, but the result was based on the raw counts in 6 selected counties. Safety belt usage increased among pick-up truck occupants during the campaign by 4%, from 63.8% to 67.8%. Women continue to be more likely than men to use safety belts (84.5% to 68.4%); passengers are less likely than drivers to use safety belts (74.0% to 74.6%); and rural occupants are less likely to use safety belts than urban occupants (73.0% to 75.2%). White occupants had a higher rate of use than non-white occupants (77.8% to 67.2%), while car occupants were more likely to wear safety belts than truck occupants (77.7% to 67.8%). A majority of the law enforcement agencies in the state participated in the campaign and conducted 59 reported public safety checkpoints and numerous saturation patrols during the emphasis. The agencies that reported enforcement numbers for the campaign indicated the following statistics: 242 DUI arrests; 6,015 safety belt citations; 368 child safety seat citations; 226 felony arrests; 99 recovered stolen vehicles; 140 fugitives apprehended; 951 suspended license citations; 339 uninsured motorists; 5,790 speeding citations; 184 reckless driving citations, 635 drug arrests; and 6,684 other citations including open container, failure to yield right of way, failure to obey police officer, equipment violations and other violations relating to laws not covered in categories listed above.
- A public information and education effort involving motorcycle safety was held during four motorcycle rallies in the state, two of which were held in May 2007 in Myrtle Beach, one in Spartanburg in September 2007 and one in Myrtle Beach in October 2007. The Myrtle Beach area hosts an annual Harley rally and the Atlantic Beach Bike Fest each

May. This year, the Spartanburg area hosted a Harley Owners Group (H.O.G.) rally in September. The Myrtle Beach area also hosted a fall biker's rally in October. This year the Myrtle Beach and Spartanburg areas were flooded with educational materials, highway safety messages and paid/earned media in an attempt to reduce the potential fatalities. During the Myrtle Beach rallies in 2006, Horry County, the county in which Myrtle Beach is located, saw an increase in motorcycle deaths from 6 in 2005 to 9 in 2006; however, the total remained significantly lower than the 2003 total of 15 fatalities, which occurred prior to the implementation of motorcycle campaign safety efforts.

- The OHS participated in the "100 Days of Summer Heat" effort by the Southeastern Region of NHTSA during the summer of 2007.

- The State of South Carolina conducted two significant assessments with the assistance of the National Highway Traffic Safety Administration in 2007. The first was a Traffic Records System Assessment held April 15-20, 2007 at the Embassy Suites Hotel in Columbia, SC. Team members from around the United States, led by John J. Zogby of Transportation Safety Management Systems, conducted extensive interviews with traffic records stakeholders from around the State of South Carolina and produced for the State a report outlining eighty-three (83) recommendations, twenty-two (22) of which were considered "primary," to improve the Traffic Records System in the State of South Carolina. The Traffic Records Coordinating Committee is currently reviewing the recommendations to determine those that can be implemented in the State from short-term and long-term perspectives. In addition, the State conducted a Motorcycle Safety Assessment from May 20-25, 2007 at the same location in Columbia, SC. Team members from around the United States, led by Carl D. Spurgeon, who has a significant background in terms of motorcycle safety issues, conducted extensive interviews with highway safety professionals, law enforcement, retailers, advocacy groups, and motorcycle rider education professionals. The Assessment Team produced a report outlining sixty-two (62) recommendations, twenty-nine (29) of which were considered "primary," for improving motorcycle safety in South Carolina. Primary recommendations are currently being reviewed by the State's Motorcycle Safety Task Force, which was established by the Office of Highway Safety, to determine which can successfully be implemented in the State.

- The OHS continued to support and implement the statewide Motorcycle Safety Task Force in an effort to curb the increasing number of motorcycle related crashes, injuries and fatalities on our State's roads. The Task Force began meeting in November 2006 and is made up of representatives from various state agencies (SCDPS, SCDOT, SCDMV, and the SC Technical College System), as well as the SC Motorcycle Dealer's Association, motorcycle advocacy groups, and individuals with a background in motorcycle safety issues. The Task Force is currently reviewing recommendations made by the Motorcycle Safety Assessment Team in its report based on the South Carolina Motorcycle Safety Assessment conducted, with the assistance of the National Highway Traffic Safety Administration, in May 2007. The Task Force is expected to report out its recommendations for motorcycle safety improvement in the State during the first quarter of CY 2008.

- The OHS conducted a School Zone Safety Week campaign statewide during the month of August 2007. The campaign included sending School Zone Safety Week information to all public school districts in the state and school presentations conducted by Community Relations Officers of the SC Highway Patrol. The 2007 campaign also included information and presentations on school bus safety.
- The OHS added or maintained key staff to further highway safety efforts in the state. A Public Affairs Manager with extensive media background and contacts was maintained in 2007 to conduct highway safety outreach efforts of the OHS, including the Annual Victims' Memorial Service, Safety Breaks, the OHS Calendar and Newsletter, School Zone Safety Week, Project Management Course, community presentations, Network of Employers for Traffic Safety (NETS) efforts, and enforcement mobilization campaigns. Law Enforcement Liaison staff was maintained and expanded to continue establishing relationships between the OHS, local law enforcement agencies and state law enforcement agencies, as well as establishing and maintaining the SC Law Enforcement Network System and coordinating the use of Breath Alcohol Testing (BAT mobile) units and the implementation of *SOS* sustained DUI enforcement activities within the sixteen Networks. The OHS also hired a Coordinator for the continued rollout of the SC Collision and Ticket Tracking System project.
- Training was provided to highway safety advocates within and outside of the OHS through the Public Information, Outreach and Training (PIOT) grant. OHS staff members attended the Governor's Highway Safety Association's (GHSA) Annual Conference and AASHTO Meetings in Portland, OR; the 74th Annual Region II Conference of the American Association of Motor Vehicle Administrators AAMVA National Conference in St. Augustine, FL; Lifesavers 2007 in Chicago, IL; the NHTSA Southeast Region Law Enforcement Liaison Conference in Tunica, MS; the 33rd Annual International Forum on Traffic Records and Highway Safety Systems in St. Louis, MO; the 2006 NHTSA Southeast Region Colonel's Conference in Myrtle Beach, SC; the Traffic Records Strategic Planning Meeting in Atlanta, GA; and the 13th Annual IACP DRE Training Conference on Drugs, Alcohol and Impaired Driving in Las Vegas, NV order to achieve an awareness of new programs and initiatives for highway safety being conducted throughout the nation and around the world. Other training has also been made available as necessary to ensure that staff members have the most current knowledge and skills relating to highway safety. Staff from outside the OHS received assistance from the PIOT grant to attend the Lifesavers 2007 Conference.
- The SC Department of Public Safety and the SC Department of Transportation partnered to conduct a Statewide Highway Safety Conference from September 11-13, 2007, in Charleston, SC. Approximately 300 highway safety stakeholders from around the State attended the conference, which had major sessions relative to the unveiling of the State's Strategic Highway Safety Plan ("The Road Map to Safety"), the MADD multi-media "Take Two" program, the State's Traffic Records System, and a ground-breaking, qualitative behavioral study by Apter International on why South Carolinians engage in risky behaviors, such as refusing to wear safety belts and driving while impaired. The conference proved very successful and informative.

- FFY 2007 continuation subgrantees were given information regarding the continued implementation of their grant projects in the context of individual Pre-Work Conferences. These conferences were held in October 2006. Ten (10) new projects were awarded beginning November 1, 2006. A Project Management Course was held on December 6-7, 2006, at the Columbia Plaza Hotel and Conference Center. Project Directors and financial staff of newly funded agencies and agencies funded during the second quarter of FFY 2006 were required to attend. OHS staff, SC Department of Public Safety procurement staff, and the Regional Program Manager of the National Highway Traffic Safety Administration's Southeast Region Office conducted the training. Topics covered included highway safety system relationships, roles and responsibilities of a project director, grant terms and conditions, special conditions, procurement guidelines, grant revisions, financial monitoring, property control, requests for payment, programmatic monitoring, reporting, evaluation statewide campaigns and events and how to work with the media. A Project Management Course was offered November 8, 2007, to Project Directors and financial staff of newly awarded FFY 2008 grant projects to give them basic instruction on how to administer their respective grants effectively. Strategic information was given to most of the continuation subgrantees at pre-work conferences. OHS Staff worked with Project Directors on a continual basis to ensure that all projects were being properly administered. Project Directors of continuation grants were given the above information in the context of a series of pre-work conferences conducted by Program Managers and Grants Accounting staff.

- Four Funding Guidelines Workshops were conducted at various locations around the state in February 2007 to assist prospective Project Directors in the writing and development of a highway safety grant. Workshops were conducted in Greenville, Florence, North Charleston and Columbia. Collectively, more than 100 individuals were in attendance. During the workshops, attendees were provided with an explanation of the highway safety problem in South Carolina; a description of the various program areas eligible for funding; an explanation of allowable costs; a description of the types of projects for which priority consideration would be given; a description of the criteria by which applications would be reviewed; specific instructions on the proper completion of the grant application form; and a presentation on how to write a winning grant proposal. The workshops included specific instructions on how to complete budget pages. Meeting participants came from across the state and represented all sectors of the highway safety community (engineering, education, enforcement, EMS, etc.). Participants were provided with sample, completed grant applications and other useful information to assist in the preparation of their applications. Applications were received in April 2007 for FFY 2008, and went through a multi-stage review process including review and analysis by federal partners (NHTSA, FHWA, and FMCSA) as well as OHS staff. Sixty-nine (69) grant applications were received by the OHS.

Obviously, the above noteworthy accomplishments are the result of a team effort on the part of OHS staff and strong cooperative support from the SCDPS and its Director, the Governor of South Carolina, Federal partners, and the many highway safety advocates working diligently and tirelessly on a daily basis to improve safety on South Carolina's roadways.

PERFORMANCE GOALS

Short Range Goals:

1. To reduce the number of traffic crashes reported during CY 2007 by 5%, as compared to CY 2006 data.

Level of Accomplishment: Projected estimates from the OHS Statistical Analysis Center based on available 2007 data indicate a projected total of 113,230 collisions for CY 2007. When compared to the 112,950 collisions in CY 2006, this represents an estimated increase in total collisions for CY 2007 of 0.25%.

2. To reduce the mileage death rate (MDR) of the State during CY 2007 by 5%, as compared to CY 2006 data.

Level of Accomplishment: Projected estimates from the OHS Statistical Analysis Center based on available 2007 data indicate a mileage death rate for 2007 of 2.1. This represents no decrease from the 2.1 MDR for 2006.

3. To reduce the mileage injury rate (MIR) of the State during CY 2007 by 5%, as compared to 2006 data.

Level of Accomplishment: Projected estimates from the OHS Statistical Analysis Center based on available 2007 data indicate a mileage injury rate (MIR) for 2007 of 98. This rate reflects a decrease (2%) from the MIR of 100.6 for CY 2006.

Long Range Goals (2007 - 2011):

1. To reduce the number of traffic crashes reported by 15% by the end of 2011.

Level of Accomplishment: As indicated above, projected estimates from the OHS Statistical Analysis Center indicate 113,230 collisions for CY 2007. When compared to the 112,950 collisions in CY 2006, this represents an estimated increase in total collisions for CY 2007 of 0.25%. This goal remains achievable by 2011.

2. To reduce the State's mileage death rate (MDR) by 15% by the end of 2011.

Level of Accomplishment: The projections from the Statistical Analysis Center of the OHS indicate no decrease in the MDR from 2006. The MDR for South Carolina currently stands at 2.1. This goal is, however, achievable by 2011.

3. To reduce the State's mileage injury rate (MIR) by 15% by the end of 2011.

Level of Accomplishment: As indicated above, the 2006 MIR stood at 100.6, which was a decrease of 0.7% over the 101.3 MIR for 2005. Projections from the Statistical

Analysis Center of the OHS for 2007 show an MIR of 98. This represents a decrease of 11.5% over against the 2002 figure of 110.7. This goal is achievable by 2011.

**South Carolina Department of Public Safety-Office of Highway Safety
Highway Safety Planning and Administration – 2H07001**

The Office of Highway Safety (OHS) was established to provide leadership, planning, and guidance to achieve a statewide coordinated network and effective attack on existing highway safety problems and to assist in assuring that the limited resources available are used most efficiently. This has been accomplished in the area of Highway Safety through an Annual Highway Safety and Performance Plan which implements a statewide program to coordinate the activities of state agencies, local political subdivisions, state and federally recognized Indian tribal governments and the private sector.

In order to administer a Highway Safety Program, sufficient staff has to be employed and retained by the OHS. Training was provided to highway safety advocates within and outside of the OHS through the Public Information, Outreach and Training (PIOT) grant. OHS staff members attended the 2007 Governors Highway Safety Association's (GHSA) Annual Conference in Oklahoma City, Oklahoma; the NHTSA Southeast Region Law Enforcement Liaison Conference in Tunica, MS; the 2007 Lifesavers Conference in Chicago, IL; the NHTSA Traffic Safety Information Systems (TSIS) Strategic Planning Workshop in Atlanta, GA; the 33rd Annual International Forum on Traffic Records and Highway Safety Systems in St. Louis, MO; and the 74th Annual Region II Conference of the American Association of Motor Vehicle Administrators in St. Augustine, FL. Participation in the above events allowed staff and highway safety stakeholders to achieve an awareness of new programs and initiatives for highway safety being conducted throughout the nation and around the world. Other training has also been made available as necessary to ensure that staff members have the most current knowledge and skills relating to highway safety.

Continuation subgrantees were given information regarding the continued implementation of their grant projects in the context of individual Pre-Work Conferences. These conferences were held in October 2006. Ten (10) new projects were awarded beginning November 1, 2006. A Project Management Course was held on December 6-7, 2006, at the Columbia Plaza Hotel and Conference Center. Project Directors and financial staff of newly funded agencies and agencies funded during the second quarter of FFY 2006 were required to attend. OHS staff, SC Department of Public Safety procurement staff, and the Regional Program Manager of the National Highway Traffic Safety Administration's Southeast Region Office conducted the training. Topics covered included highway safety system relationships, roles and responsibilities of a project director, grant terms and conditions, special conditions, procurement guidelines, grant revisions, financial monitoring, property control, requests for payment, programmatic monitoring, reporting, evaluation statewide campaigns and events and how to work with the media.

Each year, solicitations for grant applications are accomplished by issuing Funding Guidelines to potential subgrantees. Additionally, four Funding Guidelines Workshops were conducted at various locations around the state in February 2007 to assist prospective Project Directors in the writing and development of a highway safety grant for FFY 2008.

Workshops were conducted in Greenville, Florence, North Charleston and Columbia. Applications were received in April 2007 for FFY 2008, and went through a multi-stage review process including review and analysis by federal partners (NHTSA, FHWA, and FMCSA), as well as OHS staff. At the end of the grant year, Program Managers were responsible for evaluating the projects in their specific areas. The evaluations were then forwarded to NHTSA's Southeast Region Office for review.

**South Carolina Department of Public Safety-Office of Highway Safety
Public Information, Outreach, and Training – 2H07004**

The Public Information, Outreach and Training project was developed to improve the State's capability to support national and statewide conferences, seminars, and workshops of relevance to the Highway Safety Program and to upgrade the skills of those who participate. Through the project, a large number of individuals, both within and outside of the OHS, were sent to highway safety-related training programs during the grant period. National and state highway safety emphasis programs were also promoted by announcing training opportunities through the grant. Because of national changes in child passenger safety and the establishment of certification standards, the OHS scheduled and conducted one-week technician classes and several eight-hour specialist courses during the grant period. This helped to continue to build a cadre of professionals who are capable of conducting clinics to assess proper child restraint usage.

Another ongoing component of this project involved conducting Pre-Work Conferences for all highway safety grant subgrantees. A Project Management Course was held on December 6-7, 2006, at the Columbia Plaza Hotel and Conference Center. Project Directors and financial staff of newly funded agencies and agencies funded during the second quarter of FFY 2006 were required to attend. OHS staff, SC Department of Public Safety procurement staff, and the Regional Program Manager of the National Highway Traffic Safety Administration's Southeast Region Office conducted the training. Topics covered included highway safety system relationships, roles and responsibilities of a project director, grant terms and conditions, special conditions, procurement guidelines, grant revisions, financial monitoring, property control, requests for payment, programmatic monitoring, reporting, evaluation statewide campaigns and events and how to work with the media.

The project also provided support for a School Zone Safety Week initiative during the month of August 2007, which was implemented statewide, thus complying with legislative proviso. The project also developed and implemented an Annual Victims' Memorial Service for families of those lost in traffic fatalities in 2006, a booth at the SC State Fair during October 2006, a motorcycle safety campaign held during major motorcycle rallies in Myrtle Beach during the months of May and October and in Spartanburg in September 2007, and sent important traffic safety information to businesses in South Carolina during Drive Safely Work Week and other individual emphases during the year.

The project also was responsible for conducting a Statewide Highway Safety Conference from September 11-13, 2007, in Charleston, SC. The conference featured a partnership between the SC Department of Public Safety and the SC Department of Transportation. Approximately 300 highway safety stakeholders from around the State attended the conference, which had major sessions relative to the unveiling of the State's Strategic Highway Safety Plan ("The Road Map to Safety"), the MADD multi-media "Take Two" program, the State's Traffic Records System, and a ground-breaking, qualitative behavioral study by Apter International on why South Carolinians engage in risky behaviors, such as refusing to wear safety belts and driving while impaired. The conference proved very successful and informative.

Overall, this project has provided travel and/or registration fees for more than twenty individuals to attend highway safety training programs around the country. During the grant period, funds were provided for individuals within and outside the OHS to attend one or more of the following: the Governor's Highway Safety Association's (GHSA) Annual Conference in Portland, OR; Lifesavers 2007 in Chicago, IL; the NHTSA Southeast Region Law Enforcement Liaison Conference in Tunica, MS; the Traffic Records Strategic Planning Meeting in Atlanta, GA; the 33rd Annual International Forum on Traffic Records and Highway Safety Systems in St. Louis, MO; the 13th Annual IACP DRE Training Conference on Drugs, Alcohol and Impaired Driving; Hands Across the Border events; and the 74th Annual Region II Conference of the American Association of Motor Vehicle Administrators (AAMVA) National Conference in Williamsburg, VA.

ALCOHOL COUNTERMEASURES

According to the Statistical Analysis Center of the Office of Highway Safety, the data relating to alcohol crashes, fatalities, and injuries is incomplete for CY 2007. Projections being made are based on approximately eight months of DUI crash data.

Beginning in 2002 the Office of Highway Safety's Statistical Analysis Center has aggressively pursued filling in gaps on incomplete reports regarding BAC (Blood Alcohol Content) levels of drivers in fatal crashes. This effort continues and has resulted in an increase in driver BAC levels being reported to 36.5% in 2005 for traffic fatalities, up from 36.2% in 2004. The statistics for driving under the influence of alcohol or drugs, referred to as DUI from 2002 and forward, may not reflect a true picture of the DUI problem for previous years and should not be compared to previous year statistics.

According to the SC Department of Public Safety's preliminary statistics for CY 2007, the projected number of fatal crashes with DUI as a primary or contributing factor is 335. This number projects a total of 370 deaths in crashes with DUI as a primary contributing factor. Calendar Year (CY) 2006 suffered 360 fatal crashes with DUI as a contributing factor, resulting in 386 fatalities. There is a projected 3.8% increase in total fatalities on the roadways in South Carolina for CY 2007. Six Alcohol Countermeasures projects, in addition to Police Traffic Services projects, were implemented or continued in FFY 2007 to address the issue of driving under the influence of alcohol or drugs.

Short Range Goals:

- To reduce the alcohol-related crash MDR by 10% by the end of CY 2007, as compared to CY 2006 data.

Level of Accomplishment: Projected estimates for CY 2007 from the Statistical Analysis Center of the OHS indicate that South Carolina's DUI-related fatal crashes will reduce by 6.9%. The DUI MDR decreased from 0.93 in 2005 to 0.78 in 2006. The 2007 projection for DUI MDR is 0.67. There were 49.80 billion miles traveled in South Carolina in 2006 and the projected miles traveled for 2007 is 50.4 billion. The DUI MDR is expected to decrease by 14%, thus accomplishing the short range goal.

- To reduce the alcohol-related crash MIR by 10% by the end of CY 2007, as compared to CY 2006 data.

Level of Accomplishment: Projected estimates for CY 2006 from the Statistical Analysis Center of the OHS reveals a decrease in the alcohol-related MIR from 7.2 in 2006 to 7.1 in 2007. This represents a 1.4% decrease. Though short of the goal, the results have improved from the previous year in which there was no predicted appreciable reduction.

- To reduce the involvement of drivers ages 25 to 34 in alcohol-related crashes by 3% by the end of CY 2007, as compared to CY 2006 data.

Level of Accomplishment: Projected estimates for CY 2007 from the Statistical Analysis Center of the OHS projects an increase of involvement of drivers ages 25-34 in DUI crashes by 1.6%. The involvement in DUI crashes in this age group, one of the largest categories regarding this problem, decreased from 1,770 in 2005 to 1,718 in 2006. The projection for 2007 is 1,746 drivers. Unfortunately, the short range goal was not accomplished.

- To increase conviction rates by the DUI special prosecutor in Spartanburg County by 5% by the end of CY 2007, as compared to CY 2006.

Level of Accomplishment: The Seventh Circuit Solicitor's Office, which has jurisdiction in Spartanburg and Cherokee counties, decided to further strengthen policies regarding recommendations for all DUI cases, so that the Solicitor's Office no longer recommends reducing a DUI 1st, 2nd or 3rd Offense absent a ruling from the court excluding a substantial portion of evidence. Although DUI charges were not often reduced in the past, the reduction of charges is now practically eliminated as an option for consideration in an attempt to hold DUI offenders to the letter of the law. The Seventh Judicial Circuit Solicitor's Office was responsible for the disposition of 637 cases, which is an increase of 26% more cases prosecuted than last year's 470 cases, with a conviction rate 15.9% higher in 2007 than in 2006.

- To increase the level of BAC reporting on fatalities from the Coroners by 10% by the end of CY 2007, as compared to CY 2006.

Level of Accomplishment: According to the Statistical Analysis Center within the Office of Highway Safety, the level of BAC reporting on drivers in fatal crashes was 37.1% in 2006, compared to 40.1% in 2005. This is an unfortunate 3% decrease in the level of BAC reporting on drivers in fatal crashes. Statistical information on the level of BAC on drivers in fatal crashes for CY 2007 is incomplete at this time and is therefore unavailable. The BAC level is "sensitive" information; because this information is considered to be sensitive, coroners are reluctant to report the BAC levels on drivers in fatal crashes. Unfortunately, we did not accomplish the goal as stated. We will work diligently on our efforts to influence coroners in South Carolina to report the BAC level of drivers in fatal crashes.

Long Range Goals (CY 2007 – CY 2011):

- To reduce the alcohol-related crash MDR by 30% by CY 2011.

Level of Accomplishment: Based on a six-year trend, projected estimates for CY 2007 from the Statistical Analysis Center of the OHS, show an estimated DUI crash increase of 9.0%, as compared to CY 2006. The projected DUI MDR

dropped, however, from 0.78 in 2006 to an estimated 0.67 in 2007. There is a projected 50.4 billion miles traveled in South Carolina in 2007. The goal appears to be achievable by 2011.

- To reduce the alcohol-related crash MIR by 30% CY 2011.

Level of Accomplishment: Projected estimates for CY 2007 from the Statistical Analysis Center of the OHS show an estimated DUI crash MIR reduction to 7.1. The DUI crash MIR in 2006 was 7.2. This represents a decrease of 1.4%. Much work remains to be done to accomplish this goal by 2011. However, continuing efforts in DUI enforcement, the expanding efforts of the SC Law Enforcement Networks, and a newly sponsored bill for strengthening DUI laws produced by the SC Impaired Driving Prevention Council could allow the goal to be achieved.

- To reduce the involvement of drivers ages 25 - 34 in alcohol-related crashes by 5% by the end of CY 2011.

Level of Accomplishment: Projected estimates for CY 2007 from the Statistical Analysis Center of the OHS projects an increase of involvement of drivers ages 25-34 in DUI crashes by 1.6%. The involvement of DUI crashes in this age group, which is one of the largest categories regarding this problem, is projected to increase from 1,718 in 2006 to 1,746 in 2007. However, it is anticipated that the long range goal could still be achieved by 2011.

South Carolina Department of Public Safety – Office of Highway Safety Impaired Driving Countermeasures Program Management – 2H07006

The grant developed and implemented comprehensive statewide impaired driving countermeasures efforts in order to reduce alcohol/drug-related crashes, injuries, and deaths on South Carolina's roadways. One of the most extensive activities of this project involved the *Sober or Slammer!* campaign. This campaign is a high-visibility law enforcement initiative that involves a comprehensive statewide effort to call attention to the problem of DUI in the state of South Carolina. *Sober or Slammer!* is South Carolina's equivalent to the national *Drunk Driving. Over the Limit. Under Arrest.* campaign. South Carolina also continues to develop the South Carolina Law Enforcement Network (SCLLEN), which is based on the 16 judicial circuits in the state. The SCLLEN influences and energizes law enforcement officers (state, county, local, and others), agencies, and organizations to address the impaired driving problems in South Carolina. The SCLLEN has carried much of the weight in the implementation of the statewide *Sober or Slammer!* campaign and is largely responsible for the use and deployment of the Breath Alcohol Testing (BAT) Mobiles throughout the network. There is little doubt that the SCLLEN is bridging gaps in communication and cooperation that have existed among law enforcement within this state for years.

The SCLLEN and the Police Traffic Services Program Manager collaborated efforts in coordinating a Law Enforcement Challenge for all law enforcement agencies in the 16

judicial circuits of South Carolina. Law enforcement agencies that participated in the challenge were required to conduct stepped-up DUI, safety belt, and speed enforcement. Participating agencies were required to conduct one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) during each month of the campaign and an additional four nights of specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) during two enforcement mobilization crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and in the days surrounding the Labor Day 2007 holiday. The enforcement activities spanned the time frame of December 15, 2006, through September 3, 2007. Participating agencies also reported monthly on their regular sustained enforcement activities. The South Carolina Department of Public Safety's Office of Highway Safety utilized federal funds to purchase incentive prizes, such as Lidars, Radars, and check-point equipment and trailers for agencies that fully participated in the challenge. Federal funds were also used to purchase six (6) equipped, 2007 Dodge Charger police vehicles. Based on established criteria, the six (6) 2007 Dodge Chargers were awarded to six (6) participating law enforcement agencies within the top six (6) SCLEN's which accumulated the most points based on the established challenge criteria. Essentially, the purpose of the challenge was to decrease crashes, injuries, and fatalities on the State's roadways and to increase traffic safety and traffic safety awareness in South Carolina.

In addition to the Law Enforcement Challenge, the South Carolina Department of Public Safety's Office of Highway Safety (OHS) utilized more funds (approximately \$600,000) during FFY 2007 for paid media efforts relating to the state's *Sober or Slammer!* (SOS) mobilization crackdown conducted during Labor Day 2007 than in any previously conducted single enforcement mobilization. The OHS expended an additional \$170,000 in television advertising during the Christmas/New Year's mobilization crackdown. Approximately \$125,000 was expended in radio advertising during the course of the campaign, particularly at times of the year that lent themselves to increased occurrence of impaired driving (St. Patrick's Day, prom and graduation season, Cinco de Mayo and Independence Day).

The South Carolina Impaired Driving Prevention Council (SCIDPC), through its Legislative Subcommittee, continued to make significant progress in addressing the impaired driving laws in the state. Along with the Office of Highway Safety, SC Highway Patrol, State Transport Police, the Criminal Justice Academy, Office of Justice Programs and the Director of the Department of Public Safety, there are representatives from the State Senate, the Governor's Office, State Attorney General's Office, the State House of Representatives and 20 additional Federal, State, local and private entities comprising the Council's membership. The SCIDPC saw a proposed, revised DUI bill pass the House during 2007. The Senate will take up this legislation when the General Assembly reconvenes in January 2008. The SCIDPC has continued to work with the Senate sub-committee that is currently responsible for the bill.

**Pickens County Sheriff's Office
Alcohol Enforcement Program – 2H07010**

Pickens County Sheriff's Office established a two-member grant-funded DUI task force trained in DUI enforcement, DUI detection, and courtroom presentation. The DUI Task Force utilized data from the 13th Judicial Circuit Law Enforcement Network to determine locations in the county that needed increased DUI enforcement efforts. The DUI Task Force personnel were generally on patrol from 6:00 pm until 2:30 am, five nights per week; however, this schedule was flexible in order to accommodate holiday weekends and events when the potential for DUI incidents could increase. DUI Task Force Officers utilized saturation patrols in areas within the County that have had the highest rate of DUI collisions. The Pickens County Sheriff's Office fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007. Pickens County DUI Task Force made 56 DUI arrests; conducted thirty-three (33) traffic safety presentations and sixty-five (65) public safety checkpoints. The number of DUI-related traffic collisions reported for the 2006/2007 grant period was 81. This is an average reduction of 25% compared to the previous two years, which saw 106 DUI collisions in 2006 and 98 DUI collisions in 2005.

**Seventh Circuit Solicitor's Office
DUI Prosecution Team – 2H07011**

The overall goal of the DUI Prosecution Team was to prosecute and increase the conviction rate of alcohol/drug-related traffic offenses and thus to reduce the number of alcohol/drug-related traffic collisions, injuries and fatalities in Spartanburg County. The Prosecution Team continued to address the stated problem by fast-tracking cases through the DUI Prosecution Team grant. The efforts of the Prosecution Team have worked as a prevention method to keep additional cases from being dismissed due to a defense attorney asking for dismissal of a case because it is being prosecuted by a law enforcement officer. The DUI Prosecution Team also continued to address law enforcement's role in processing more accurate incident reports, investigation and case preparation. The Seventh Circuit Solicitor's Office decided to further strengthen policies regarding recommendations for all DUI cases, so that the Solicitor's Office no longer recommends reducing a DUI 1st, 2nd or 3rd Offense absent a ruling from the court excluding a substantial portion of evidence. Although DUI charges were not often reduced in the past, the reduction of charges is now practically eliminated as an option for consideration in an attempt to hold DUI offenders to the letter of the law. The Seventh Judicial Circuit Solicitor's Office was responsible for the disposition of 637 cases, which is an increase of 26% more cases prosecuted than last year's 470 cases.

**Spartanburg County Sheriff's Office
Spartanburg County DUI Task Force – 2H07013**

The Spartanburg County Sheriff's Office established a three-member grant-funded DUI Task Force to reduce the overall numbers of traffic crashes in Spartanburg County, with special attention given to alcohol-related crashes, and to reduce the number of injuries and deaths in Spartanburg County crashes. The Spartanburg County Sheriff's Office fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007. The DUI Task Force made 207 DUI arrests, implemented thirty-eight (38) public safety checkpoints, and conducted twenty-four (24) traffic safety presentations during the grant period. Preliminary figures show that Spartanburg County traffic collisions significantly decreased by 23.11%, from 6,155 in 2006 to 4,732 in 2007. Although there was a decrease in traffic collisions, traffic-related injuries increased 78.37%, from 726 in 2006 to 1,295 in 2007. Highway fatalities decreased 17.31%, from 52 in 2006 to 43 in 2007.

**Town of Lexington Police Department
Traffic Safety and Collision Reduction Project for the Town of Lexington – 2H07024**

The Town of Lexington has experienced a dramatic increase in population due to residential construction that has increased the cross traffic for the Town. The Lexington Police Department committed to having a positive impact on the traffic problems within the Town of Lexington and reducing the number of vehicular collisions. The strategies developed to assist in this commitment include: heavy daytime enforcement activities by the traffic officers, directed traffic patrols, conducting public safety checkpoints, continuous utilization of the Department's traffic trailer, participation in various traffic safety campaigns, and joint enforcement activities with other law enforcement agencies. The Town of Lexington Police Department fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007. The two grant-funded officers issued 815 speeding citations and 339 citations for safety belt and child restraint violations. The grant-funded officers also conducted 20 traffic safety presentations and 14 public safety checkpoints. The Town of Lexington maintained zero traffic fatalities. Additionally, traffic collisions caused by speed decreased 27%, from 44 in 2006 to 32 in 2007. Based on three studies taken during the grant period involving seatbelt usage, 89% of citizens in the Town of Lexington are using their seatbelts. This is an increase of .09 % over 2006.

**Darlington Police Department
Traffic Enforcement Program – 2H07036**

Darlington Police Department enhanced its full-time traffic unit with the addition of a grant-funded officer to concentrate on the detection and apprehension of impaired drivers in the city of Darlington. The Darlington Police Department fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007. Darlington Police Department made 71 DUI arrests in 2007 as compared to 48 in 2006, an increase of 69%; wrote 2,024 speeding citations, a decrease as compared to the 3,143 for 2006; and issued 2,571 citations for safety belt and child restraint violations as compared to 2,249 in 2006, an increase of 14%. The Department also conducted eighteen (18) traffic safety presentations and twenty-one (21) public safety checkpoints. The City of Darlington experienced a 9.4% decrease in the number of traffic collisions, from 180 in the 2006 grant year to 163 in the 2007 grant year, and 71% decrease in DUI-related collisions from 7 in 2006 to 2 in 2007. Additionally, DUI-related fatalities remained at zero (0) for the City of Darlington.

**South Carolina Commission on Prosecution Coordination
Traffic Safety Resource Prosecutor – 2H07017**

The Traffic Safety Resource Prosecutor (TSRP) prepared and distributed four quarterly newsletters on DUI issues to approximately 1,550 individuals and agencies. Topics addressed in the newsletters included: an introduction of the new TSRP; recently proposed legislation designed to reduce underage drinking; a description of the newly proposed DUI bill; an explanation of the OHS's *Sober or Slammer!* campaign; Drug Recognition Experts; an explanation of a recent SC Supreme Court Opinion impacting DUI enforcement in South Carolina; changes in personnel in the Implied Consent Division; a legislative update; and a guest-written article on Law Enforcement Networks (LEN). Additionally, the TSRP trained hundreds of law enforcement officers, scores of municipal and magistrate judges, and dozens of prosecutors, at training seminars and at LEN meetings. The TSRP participated in LEN meetings in the First, Third, Fifth, and Fourteenth Judicial Circuits. At all of these gatherings, the TSRP explained her position and the types of assistance that could be provide to each of these categories of professionals. In addition, the TSRP drafted a Response in Opposition to a Motion to Dismiss for a law enforcement officer and assisted an Assistant Solicitor with several DUI cases, including selecting juries and preparing the cases for trial. On a nearly daily basis, the TSRP answered questions from law enforcement and/or prosecutors on various aspects of DUI. The TSRP also coordinated eleven (11) DUI training seminars for prosecutors, law enforcement officers and summary court judges. In April 2007, the TSRP provided six (6) one-day training sessions for the SC Highway Patrol, providing intensive training in Implied Consent, Standardized Field Sobriety Testing, and Pre-trial

Motions. In total, 232 SC Highway Patrol officers received this training. In addition, the TSRP fully coordinated four (4) two-day DUI seminars, entitled “ABCs of DUI - Critical Topics in DUI Prosecutions,” which were focused on law enforcement professionals, prosecutors, and summary court judges. Topics covered in the seminars included Toxicology of Ethanol, Standardized Field Sobriety Testing, Videotaping Issues, BAC DataMaster, Legal Update, Ethics, Demonstrative Evidence, and Pre-Trial Motions. These topics were presented by experts in their respective fields. The TSRP also coordinated with the Magistrate Advisory Council for the 5-day Intensive Training Seminar, and the TSRP spoke at two (2) New Magistrate and/or Municipal Trainings, in which 134 magistrates and/or municipal judges received this training.

OCCUPANT PROTECTION

The goal of the Office of Highway Safety's Occupant Protection Program is to promote and increase the usage rate and proper use of safety belts and child restraints by vehicle occupants in South Carolina. Education and enforcement efforts were targeted towards parents, teens, and children (ages 0-5) because of increasing numbers of fatalities in the State. Research also has shown a clear link between adult safety belt usage and the use of child restraint devices. A June 2007 Statewide Safety Belt Usage Survey indicated that the overall safety belt usage rate was 74.5% for South Carolina during the *Buckle Up, South Carolina. It's the law and it's enforced.* Memorial Day 2007 Campaign. This represents an historic high for the State of South Carolina.

Studies show that many fatalities and injuries to infants and small children in motor vehicles could be prevented by the proper usage of child safety seats and safety belts. During FFY 2007, the Office of Highway Safety worked with state and local agencies to provide child safety seats to low-income families. Agencies also made a concerted effort to provide parents and caregivers with the proper instructions for installing child safety seats. Projects targeting groups and/or geographic areas with low usage rates and/or non-compliance with occupant protection laws received priority. The Office of Highway Safety also continued to work with non-profit and State agencies to educate the State's population regarding the newly enacted (effective December 9, 2005) primary enforcement safety belt law. Educational efforts included reaching out to the diverse populations of the State and conducting presentations in high schools in various counties throughout the State encouraging teens to buckle up, obey posted speed limits and avoid impaired driving.

Children, ages 0-5, are a high-risk population group for injury/death because of the increasing number of fatalities and incorrect usage of child restraint devices. In 2006, 10,090 child occupants under the age of six were involved in traffic crashes. Of these, 7,343 were restrained by a child safety seat; 2,265 by some other restraint (seat belt, seat/lap combination); 286 were unrestrained; and for 196, restraint usage was unknown. However, data indicates that many of the child occupant restraint devices are used improperly. Young drivers under the age of 25, who traditionally have lower rates of restraint use than some other age groups, were involved in 339 fatal crashes in 2006; this is 32% of the total. In addition, NHTSA has reported that young black males are also at risk due to infrequent restraint use.

PERFORMANCE GOALS

Short Range Goals:

1. To increase safety belt usage rates from 72.8% in 2003 to at least 75% by the end of CY 2007 through the continued development and implementation of statewide occupant protection programs.

- Level of Accomplishment: In 2007, a statewide observational safety belt usage survey, utilizing NHTSA's revised 1998 guidelines, was conducted by the University of South Carolina Statistical Laboratory. Results from the 2007 Statewide Safety Belt Usage Survey conducted during the *Buckle Up, South Carolina. It's the law and it's enforced.* Memorial Day Campaign indicated that the overall safety belt usage rate increased from 72.5% during Memorial Day 2006 to 74.5% as of mid-June 2007. Survey results indicated that women are more likely than men to use safety belts (84.5% to 68.4%). Passengers are less likely than drivers to use safety belts (74% to 74.6%). Based on past survey data, the current survey demonstrates a narrow gap in usage between drivers and passengers. Rural dwellers are less likely to use safety belts than urban residents (73% to 75.2%). A lower usage rate by males is the major factor that continues to pull the statewide average down. In June 2005, a primary safety belt law was enacted in South Carolina, to be made effective on December 9, 2005. The passage of this legislation and resulting enforcement has apparently resulted increased usage rates in the State.
2. To reduce the MDR for children under the age of six by 10% by the end of CY 2007.

Level of Accomplishment: Projected estimates for CY 2007 by the Statistical Analysis Center of the OHS indicate an estimated MDR of 0.030 for traffic crash fatalities involving children under the age of six. This represents an estimated 25% increase over the CY 2006 MDR of 0.024 for traffic crash fatalities involving children under the age of six. In CY 2006, there were twelve (12) fatalities in this age group compared to fifteen (15) projected in CY 2007. Occupant Protection Grants for FFY 2007 were continued in the following counties/agencies:

- The South Carolina Department of Health and Environmental Control (SCDHEC). It should be noted that there are occupant protection components in a Youth Alcohol/Youth Traffic Safety grant implemented by the Aiken County Safe Communities Program of the Aiken County Board of Disabilities/Tri-Development Center.

Long Range Goals (2007 - 2011):

1. To increase the statewide safety belt usage rate from 72.8% in 2003 to at least 85% by the end of CY 2011.

Level of Accomplishment: The current seat belt usage rate in South Carolina is 74.5%. This is based on a June 2007 Statewide Observational Safety Belt Usage Survey conducted by the University of South Carolina Statistical Laboratory. In June 2005, a primary safety belt law was enacted in South Carolina, to be made effective on December 9, 2005. The passage of this legislation should result in increased usage rates in the state in the near future.

2. To reduce the MDR for children under the age of six by 30% by the end of CY 2011.

Level of Accomplishment: Projected estimates for CY 2007 by the Statistical Analysis Center of the OHS indicate an estimated MDR of 0.030 for traffic crash fatalities involving children under the age of six. This represents an estimated 25% increase over the CY 2006 MDR of 0.024 for traffic crash fatalities involving children under the age of six and 18% lower than the MDR of 0.036 which accrued in CY 2005. In CY 2006, there were twelve (12) fatalities in this age group compared to fifteen (15) projected in CY 2007. In order to achieve this goal by CY 2011, much work will need to be done.

3. To establish a consistent diversity outreach program to address occupant restraint issues among minority populations.

Level of Accomplishment: Research has confirmed that use of safety belts and child restraint devices remains lower among certain minority groups than among non-minority groups. The Office of Highway Safety awarded a highway safety grant for FFY 2007 to the South Carolina Department of Health and Environmental Control's (SCDHEC) Bureau of Chronic Disease and Health Promotion's Injury & Violence Prevention Division. With these funds SCDHEC continued the employment of a full-time bilingual Program Assistant to concentrate on increasing occupant restraint use among the state's Latino population.

South Carolina has experienced rapid growth in its Latino population during the past ten years. Most of this increase can be attributed to high levels of migration due to economic opportunities in agriculture, construction, and food industries, as well as high Latino birth rates. In 1999, the Census Bureau estimated the state's Latino population to be 49,817. This represents a 63.3% increase from the 1990 figure of 30,500. At the current rate of growth, by the year 2010, the Latino population in South Carolina will total 106,427. The projections do not include the State's migrant and seasonal farm worker population. It is estimated that 97% of migrant and seasonal farm workers are Hispanic and speak Spanish as their primary language. They work in each of South Carolina's forty-six (46) counties throughout the nine-month growing season, following the eastern migrant stream. The upstate and coastal regions of the state housed the largest segment of the permanent Hispanic/Latino population growth in South Carolina, 88% in the Upstate and 76% in the Coastal area.

SCDHEC focused on reaching the Hispanic population of the State through its statewide health district system. The subgrantee issued information about safety belt and child passenger safety restraint use, conducted CPS Technician trainings, conducted training relative to the proper use of child safety seats and distributed safety seats to minority individuals based on need.

**South Carolina Department of Public Safety – Office of Highway Safety
Occupant Protection Program Management – 2H06002**

During FY 2007 the Occupant Protection (OP) staff continued to administer all occupant protection programs funded through the State's Office of Highway Safety Program. Specific activities included the following: the continuation of Child Passenger Safety (CPS) Trainings; CPS Updates for South Carolina Technicians and SCDPS-sponsored child safety seat checks with local partners; the coordination of activities with all Highway Safety Project Directors for special public information events during Buckle Up, America! Week and National Child Passenger Safety Awareness Week in February 2007, as well as support for the *Buckle Up, South Carolina. It's the Law and It's Enforced.* law enforcement briefings; oversight of SCDPS's Fitting Station, which serves the public through appointments and which checked thirty-nine (39) safety seats during 2007; and conducting seven (7) Child Passenger Safety Technician Classes, which trained 109 participants. The Occupant Protection Trainer (OPT) participated in twenty-one (21) child safety seat clinics where 408 safety seats were checked. The OPT conducted six (6) presentations with 746 people in attendance. The Statewide Safety Belt Use Survey report for July 2007 indicated that 74.5%.of South Carolinians were using safety belts.

**SC Department of Health and Environmental Control
Children Restrained Safely and Securely – 2H07034**

The overall goals of the project were to decrease the number of children under the age of six who are injured or killed due to the lack of proper child safety seat use and to increase public awareness of the State's new primary enforcement safety belt law, which took effect on December 9, 2005. This program supported efforts to prevent injuries and deaths to children in South Carolina caused by motor vehicle crashes through a partnership between the South Carolina Department of Public Safety (SCDPS), South Carolina SafeKids and the South Carolina Department of Health and Environmental Control (SCDHEC). Another major focus of the grant was to reach non-traditional partners such as local fire departments, childcare providers, emergency medical technicians, coroners, medical professionals, automobile dealerships and child-based businesses to establish CPS permanent fitting stations.

In addition, the grant focused on educating the public regarding the new primary enforcement safety belt law. Educational materials were distributed to all local health departments focusing on specific populations. In conjunction with child passenger safety seat events, safety belt use was discussed with all occupants present. Other grant activities included a Hispanic/Latino outreach project in focus communities across the state. There was an increase of permanent Child Passenger Safety (CPS) Fitting Stations in the Hispanic/Latino community from zero (0) to five (5) locations. The project conducted twelve (12) CPS training classes and trained 134 individuals as CPS technicians. The number of minority individuals, African American and Latino, trained as CPS technicians went from twenty-five (25) to forty-three (43). CPS permanent Fitting Stations in South Carolina increased from sixty-eight (68) to seventy-three (73).

The project distributed and properly installed 651 child safety seats (convertible) and 646 high-back booster seats in the focus Hispanic/Latino counties. In addition, the project conducted informal safety belt surveys in the following twelve (12) county health departments: Fairfield, Laurens, Aiken, Barnwell, Clarendon, Sumter, Edgefield, Darlington, Saluda, Greenwood, Kershaw and Lee. The project conducted forty (40) presentations reaching 1,000 people regarding the proper use of safety belts and child restraint devices.

POLICE TRAFFIC SERVICES

According to the Statistical Analysis Center of the Office of Highway Safety, the data relating to alcohol crashes, fatalities, and injuries is incomplete for CY 2007. Projections being made are based on approximately eight months of alcohol-related crash data.

Traffic law enforcement plays a critical role in deterring impaired driving, increasing safety belt and child restraint usage, encouraging compliance with speed laws, and reducing other unsafe driving behaviors. A combination of highly visible, selective enforcement; public information and education; and advanced training combined with state-of-the-art traffic enforcement equipment continues to be utilized by the law enforcement community in order to make South Carolina's roadways safer for the motoring public. Traffic enforcement capabilities were introduced in some areas and existing efforts were enhanced in other areas where previous traffic enforcement initiatives were already in place.

Short Range Goals:

1. To reduce the number of traffic collisions during CY 2007 by 5%, as compared to CY 2006 data, by developing and implementing well-organized, comprehensive traffic enforcement programs with program support from all levels of command.

Level of Accomplishment: According to projected estimates of the OHS Statistical Analysis Center, the number of traffic crashes in South Carolina for CY 2007 is 113,230, which is up .25% from the 112,950 in CY 2006. PTS Grants for FY 2007 were implemented or continued in the following counties/agencies:

Richland County:	Richland County Sheriff's Department Columbia Police Department
Charleston County:	North Charleston Police Department Mount Pleasant Police Department
Colleton County:	Colleton County Sheriff's Office
Beaufort County:	Beaufort County Sheriff's Office Beaufort Police Department Port Royal Police Department Bluffton Police Department
Berkeley County:	Hanahan Police Department
Dorchester County:	Summerville Police Department
Darlington County:	Darlington Police Department
Greenville County:	Simpsonville Police Department
Jasper County:	Ridgeland Police Department
Statewide:	South Carolina Highway Patrol Criminal Justice Academy

Alcohol countermeasures projects with an enforcement component were also continued or implemented in Pickens County (Pickens County Sheriff's Department);

Lexington County (Lexington Police Department); Spartanburg County (Spartanburg Department of Public Safety and Spartanburg County Sheriff's Department); and York County (Rock Hill Police Department).

2. To reduce the number of traffic collisions with a contributing factor of alcohol or drugs by 2% during CY 2007, as compared to CY 2006 data.

Level of Accomplishment: According to projected estimates of the OHS Statistical Analysis Center, the estimated number of traffic crashes with a factor of alcohol for CY 2007 is 5,170, which reflects an increase of 3.9% from the 4,975 in CY 2006.

3. To reduce the number of traffic collisions with a contributing factor of exceeding the posted speed limit by 2% during CY 2007, as compared to CY 2006 data.

Level of Accomplishment: According to projected estimates of the OHS Statistical Analysis Center, the estimated number of crashes with a factor of exceeding the speed limit for CY 2007 is 1,823, which reflects a decrease of 1.6%, from 1,853 in CY 2006.

4. To reduce the number of traffic collisions caused by aggressive driving behaviors, including driver inattention, failing to yield the right-of-way, disregarding a sign/signal, and improper lane change, by 2% during CY 2007, as compared to CY 2006 data.

Level of Accomplishment: According to projected estimates of the OHS Statistical Analysis Center, the estimated number of crashes with selected aggressive driving factors for CY 2007 is 54,304, which reflects a decrease of 0.9% from the 54,809 in 2006.

Long Range Goals (2007 – 2011):

1. To reduce the number of traffic collisions reported on the State's streets and highways by 15% by the end of CY 2011.

Level of Accomplishment: As indicated above, projected estimates from the OHS Statistical Analysis Center indicate 113,230 collisions for CY 2007. When compared to the 112,950 collisions in CY 2006, this represents an estimated increase in total collisions for CY 2007 of .25%. The goal is achievable, but will require extensive additional work to achieve.

2. To reduce the number of alcohol-related traffic crashes in South Carolina by 10% by the end of CY 2011.

Level of Accomplishment: See Short Range Goals above. The preliminary numbers reflect a possible increase for 2007 in this statistical category, however the data is incomplete and therefore not very reliable. With increased emphasis on enforcement

and public information and education campaigns in the coming years, as well as an anticipated strengthening of the state's DUI laws, this goal should be achieved by 2011.

3. To reduce the number of traffic crashes with a primary contributing factor of exceeding the posted speed limit by 10% by the end of CY 2011.

Level of Accomplishment: See Short Range Goals above. With increased cooperation in enforcement activities between state and local law enforcement agencies, this goal is achievable by 2011.

4. To reduce the number of traffic collisions caused by aggressive driving behaviors, including driver inattention, failing to yield the right of way, disregarding a sign/signal, and improper lane change, by 10% by the end of CY 2011.

Level of Accomplishment: See Short Range Goals above. This goal is achievable by 2011, but will require extensive work.

South Carolina Department of Public Safety-Office of Highway Safety Police Traffic Services Program Management – 2H07005

The implementation, establishment, and enhancement of traffic units are the primary means of reducing traffic crashes, fatalities, and injuries on our State's roadways. Enforcement blitzes are another component of the project and are coordinated around the major holiday periods of the year. Agencies receiving grant funds are also required to conduct presentations about highway safety issues (speeding, DUI, aggressive driving, etc) to various audiences, thus combining enforcement and education to make highway safety a priority.

The 2006 Traffic Collision Fact Book indicates that from 2005 to 2006 traffic crashes in South Carolina increased by .08%, from 111,983 to 112,930 and fatalities decreased by 4.5%, from 1,093 to 1,044, however, crash-related injuries increased by 0.6%, from 49,841 to 50,142. For the three year period from 2004 to 2006, there was an increase in total traffic crashes (2.6%) and in fatal collisions (2.5%), and a slight decrease in fatalities (-0.2%), a decrease in the total number of injury collisions (-0.5%) , and injuries sustained (-2.1%).

Projections by the OHS Statistical Analysis Center for 2007 show an increase in fatalities (1,088 estimated for 2007, over against 1,044 in 2006), a slight increase in injuries (50,315 estimated for 2007, over against 50,144 for 2006), and an increase in total collisions (113,230 estimated for 2007, over against 111,950 for 2006).

**Summerville Police Department
Traffic Enforcement Unit – 2H07012**

Summerville Police Department established a two-member traffic unit with grant-funded officers to proactively patrol the Town of Summerville and reduce traffic collisions. The goal of the project was to get voluntary compliance in traffic regulations through education and enforcement, and reduce the number of traffic fatalities and injuries. However, the Town of Summerville is growing continuously. As the town continues to grow, there is an increase of traffic flow and of aggressive, impatient drivers. In order for the Town to continue with a successful project, it needed to enhance the traffic unit by working more with the surrounding agencies. The unit worked with local agencies to conduct multi-jurisdictional checkpoints and presentations to further the impact of the project. The Summerville Police Department fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007. Officers assigned to the project made forty-seven (47) DUI arrests; wrote 832 speeding citations; and issued 406 citations for safety belt and child restraint violations. Grant-funded officers also conducted fifteen (15) traffic safety presentations and six (6) public safety checkpoints.

Summerville experienced a 75% decrease in fatalities for the 2007 grant year, from four (4) in the 2006 grant year to one (1) in the 2007 grant year. Additionally, Summerville had a 9% increase in traffic collisions, from 1,491 in 2006 to 1,629 in 2007. The injury numbers remained at 332 for the 2006 and 2007 grant years, but the number of traffic collisions increased, which gives Summerville a decrease in traffic injuries per collision.

**Spartanburg Public Safety Department
SPSD Traffic Enforcement with Multi-Jurisdictional Tasks with Spartanburg
County – 2H07020**

The overall goal of the project was to increase the amount of traffic enforcement within the City of Spartanburg with the purpose of reducing the number of collisions in the City. The project also focused on working with the Spartanburg County Sheriff's Office in multi-jurisdictional enforcement efforts. The Spartanburg Public Safety Department fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007. The grant-funded officer assigned to the project issued 873 speeding citations and 339 safety belt and child restraint violations during the grant period. The agency increased DUI arrests from thirty-four (34) in 2006 to sixty-two (62) in 2007. Preliminary figures show that the City of Spartanburg experienced a 20% decrease in

traffic-related collisions involving injuries, from 368 in 2006 to 292 in 2007. Additionally, preliminary figures also show that the County of Spartanburg experienced a 30% decrease in the overall number of traffic crashes.

**City of Hanahan Police Department
Hanahan Police Traffic Safety Unit – 2H07021**

Hanahan Police Department continued the employment of two grant-funded traffic safety officers in order to foster voluntary compliance with traffic regulations through education and enforcement, and to reduce traffic fatalities and injuries. The Unit conducted proactive patrols for moving violations and impaired drivers. The grant-funded officers worked with other surrounding agencies in conducting multi-jurisdictional enforcement efforts through the Ninth Judicial Circuit Law Enforcement Network, and with the SC Department of Public Safety and the National Highway Traffic Safety Administration by participating in traffic safety campaigns. The City of Hanahan Police Department fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007. Officers assigned to the project made 108 DUI arrests; wrote 2,770 speeding citations; and issued 746 citations for safety belt and child restraint violations. Grant-funded officers also conducted eleven (11) traffic safety presentations and twelve (12) public safety checkpoints. Hanahan experienced a decrease of 32% in traffic crashes, from 310 in 2006 to 211 in 2007.

**South Carolina Department of Public Safety - South Carolina Highway Patrol
Families of Highway Fatalities – 2H07025**

The goal of the SC Highway Patrol's Families of Highway Fatalities (FHF) Program was to hire and train an FHF Coordinator to organize and implement statewide a message of compassion and provide resources for grieving families; provide much-needed peer support for grieving families; provide opportunities for families to meet and fellowship about their mutual losses; facilitate public education and information through public safety presentations and educational materials regarding the prevention of highway collisions and fatalities; and to work with first responders and other government entities (law enforcement, coroners, etc.) to act as advocates for highway safety. This project developed and produced an FHF brochure and the FHF Compassionate Guide. Both the brochure and the guide book offer information and support for those families and friends who have lost a loved one in a traffic collision. This project also continues to recruit volunteers to tell their personal stories regarding the loss of a loved one to groups of people (school, civic, etc.) in hopes of preventing future fatalities.

**South Carolina Department of Public Safety - South Carolina Highway Patrol
SCHP Enforcement Plan Using Speed Display Signs – 2H06032**

The goal of the SC Highway Patrol's (SCHP) project was to purchase speed display signs to act as a proactive law enforcement tool in response to speeding violations that result in collisions, injuries, and fatalities. The SCHP used its Collision Reduction Enforcement Plan database, Office of Highway Safety statistics and troopers' personal knowledge of problem (speeding) areas in their respective troops to assign and locate the speed display signs. A standard *Speed Display Sign Enforcement Plan* was developed based on the aforementioned data sources and grant goals and objectives to ensure the success of the grant program throughout the state. By establishing safety corridors with the use of the speed display signs, drivers could monitor their vehicular speed, thereby encouraging compliance with posted speed limit signs. Speeding enforcement was aggressively incorporated into the areas in which the speed signs were placed.

City of Rock Hill

City of Rock Hill Traffic Enforcement Unit – 2H07023

A two-member grant-funded Traffic Enforcement Unit (TEU) was established to provide the citizens of Rock Hill with a safe environment in which to travel within the city. The TEU concentrated on traffic enforcement activities to include enforcement of all traffic laws. Traffic enforcement activities were accomplished through the evaluation of high traffic collision areas, patrolling roadways that contained heavy traffic, issuing appropriate citations for traffic violations, and implementing traffic safety checkpoints and saturation efforts. The TEU participated in numerous national and statewide traffic safety initiatives, including *Buckle Up, South Carolina* and *Sober or Slammer!*. The City of Rock Hill Police Department fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007. Officers assigned to the project made sixteen (16) of the Department's total number of 295 DUI arrests; issued 503 speeding citations; and issued 260 citations for safety belt and child restraint violations. They also conducted sixteen (16) traffic safety presentations with approximately 3,476 persons in attendance and conducted thirty (30) public safety checkpoints. The City of Rock Hill experienced an increase in fatalities, from 4 in 2006 to 9 in 2007; however the City of Rock Hill did see a decrease of 9.3% in traffic collisions, from 3,436 in 2006 to 3,117 in 2007; a significant increase in alcohol-related collisions, from 14 in 2006 to 44 in 2007; and a decrease in alcohol-related traffic fatalities, from 2 in 2006 to 1 in 2007.

**North Charleston Police Department
North Charleston Traffic Enforcement Program – 2H07022**

The North Charleston Police Department increased the established traffic unit with three grant-funded officers in an effort to directly impact the number of collisions occurring in North Charleston through increased enforcement of traffic laws. The project focused on the jurisdiction's intersections and streets that have the highest occurrence of traffic crashes. The program gave the traffic officers autonomy to work traffic only and to use selective and proactive enforcement through the use of speed checks and road checks to lessen the number of crashes in high-crash corridors. The officers also focused on making DUI arrests, as well as providing educational presentations to community groups. The North Charleston Police Department fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007. Officers assigned to the project made thirty-two (32) DUI arrests; wrote 1,919 speeding citations; and issued 498 citations for safety belt and child restraint violations. The grant-funded officers also conducted twelve (12) traffic safety presentations and fifty (50) public safety checkpoints.

**Mount Pleasant Police Department
Enhanced Traffic Enforcement Program – 2H07018**

The Mount Pleasant Police Department established a two-member traffic unit to combat aggressive driving behavior in its jurisdiction. Officers conducted special enforcement activities to include DUI enforcement, aggressive driving enforcement, and speed enforcement. The Mount Pleasant Police Department fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007. Officers assigned to the project made sixteen (16) DUI arrests; wrote 1,913 speeding citations; and issued 185 citations for safety belt and child restraint violations. The grant-funded officers also conducted twelve (12) traffic safety presentations and ten (10) public safety checkpoints. The Town of Mount Pleasant experienced six (6) motor vehicle fatalities during the grant period as compared to two (2) traffic related fatalities for the previous grant period. However, the Town did experience a decrease (59%) in alcohol-related collisions. The Mount Pleasant Police Department's grant-funded and non-grant funded officers continued making impaired driving enforcement a departmental priority. The officers were a catalyst for providing TIPS training to bartenders working in the Town's alcohol serving establishments.

**Simpsonville Police Department
Simpsonville Traffic Enforcement – 2H07019**

The goal of the project was to reduce traffic collisions in the city of Simpsonville by the placement of an additional traffic officer to work within the established traffic enforcement unit. The project received grant funding beginning February 1, 2006. The Simpsonville Police Department fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007. The Simpsonville Police Department saw an 8.8% increase in traffic citations during the grant year including fourteen (14) DUI arrests and seventy-seven (77) citations for safety belt and child restraint violations. The Department also conducted twelve (12) public safety checkpoints. Simpsonville has maintained a 0% fatality rate. Additionally, Simpsonville experienced a 9% reduction in traffic collisions, from 854 in 2006 to 763 thus far in 2007 and a 50% reduction in alcohol-related collisions, from ten (10) in 2006 to five (5) thus far in 2007.

**Richland County Sheriff's Department
Traffic Enforcement Division – 2H07008**

The Richland County Sheriff's Department expanded the established Traffic Unit by hiring two grant-funded Traffic Deputies. The Traffic Unit focused on proactive traffic enforcement to reduce collisions in known dangerous intersections and problematic stretches of highway in the county; detection and apprehension of DUI offenses; and rapid reporting of road conditions that could be a factor in the cause of traffic collisions. The Richland County Sheriff's Department fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007. Officers assigned to the project made thirty-five (35) DUI arrests; wrote 1,254 speeding citations; and issued 525 citations for safety belt and child restraint violations. The grant-funded officers also conducted twenty-nine (29) traffic safety presentations and thirty-two (32) public safety checkpoints.

**City of Columbia Police Department
Enhance Traffic Enforcement Unit – 2H07012**

The City of Columbia Police Department enhanced the existing traffic unit by adding three grant-funded officers to provide a comprehensive approach to collision reduction in its jurisdiction. The City of Columbia is among the three largest cities in the State of

South Carolina, and is number two for the number of traffic collisions. The City also accounts for approximately 42% of all traffic collisions in Richland County. The City of Columbia Police Department fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007. The traffic unit made seventeen (17) DUI arrests in 2007, an increase of 240% over 2006; wrote 4,100 speeding citations; and issued 888 citations for safety belt and child restraint violations. The grant-funded officers also conducted twelve (12) public safety checkpoints. The City of Columbia experienced a 4.4% decrease in traffic crashes, from 4,621 in 2006 to 4,418 in 2007; no decrease in traffic-related fatalities, with seven (7) occurring in 2006 and 2007, as well as no decrease in DUI-related traffic fatalities, with two (2) in 2006 and two (2) in 2007; and a 21.1% decrease in DUI-related collisions, from 109 in 2006 to 86 in 2007.

SC Criminal Justice Academy Traffic Safety Officer Program – 2H07014

The primary purpose of the Traffic Safety Officer (TSO) program involved helping reduce fatalities and injuries on the State's roadways by providing comprehensive traffic enforcement/investigative training to the State's traffic law enforcement officers. Officers who have advanced training have proven to be more effective in enforcing the State's traffic laws. A facet of this grant proposal called for the hiring of two competent and qualified individuals to serve as Traffic Safety Officer (TSO) Liaisons. These individuals were employed under the grant and assigned to the South Carolina Criminal Justice Academy (SCCJA). Primary responsibilities of the TSO Liaisons included developing, monitoring, and assessing both traffic-related training and traffic-related activities throughout the State of South Carolina. Activities consisted of attending training, speaking at Law Enforcement Network meetings about the TSO program, and teaching at both the Academy and regionally. Regional coordinators advertised classes and promoted attendance at TSO classes. The TSO Liaisons taught twenty-eight (28) Datamaster classes during the grant period, teaching 473 students. They taught four (4) week-long DUI/SFST courses which certified eighty-nine (89) officers in Standardized Field Sobriety Testing. They taught one (1) DUI/SFST instructor course with twelve (12) students, several of whom taught subsequent DUI/SFST practitioner courses. They taught the two-week At-Scene Traffic Collision course twice with a total of thirty-nine (39) students and are scheduled to teach the two-week Technical Collision Course before the end of 2007. Additionally, the Traffic Safety Unit hosted the first Traffic Safety Officer Conference held in seven years, with sixty-two (62) registered attendees. Over the three-day training conference an average of forty-five 45 officers attended classes, and thirty-nine (39) were awarded the Traffic Safety Officer designation at the conclusion of the conference. There appears to be a renewed interest in the TSO program, and the number of participants should grow quickly in the next few years.

**Colleton County Sheriff's Office
Highway Safety Traffic Unit - 2H07016**

Colleton County, based on traffic data over a three-year period, is one of the leading counties in the State of South Carolina in statistical data and categories regarding fatal and severe injury crashes. While the Sheriff's Office had no formal traffic unit, the Sheriff's Office participated in the 14th Judicial Circuit Law Enforcement Network (LEN) and had tried to increase the number of traffic citations issued. The Sheriff's Office made an effort to increase traffic safety with available manpower, but other services, such as calls for service investigations and property checks were being compromised. Grant funding allowed the Colleton County Sheriff's Office to successfully create a Traffic Safety Unit. The Colleton County Sheriff's Office fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007. Colleton County Sheriff's Office made twenty-two (22) DUI arrests in 2007, as compared to twelve (12) in 2006, an increase of 83%; wrote 3,438 speeding citations in 2007, as compared to 1,788 in 2006, an increase of 92%; and issued 433 citations for safety belt and child restraint violations in 2007, as compared to 101 in 2006, an increase of 329%. The Department also conducted twelve (12) traffic safety presentations and twelve (12) public safety checkpoints.

**Beaufort County Sheriff's Office
Beaufort County Multi-Agency Joint Traffic Enforcement Traffic Team-2H07026**

The County of Beaufort is located on the coast of South Carolina, between Charleston, South Carolina and Savannah, Georgia and is one of the fastest growing counties in South Carolina. With this growth, the area is experiencing a rise in traffic collisions and violations of traffic laws. The majority of these collisions within Beaufort County are related to speed violations. The Beaufort County Sheriff's Office established a two-member traffic unit to work a 10-hour rotating shift that covers weekdays and weekends. The weekdays target early morning and afternoon traffic issues related to speeding, aggressive driving, failure to yield right-of-way, following too closely, disregarding sign/signal, improper turn, and improper lane change. The grant-funded officers worked saturation patrols during evening hours on Thursday, Friday and Saturday focusing on DUI violations. The grant-funded officers patrolled areas that are prone to impaired driving and aggressive driving. The Beaufort County Sheriff's Office fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007.

Beaufort County experienced a 47.8% decrease in the number of fatal traffic collisions, from twenty-three (23) in the 2006 grant year to twelve (12) in the 2007 grant year; a 19.7% decrease in traffic collisions, from 3,300 in 2006 to 2,650 in 2007; and a 40.7% decrease in alcohol-related collisions, from 108 in 2006 to sixty-four (64) in 2007. The traffic unit issued 1,763 speeding citations, 163 safety belt citations, and made sixty-nine (69) DUI arrests. The unit also conducted fifteen (15) traffic safety presentations and eleven (11) public safety checkpoints.

**Ridgeland Police Department
14th LEN Traffic Enforcement Team - 2H07029**

The 14th Judicial Circuit, (Allendale, Beaufort, Colleton, Hampton, and Jasper counties), has been plagued with traffic collisions and traffic fatalities over the past years. The majority of these collisions and fatalities have been the result of speed, impaired drivers, and unrestrained occupants. The purpose of this grant was to hire a full-time traffic enforcement officer and partner with other agencies in the 14th Judicial Circuit Law Enforcement Network to aggressively enforce traffic laws. The Ridgeland Police Department targeted high collision corridors during the times when the collisions were most likely to occur. The Ridgeland Police Department fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007. Fatal traffic collisions in the Town of Ridgeland were reduced from two (2) in 2006 to zero (0) by the end of the grant period. Alcohol-related traffic collisions in the Town of Ridgeland were reduced by 63%, from eight (8) in 2006 to three (3) in 2007. The total number of traffic collisions in the Town of Ridgeland was reduced by 12.6%, from 87 in 2006 to 76 by the end of the grant period. The grant-funded officer issued 864 speeding citations and 252 safety belt and child restraint citations.

**Town of Port Royal Police Department
LEN Traffic Enforcement Team -2H07030**

The 14th Judicial Circuit, (Allendale, Beaufort, Colleton, Hampton, and Jasper counties), has been plagued with traffic collisions and traffic fatalities over the past years. The majority of these collisions and fatalities have been the result of speed, impaired drivers, and unrestrained occupants. The purpose of this grant was to hire a full-time traffic enforcement officer and partner with other agencies in the 14th Judicial Circuit Law Enforcement Network to aggressively enforce traffic laws. The Town of Port Royal Police Department fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred

during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007.

Traffic collisions were decreased by 11.7%, from 393 in 2006 to 347 in 2007. Additionally, alcohol-related fatalities for the 14th Judicial Circuit were reduced by 35.7%, from 14 in 2006 to 9 in 2007. In the Town of Port Royal, alcohol-related traffic fatalities were decreased from two (2) in 2006 to zero (0) this year. The grant-funded officer issued 986 speeding citations, 448 safety belt citations, and made twenty-six (26) DUI arrests.

Bluffton Police Department
14th Judicial Circuit LEN Traffic Enforcement Team - 2H07028

The 14th Judicial Circuit, (Allendale, Beaufort, Colleton, Hampton, and Jasper counties), has been plagued with serious traffic collisions over the past 3 years. After reviewing OHS statistics, speeding and driving under the influence are the most common contributing factors for the major collisions. The purpose of this grant was to hire a full-time traffic enforcement officer and partner with other agencies in the 14th Judicial Circuit Law Enforcement Network to aggressively enforce traffic laws. The Bluffton Police Department targeted high collision corridors during the times when the collisions were most likely to occur. The Bluffton Police Department fully participated in the OHS's 2007 Statewide Sustained DUI Enforcement campaign by conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007.

Fatal traffic collisions in the Town of Bluffton were decreased by 67%, from three (3) in 2006 to one (1) in 2007. Fatal traffic collisions in the 14th Judicial Circuit were reduced by 27.4%, from 73 in 2006 to 53 in 2007. Additionally, the total number of alcohol-related traffic collisions in the 14th Judicial Circuit was decreased by 41.5%, from 349 in 2006 to 204 in 2007. The grant-funded officer issued 1,609 speeding citations, 371 safety belt citations, twenty-one (21) child restraint citations, and made fifty (50) DUI arrests.

TRAFFIC RECORDS

The efficient collection and analysis of appropriate highway safety data have always been essential to highway safety and are critical in the development, implementation, and evaluation of appropriate countermeasures to reduce traffic collisions, injuries and fatalities. There are many users of this data. Law enforcement utilizes data for the deployment of enforcement units. Engineers use data to identify roadway hazards, while judges utilize data as an aid in sentencing. Prosecutors use data to determine appropriate charges to levy against drivers in violation of traffic laws and ordinances. Licensing agencies utilize data to identify problem drivers, and emergency response teams use data to improve response times. Health care organizations use data to understand the implications of patient care and costs, and legislators/public officials use data to pass laws and to set public policy.

The South Carolina Department of Public Safety (SCDPS) is the state agency charged with the overall responsibility for maintenance of traffic records. Traffic collision data are the focal point of the various record systems that must be accessed to identify highway safety problems. The management approach to highway safety program development embraces the concept of implementing countermeasures directed at specific problems identified through scientific, analytical procedures. The results of any analytical process are only as valid and credible as the data used in analysis. Therefore, an effective safety program is dependent on an effective collision records system.

Given the above information, a further assessment of the State's traffic records system was conducted in 2001 by an independent contractor with a view toward necessary requirements for the roll out phase of a redesigned system. The contractor has submitted a detailed plan indicating all the necessary steps for implementation of the redesigned system. The Traffic Records Steering Committee will continue to meet and discuss plans to implement assessment recommendations.

The project funded to conduct the assessment outlined above was named "South Carolina Collision and Ticket Tracking System," or SCCATTS.

PERFORMANCE GOALS:

Short Range Goal:

To continue, with limited funding, the rollout phase of the SCCATTS initiative based on the assessment of GartnerGroup.

Level of Accomplishment:

The next phase of the project is continuing. The SCDPS has reconvened the Traffic Records Coordinating Committee for the State. The Committee currently features an Executive level made up of Directors of stakeholder agencies (SCDPS, SC Department of Transportation, SC Department of Health and Environmental Control, SC Judicial Department and the SC Department of Motor Vehicles). The Committee also features a

working level group comprised of various individuals from each of the agencies mentioned above.

The SCDPS has also developed a Request for Proposals, which will be issued by January 1, 2008, to secure a vendor to put in place a turn-key software initiative to implement the collection, storage and data retrieval functions of the SCCATTS project. The OHS will utilize Section 406 funds secured in FFY 2006 to fund the implementation of this effort. The OHS and the SC Department of Transportation plan to use additional Section 406 funding to purchase necessary computer hardware (on-board laptop computers) to interface with the software solutions implemented for the project effort.

A new SCCATTS Project Coordinator was hired in August 2007. The Project Coordinator serves as a project facilitator and catalyst. In order to continue to move the project forward and to meet the National Highway Traffic Safety Administration's (NHTSA) requirement for qualifying for Section 408 traffic records funding, the Office of Highway Safety (OHS) will need to develop a strategic traffic records plan for the State of South Carolina. Consideration is being given to outsourcing this task.

Long Range Goal (2007-2011):

To complete and have a fully operational SCCATTS system by the end of CY 2009.

Level of Accomplishment:

The rollout phase of the SCCATTS project continues to move forward. Due to funding constraints, it is unclear at this time when the project can be brought to completion. However, the project is on a firm financial foundation, with the SCDPS and the SCDOT agreeing to use Section 406 funds (approximately \$8 million) for the significant advancement of the project. Another key piece required by SCCATTS will be the development of a common set of procedures and policies that will need to be agreed upon by every division within SCDPS and every traffic records stakeholder involved in the Traffic Records Steering Committee. These policies and procedures will serve as a roadmap to continue the development of the project and make it easier for other state agencies to maintain involvement with the effort. The commitment by the Director of the Office of Highway Safety, the ITO Director, the SCDPS Director and the stakeholder agencies will go a long way toward bringing the project to fruition.

**South Carolina Department of Public Safety – Office of Highway Safety
South Carolina Collision and Ticket Tracking System – 2H07003**

The purpose of the SCCATTS project is to 1) review the existing processes and systems, 2) identify deficiencies and opportunities, and 3) design, develop, and implement an integrated system that supports the entire traffic record life cycle. Given the breadth of the task, the project was divided into several phases. The first phase was to perform the business and workflow analysis and to develop the requirements for a new system. The remaining phases are to be the actual design, development, prototyping, testing, and

implementation of the proposed solution. Within each phase, the primary focus will be on the following areas: data retrieval, workflow, storage, and reporting. While each of these areas alone offers opportunities for improving the timeliness and accuracy of the data, it is important for development purposes to address them as a cohesive, integrated unit.

The Office of Highway Safety, with the assistance of NHTSA, commissioned a Traffic Records Assessment which was completed in April 2007. The recommendations of the Assessment are under study and consideration by the SC Department of Public Safety. The SCCATTS Project Coordinator was hired in August 2007, and the further rollout of the SCCATTS project has been continued. The SCCATTS Project Coordinator has helped with the issuance of an RFP that provides a means of purchasing software that will allow data to be collected electronically, stored appropriately and made available to traffic records stakeholders within the State of South Carolina. Both electronic collision reports and citations will be developed through this procurement initiative.

Another one of the activities that furthered the project is the reinstatement of the Traffic Records Coordinating Committee by forming an Executive Council, made up of representatives from the SC Department of Public Safety, SC Department of Transportation, SC Department of Motor Vehicles, SC Judicial Department, and SC Department of Health and Environmental Control. The first meeting of this group was on September 13, 2007. This meeting established top level support that is needed for this project to develop. The Traffic Records Assessment document was distributed to the respective agencies for review and input. The SCDPS Director decided to continue moving forward with the submission of the RFP. The document is intended to be released for vendors by January 1, 2008. Office of Highway Safety Statistical Analysis Center staff attended the 10th Annual CODES/ NETWORK Technical Assistance Meeting in Charleston, SC from 6/24/07 through 6/28/07. Statistical Analysis Center staff and the Assistant Director of the Office of Highway Safety attended the 33rd International Forum on Traffic Records and Highway Safety Systems from July 22-25, 2007 in St. Louis, MO.

TWO-WHEEL VEHICLE SAFETY

According to the National Highway Traffic Safety Administration's Traffic Safety Facts 2001, South Carolina's motorcycle fatality rate (number of fatalities per 10,000 registrations) was the second highest in the nation at 15.9. Only the District of Columbia had a higher motorcycle fatality rate, making South Carolina the most dangerous state in which to ride a motorcycle, based on collision statistics at that time. In CY 2005, the motorcycle fatality rate fell to 10.7, still 54% higher than the national average of 6.3.

In 2006, there were a total of 1,956 crashes involving motorcycles in the state of South Carolina. One hundred and six (106) of these crashes took the lives of 108 persons. A total of 1,772 persons were injured in these crashes. Over the past five years, motorcycle crashes have represented 1.6% of all crashes, 8.9% of all crash fatalities, and 3% of all crash injuries in South Carolina. The counties with the highest number of motorcycle crashes in 2006 were Horry, Charleston, Greenville, Richland and Lexington counties. The total of motorcycle fatalities in the State of South Carolina in CY 2007 has substantially exceeded that of CY 2006 with 120 fatalities having occurred through December 25, 2007.

In 2006, there were 492 collisions involving bicycles. Thirteen (13) persons were killed in the crashes, and 484 were injured. A total of 254 (50%) of the riders in crashes were over 30 years of age; 62 (12%) were in the 12-15 age range; 56 (11%) were in the 16-20 age range; 67 (13%) were in the 21-30 age range; 43 (8.4%) were under ten years of age; 18 (4%) were in the 10-11 age range; and thirteen (2.5%) were of unknown age. Nine of the 13 persons fatally injured were over 30 years of age, and two were in the 21-30 age range. A total of 425 (83%) of the cyclists involved in crashes were males; ten (10) of the 13 bicycle fatalities (82.3%) were males.

The largest number of bicycle collisions occurs during the warm weather months. The three summer months accounted for 34% of all bicycle collisions. The vast majority (336/68%) of all bicycle collisions occurred during the day in clear or cloudy weather conditions, including five (5) of the thirteen (13) fatal collisions. Most bicycle crashes occurred in the daylight hours; however, eight (8) of the thirteen (13) fatal collisions (65%) occurred at nighttime.

There were 271 collisions involving motorized bikes reported during 2006. Five (5) persons were killed, and 262 were injured in these crashes.

Current initiatives in the area of Two-Wheel Vehicle Safety have fallen on difficult budget times in the State. The motorcycle rider training program funded by the State through the State's technical college system has recently been a victim of State budget cuts. The program will apparently continue, but will only do so if technical colleges can recoup costs by charging tuition for the program.

The South Carolina Department of Public Safety has attempted to address two-wheel vehicle problems in part by enhancing a project for younger children. The project is

known as SAFETY CITY. SAFETY CITY is a video series focusing on highway safety that has been made available to every elementary school in the state of South Carolina. SAFETY CITY targets children in kindergarten through third grade with pedestrian and bicycle safety messages.

Also, for the past four years, the Office of Highway Safety has conducted a Motorcycle Safety Campaign which has focused on the large motorcycle rallies that occur in Myrtle Beach, SC during the month of May each year and the Harley Owner's Group Rally, which takes place at various locations around the State each September. In 2007, the effort also focused on an October rally held in Myrtle Beach. The campaigns have primarily focused on the distribution of educational and printed materials during the rallies to keep riders focused on highway safety while riding their bikes. The campaigns have been successful thus far in reducing motorcycle crash fatalities during the rally weeks.

The Office of Highway Safety also continued to support and implement the statewide Motorcycle Safety Task Force in an effort to curb the increasing number of motorcycle related crashes, injuries and fatalities on our State's roads. The Task Force began meeting in November 2006 and is made up of representatives from various state agencies (SCDPS, SCDOT, SCDMV, and the SC Technical College System), as well as the SC Motorcycle Dealer's Association, motorcycle advocacy groups, and individuals with a background in motorcycle safety issues. The Task Force is currently reviewing recommendations made by the Motorcycle Safety Assessment Team in its report based on the South Carolina Motorcycle Safety Assessment conducted, with the assistance of the National Highway Traffic Safety Administration, in May 2007. The Task Force is expected to report out its recommendations for motorcycle safety improvement in the State during the first quarter of CY 2008.

Obviously, more attention must be focused on this highway safety problem in the state.

PERFORMANCE GOALS

Short Range Goals:

1. To reduce the number of crashes involving bicycles by 2% by the end of CY 2007, as compared to CY 2006 data.

Level of Accomplishment: Projected estimates from the Statistical Analysis Center of the OHS indicate 458 crashes involving bicycles for CY 2007. This represents an estimated 6.9% reduction in crashes involving bicycles in CY 2007 as compared to 2006.

2. To reduce the motorcycle registration fatality rate by 10% by the end of CY 2007, as compared to CY 2006 data.

Level of Accomplishment: Projected estimates from the Statistical Analysis Center of the OHS indicate that the motorcycle registration fatality rate in South Carolina for CY 2007 is 12.4 deaths per 10,000 registered vehicles. This represents an estimated 3% increase in the rate as compared to the motorcycle registration fatality rate of 12.0 in CY 2006.

3. To reduce the motorcycle registration collision rate by 10% by the end of CY 2007, as compared to CY 2006 data.

Level of Accomplishment: Projected estimates from the Statistical Analysis Center of the OHS indicate that the motorcycle registration collision rate in South Carolina for CY 2007 is 2.2 motorcycle crashes for every 100 registered motorcycles. This represents the same rate as compared to CY 2006.

Long Range Goals (CY 2007-2011):

1. To reduce the number of bicycle crashes by 7% by the end of CY 2011.

Level of Accomplishment: Projected estimates from the Statistical Analysis Center of the OHS indicate 458 crashes involving bicycles for CY 2007. This represents an estimated 6.9% reduction in crashes involving bicycles in CY 2007 in comparison to CY 2006. This goal could be easily reached by 2011.

2. To reduce the motorcycle registration fatality rate by 30% by the end of CY 2011.

Level of Accomplishment: Projected estimates from the Statistical Analysis Center of the OHS indicate that the motorcycle registration fatality rate in South Carolina for CY 2007 is 12.4 deaths per 10,000 registered motorcycles. This represents an estimated 3% increase in the rate as compared to the motorcycle registration fatality rate of 2.0 in CY 2006. Though the increase is discouraging, it is still anticipated that the goal could be reached by 2011.

3. To reduce the motorcycle registration collision rate by 30% by the end of CY 2011.

Level of Accomplishment: Projected estimates from the Statistical Analysis Center of the OHS indicate that the motorcycle registration collision rate in South Carolina for CY 2007 is 2.2 motorcycle crashes for every 100 registered motorcycles. This represents no change in the rate as compared to CY2006. Though the previous figure is discouraging, this goal could also be reached by 2011.

YOUTH ALCOHOL/YOUTH TRAFFIC SAFETY PROGRAMS

According to the Statistical Analysis Center of the Office of Highway Safety, the data relating to alcohol crashes, fatalities, and injuries is incomplete for CY 2007. Projections being made are based on eight months of data available for CY 2007.

Alcohol-related car crashes are the number one killer of young South Carolinians ages 15-24. In 2006, drivers between the ages of 15 and 24 were involved in 1,746 alcohol and/or drug-related crashes; of these crashes 111 involved fatalities. In 2006, young drivers between the ages of 15 and 24 were involved in 25% of all alcohol and/or drug-related crashes. Only those drivers that are 21 years of age or older are of legal drinking age in South Carolina. However, drivers between the ages of 15 and 20 were involved in 734, or 42%, of the 1,746 alcohol and/or drug-related crashes involving individuals under the age of 25. Research indicates that the average age at which youths begin using alcohol is between 11 ½ and 12 years of age.

PERFORMANCE GOALS

Short Range Goals:

1. To reduce the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in total collisions which are alcohol-related by 10% by the end of CY 2007, as compared with CY 2006 data.

Level of Accomplishment: Data from CY 2005 shows a rate of 2.7 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in total collisions which had a contributing factor of DUI. Data from the Statistical Analysis Center for CY 2006 indicate a rate of 2.3 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in total collisions which had a contributing factor of DUI. This represents a 15% decrease compared to CY 2005. Unfortunately, 2007 alcohol data is too preliminary to use as a comparison at this time. However, estimates for CY 2007 appear to show that the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in total collisions which are alcohol-related will remain roughly at the same level as compared to CY 2006.

2. To reduce the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in injury crashes which are alcohol-related by 10% by the end of CY 2007, as compared with CY 2006 data.

Level of Accomplishment: Data from CY 2005 shows a rate of 1.3 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in injury collisions which had a contributing factor of DUI. Data from the Statistical Analysis Center for CY 2006 indicate a rate of 1.6 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in injury collisions which had a contributing factor of DUI. This represents a 23% increase over against CY 2005. Unfortunately, 2007

alcohol data is too preliminary to use as a comparison at this time. However, estimates for CY 2007 appear to show that the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in injury crashes which are alcohol-related will remain at the same level as compared to CY 2006.

3. To reduce the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping involved in fatal crashes which are alcohol-related by 10% by the end of CY 2007, as compared with CY 2006 data.

Level of Accomplishment: Data from CY 2005 shows a rate of 0.2 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in fatal collisions which had a contributing factor of DUI. Data from the Statistical Analysis Center for CY 2006 indicate a rate of 0.1 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in fatal collisions which had a contributing factor of DUI. This represents a 50% decrease over against CY 2005. Unfortunately, 2007 alcohol data is too preliminary to use as a comparison at this time. However, estimates for CY 2007 appear to show that the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in fatal crashes which are alcohol-related will remain likely decrease as compared to CY 2006.

Long Range Goals (2007 - 2011):

1. To reduce the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in total collisions which are alcohol-related by 30% by the end of CY 2011.

Level of Accomplishment: Data from CY 2005 shows a rate of 2.7 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in total collisions which had a contributing factor of DUI. Data from the Statistical Analysis Center for CY 2006 indicate a rate of 2.3 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in total collisions which had a contributing factor of DUI. This represents a 15% decrease compared to CY 2005. Unfortunately, 2007 alcohol data is too preliminary to use as a comparison at this time. With increased emphasis on sustained DUI enforcement statewide, incentive promotions, the strengthening SC Law Enforcement Network System, and the possible strengthening of DUI laws in 2008, this goal is achievable by 2011.

2. To reduce the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in injury crashes which are alcohol-related by 30% by the end of CY 2011.

Level of Accomplishment: Data from CY 2005 shows a rate of 1.3 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in injury collisions which had a contributing factor of DUI. Data from the Statistical Analysis Center for CY 2006 indicate a rate of 1.6 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in injury collisions which had a contributing factor of

DUI. This represents a 23% increase over against CY 2005. Unfortunately, 2007 alcohol data is too preliminary to use as a comparison at this time. With increased emphasis on sustained DUI enforcement statewide, incentive promotions, the strengthening SC Law Enforcement Network System, and the possible strengthening of DUI laws in 2007, this goal is achievable by 2011.

3. To reduce the rate of drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in fatal crashes which are alcohol-related by 30% by the end of CY 2011.

Level of Accomplishment: Data from CY 2005 shows a rate of 0.2 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in fatal collisions which had a contributing factor of DUI. Data from the Statistical Analysis Center for CY 2006 indicate a rate of 0.1 drivers under the age of 25, per 1,000 licensed drivers in the age grouping, involved in fatal collisions which had a contributing factor of DUI. This represents a 50% decrease over against CY 2005. Unfortunately, 2007 alcohol data is too preliminary to use as a comparison at this time. With increased emphasis on DUI enforcement statewide, the establishment of the SC Law Enforcement Network System, and the possible strengthening of DUI laws in 2007, this goal is achievable by 2011.

Aiken County Board of Disabilities/Tri-Development Center Seat Belt and Alcohol Usage Among Teenagers – Truth and Consequences – 2H07033

The purpose of the project was to promote the use of safety belts and to discourage the use of intoxicating substances while operating motor vehicles, and thus reducing the risk of death and lifelong disability. Aiken County Safe Communities was successful with implementing an educational and motivational project that promotes the use of safety belts and discourages the use of intoxicating substances at seventeen (17) targeted high schools in Aiken, Allendale, Bamberg, Barnwell, Edgefield, Hampton, McCormick, Lexington and Orangeburg counties (including Allendale-Fairfax, South Aiken, Silver Bluff, Wade Hampton, Williston-Elko, Denmark-Olar, Batesburg-Leesville, Fox Creek, Airport, Strom Thurmond, Aiken, McCormick, North Augusta, Pelion, and Wagener-Salley High Schools and Wardlaw and Orangeburg Preparatory Academies). A total of 4,739 students participated in this program. Ribbon banner displays were also established at each participating school utilizing banners and black ribbons as a constant visual reminder to students regarding the number of traffic fatalities occurring during the year in their respective counties. Students agreeing to sign a “Buckle-up Pledge” to utilize safety belts and a “Prom Promise” and/or “Safe ‘n Sober” pledge to avoid drinking and driving were eligible to win incentive prizes given away at participating schools.

Participating schools were also asked to conduct pre- and post-presentation safety belt surveys at their respective schools to determine if safety belt usage had increased at their school as a result of the implementation of the program at their site. The results of the surveys indicated an overall increase of safety belt usage among the participating high

schools. Three high schools saw a decrease in safety belt usage (Aiken High School – 21% decrease, from 80% to 59%; Fox Creek High School – 1% decrease, from 71% to 70%; and South Aiken High School – 1% decrease, from 79% to 78%). Strom Thurmond High School’s student safety belt usage rate remained the same at 57%. Three schools, McCormick and Allendale-Fairfax High Schools and Wardlaw Academy did not complete both the pre- and post-presentation surveys. However, ten high schools saw increases in safety belt usage among students (Orangeburg Preparatory Academy increased by 7%, from 53% to 60%; Pelion High School increased by 4%, from 41% to 45%; Batesburg-Leesville High School increased by 12%, from 64% to 76%; Wade Hampton High School increased by 9%, from 77% to 86%; Williston-Elko High School increased by 19%, from 48% to 67%; Denmark-Olar High School increased by 27%, from 73% to 100%; Silver Bluff High School increased by 5%, from 77% to 82%; North Augusta High School increased by 11%, from 72% to 83%; Wagener-Salley High School increased by 14%, from 77% to 91%; and Airport High School increased by 10%, from 60% to 70%). The overall project was a very positive effort which generated some very favorable newspaper coverage.

ADDENDUM
FFY 2007 *Buckle Up, South Carolina. It's the Law and it's enforced.*
PAID MEDIA REPORT

The South Carolina Department of Public Safety's Office of Highway Safety utilized Section 402 and Section 405 funds during FY 2007 for paid media efforts relating to the state's *Buckle Up, South Carolina. It's the law and it's enforced. (BUSC)* campaign conducted during Memorial Day 2007. The complete campaign, including earned and paid media and enforcement ran from May 14, 2007 through June 3, 2007. The message to the motoring public was clear - use safety belts or receive citations, or maybe even worse, lose one's life. The Office of Highway Safety used a radio commercial spot, "Seatbelt Guy," that was developed by the SC Department of Public Safety's agency contractor, Advertising Service Agency (ASA). "Seatbelt Guy" was used to espouse the slogan, "Don't Get Dinged! Buckle Up and Save." Overall, \$47,531 was spent on paid media for radio.

MEMORIAL DAY *BUSC* CAMPAIGN

ASA utilized the radio "Seat Belt" guy for the *BUSC* portion of the campaign. These spots ran from May 14 – May 27, 2007. Attached (**Attachment A**) to this report are 1) lists of stations throughout South Carolina and sections of Georgia and North Carolina in close proximity to the South Carolina border, that aired the television spots; and 2) "Buy Sheets" from these same stations containing detailed information concerning when the spot was aired and the target audiences reached by the messages. Obviously, certain "free" or non-paid ads were aired as part of purchased ad packages with many of these stations. ASA placed 1,942 60-second radio spots in six media markets of the State at a cost of \$47,531. Additionally, earned media was secured for the campaign, including press conferences, television news stories, radio news stories and print news stories.

Evaluation

In an attempt to establish appropriate evaluation tools for the effectiveness of the radio spots and the overall campaign in increasing the statewide seat belt usage rate, the *BUSC* campaign employed mini-observational and post-campaign observational surveys. Data was compared to a post-blitz survey conducted in June 2006 for a previous occupant protection mobilization.

Mini-Observational and Post-Blitz Statewide Observational Surveys

Significant results were achieved from an enforcement perspective during the campaign, and overall safety belt usage increased by 2%, from 72.5% to 74.5%. This is a historical high for the state. In April 2007 this percent was 77.4%, but the result was based on the raw counts in six (6) selected counties. Safety belt usage increased among pick-up truck occupants during the campaign by 4%, from 63.8% to 67.8%. Women continue to be more likely than men to use safety belts (84.5% to 68.4%); passengers are less likely than drivers to use safety belts (74.0% to 74.6%); and rural occupants are less likely to use safety belts than urban occupants (73.0% to 75.2%). White occupants had a higher rate of

use than non-white occupants (77.8% to 67.2%), while car occupants were more likely to wear safety belts than truck occupants (77.7% to 67.8%).

Campaign Enforcement Results

Along with the increase in safety belt usage rates that occurred during the campaign, there were significant positives that resulted from the effort. Significant enforcement activities occurred with 184 law enforcement agencies participating in the statewide effort. Of these participating agencies, 87 reported enforcement activity to the Office of Highway Safety. Approximate total numbers of enforcement actions taken during the campaign include 696 DUI arrests; 10,007 safety belt citations issued; 594 child safety seat citations issued; 186 felony arrests; 31 stolen vehicles recovered; 68 fugitives apprehended; 1,039 driving under suspension citations issued; 256 uninsured motorists cited; 16,672 speeding citations issued; 256 reckless driving cases made; 408 drug arrests; and 13,882 other violation citations issued, including open container, failure to yield right-of-way, failure to obey police officer, and equipment violations.

ADDENDUM
FFY 2007 MOTORCYCLE SAFETY CAMPAIGN
PAID MEDIA REPORT

The South Carolina Department of Public Safety's Office of Highway Safety utilized Section 402 funds during FFY 2007 for paid media efforts relating to a Motorcycle Safety Campaign. A public information and education effort involving motorcycle safety was held during four motorcycle rallies in the state, two of which were held in May 2007 in Myrtle Beach, one in Spartanburg in September 2007 and one in Myrtle Beach in October 2007. The Myrtle Beach area hosts an annual Harley rally and the Atlantic Beach Bike Fest each May. This year, the Spartanburg area hosted a Harley Owners Group (H.O.G.) rally in September. The Myrtle Beach area also hosted a fall biker's rally in October. This year the Myrtle Beach and Spartanburg areas were flooded with educational materials, highway safety messages and paid/earned media in an attempt to reduce the potential fatalities. During the Myrtle Beach rallies in 2006, Horry County, the county in which Myrtle Beach is located, saw an increase in motorcycle deaths from 6 in 2005 to 10 in 2006; however, the total remained significantly lower than the 2003 total of 15 fatalities, which occurred prior to the implementation of motorcycle campaign safety efforts.

The South Carolina Department of Public Safety (SCDPS) Contractor, ASA, was responsible for developing and conducting the campaign efforts. The Contractor developed, produced, and placed billboards in Myrtle Beach and Greenville. Additionally the contractor designed print ads and placed them in motorcycle publications as well as designed a web banner which was placed on the Harley Davidson Myrtle Beach website. **Attachment B** contains billboard locations and website banners placed for the campaigns conducted in the Myrtle Beach and Greenville areas. Media coverage was also attracted by the effort in both cities.

Evaluation

The campaigns have been successful over the years in lowering motorcycle deaths in the State. During the Myrtle Beach rallies in 2003, fifteen (15) motorcycle crash deaths occurred. In May of 2005, there were six (6) deaths and in May of 2006, there were ten (10). However, in May of 2007, there were seven (7) motorcycle deaths. All of these deaths did not occur during the bike events, as some occurred as participants were making their way back home.

Due to the increase in motorcycle deaths overall in South Carolina in 2006, the Office of Highway Safety developed a Motorcycle Safety Task Force made up of highway safety professionals, law enforcement, motorcycle dealers and advocacy groups in an effort to curb the rising tide of motorcycle crashes, injuries and fatalities. Motorcycle registrations are climbing drastically in the State as the result of a number of factors, including gasoline prices and baby boomers attempting to recapture youth. The Task Force continues to address a number of issues in an effort to attack this growing highway safety problem. The Task Force understands the importance of the continued use of media to

get the message out to bikers and passenger car motorists as well about the importance of safe biking and driving habits.

ADDENDUM
FFY 2007 *Sober or Slammer!*
PAID MEDIA REPORT

The South Carolina Department of Public Safety's Office of Highway Safety utilized Section 410 funds during FFY 2007 for paid media efforts and continued to use the Strategic Evaluation States (SES) model in 2007 by implementing a statewide sustained DUI enforcement effort (*Sober or Slammer!* [*SOS*]/ *Drunk Driving. Over the limit. Under arrest.*), which included monthly specialized DUI enforcement activity (checkpoints and saturation patrols) by participating State and local law enforcement agencies, as well as four nights of additional specialized enforcement activity (checkpoints and saturation patrols) during two DUI law enforcement crackdowns occurring during the Christmas/New Year's holidays of 2006-2007 and during the days leading up to the Labor Day holiday of 2007. *SOS* is a high-visibility enforcement crackdown on impaired driving utilizing paid and earned media in an effort to attack the problem of impaired driving in the State.

The South Carolina Department of Public Safety (SCDPS) contractor, Advertising Service Agency (ASA), was responsible for developing a sixty-second radio Public Service Announcement (PSA) in English and Spanish. The agency was also tasked with producing the spot and having it focus-group tested. The focus of the PSA was adult drivers aged 21-34, with a secondary focus on African-American and Latino citizens. The PSA utilized an approach developed by the agency contractor for a previous campaign (Seat Belt Guy) and combined a strong anti-impaired driving message using the State *Sober or Slammer!* slogan with an occupant protection message. Campaign initiatives were carried out through the sixteen (16) Law Enforcement Networks (LEN) in the state. The *SOS* sustained DUI enforcement initiative was a statewide effort, but focused on the following eighteen (18) counties identified as having the greatest number of alcohol-related fatal collisions: Aiken, Anderson, Berkeley, Charleston, Colleton, Darlington, Florence, Greenville, Greenwood, Horry, Lancaster, Laurens, Lexington, Orangeburg, Richland, Spartanburg, Sumter and York. These counties contain approximately 69% of the State's population and have seen approximately 72% of the State's alcohol-related fatal traffic crashes.

2007 Sustained DUI Enforcement Campaign

All law enforcement agency grants awarded by the OHS during FFY 2007 were required to participate in the *SOS* campaign effort. Full participation involved conducting one specialized DUI enforcement activity (public safety checkpoints and/or saturation patrols) each month of the campaign and an additional four nights of specialized DUI enforcement (public safety checkpoints and/or saturation patrols) during two major DUI enforcement crackdowns which occurred during the Christmas/New Year's holidays of 2006-2007 and the days leading up to and including the Labor Day holiday of 2007.

The State of South Carolina utilized Section 410 funding to purchase an unprecedented \$900,000 in paid media advertising (radio and television during the mobilization

crackdowns and during special times of the year that lent themselves to violation of the State's DUI laws (St. Patrick's Day, prom and graduation seasons, Cinco de Mayo and Independence Day). The statewide sustained DUI enforcement initiatives ran from December 15, 2006 through September 3, 2007, and included the State's Occupant Protection campaign, *Buckle Up, South Carolina. It's the law and it's enforced.* and the *100 Days of Summer Heat* campaign, which focused on DUI, speeding and occupant protection violators. The initiatives included the use of enforcement strategies such as sobriety checkpoints, saturation patrols and utilization of the Breath Alcohol Testing (BAT) mobile units, as well as significant earned media and paid media efforts. During the statewide sustained DUI enforcement campaign, 13,125 television spots were aired as well as 6,560 radio spots throughout the State. The 2007 Labor Day DUI enforcement crackdown featured a partnership between the SC Department of Public Safety and the SC Department of Transportation. The SC Department of Transportation allowed its variable message boards to be utilized statewide during campaign weekends featuring the following message: "Statewide DUI Crackdown in Progress." Literally hundreds of thousands of motorists viewed these signs and were able to ascertain the seriousness of the DUI issue in the State and the State's commitment to getting impaired drivers off of the roadways. **Attachment C** contains media buy sheets for the campaigns. A major feature of the campaign included the opportunity for six (6) participating law enforcement agencies from six (6) different Law Enforcement Networks to win an equipped law enforcement vehicle. Both networks and participating agencies had to meet specified criteria to be eligible for winning a vehicle, including attendance at Law Enforcement Network meetings and enforcement events, reduction in negative traffic statistics within the Network, reporting of enforcement activity, and securing media coverage for enforcement events. The top six (6) Networks, in terms of accumulation of points based on the above criteria, were given opportunities for their respective participating agencies to win the enforcement vehicles. The vehicles were awarded at a special ceremony conducted on December 4, 2007. Enforcement vehicles were won by the Winthrop University Police Department, Pageland Police Department, Richland County Sheriff's Department, Lexington Police Department, Beaufort County Sheriff's Office, and Hanahan Police Department.

Evaluation

During the initial implementation of the campaign, traffic collisions and fatalities were at record highs. The State was significantly ahead in fatalities compared to the previous years. Once the statewide sustained DUI enforcement campaign effort was in full force, the numbers began to balance back out. In fact, at the conclusion of the campaign period severe injuries were down 4.4% and fatalities were reduced by 7, from 772 to 765.

SCDPS's contractor, ASA, expended \$22,000 to conduct telephone surveys to assess awareness and impact of the *Sober or Slammer!* DUI enforcement crackdown mobilization which ran between December 18, 2006 and January 1, 2007. Findings indicate the campaign is having a positive impact. After its implementation between December 18 and January 1, awareness reached 42%, up from 34% in the pre-campaign survey period. Awareness seemed to be highest among the targeted segments,

particularly male drivers under age 35. Additionally, survey results indicate support for the campaign and aggressive enforcement of DUI laws continues to be strong and widespread. A copy of the full report can be found in **Attachment C**.

SCDPS's contractor, ASA, expended \$21,900 to conduct telephone surveys to assess awareness and impact of the *Sober or Slammer!* DUI enforcement mobilization crackdown which ran between August 15th and September 3rd of 2007. Findings clearly identify recognition among drivers of the serious problem that drinking and driving represents in the State. More than half of the respondents (52%) indicate they have seen or heard the most recent *Sober or Slammer!* campaign ads, a significant increase from previous levels. The majority of those surveyed felt that the campaign would be a deterrent and, after the campaign, drivers are significantly more likely to agree that the State is making a big effort to crack down on DUI in South Carolina. Further findings suggest that actual behaviors in that regard may have dropped slightly after the campaign. A copy of the full report can be found in **Attachment C**.

Campaign Enforcement Results

The agencies that reported enforcement numbers for the mobilization crackdowns during 2006-2007 Christmas/New Year's and 2007 Labor Day campaigns indicated the following statistics: 533 checkpoints and numerous saturation patrols, 857 DUI arrests; 5,261 safety belt citations; 558 child safety seat citations; 490 felony arrests; 98 recovered stolen vehicles; 409 fugitives apprehended; 3,156 suspended/revoked license citations; 1,346 uninsured motorists; 18,465 speeding citations; 354 reckless driving citations, 1,493 drug arrests; and 19,120 other citations including open container, failure to yield right of way, failure to obey police officer, equipment violations and other violations relating to laws not covered in categories listed above. During the nine-month sustained enforcement effort, officers made 5,911 DUI arrests; 60,528 safety belt citations; 5,231 child safety seat citations; 5,418 felony arrests; 1,329 recovered stolen vehicles; 4,576 fugitives apprehended; 24,046 suspended/revoked license citations; 10,376 uninsured motorists; 169,767 speeding citations; 3,552 reckless driving citations, 14,381 drug arrests; and 168,866 other citations. The campaign focused on eighteen counties around the state that have shown high incidences of alcohol and drug related crashes, injuries, and fatalities over the previous three-year period. However, the anti-DUI message and enforcement strategies were spread throughout the state of South Carolina. It will be several months before statistics are available to compare alcohol-related crashes, injuries and fatalities from the crackdown period of 2007 to that of 2006.

**Paid Media Information – SOS
2006-2007**

Total Spent by Participating State	\$903,249
TV	\$784,187
Radio	\$119,062
Print	
Billboards	
Other	
Number of TV Spots	13,125
Radio Spots	6,560
Earned Media	
Press Conferences	140
TV News	261
Radio	141
Print	516
Other	

ADDENDUM
FFY 2007 TEEN FORUM
PAID MEDIA REPORT

Teen Forum is a syndicated radio broadcast which produces live, on-air radio shows at high schools and colleges across the state of South Carolina. Each broadcast invites students in and uses a panel of regular on-air high school and college age personalities to discuss issues from a teen perspective. An edited version of the radio broadcasts is also shown on various television stations around the State. The Office of Highway Safety (OHS) formed a partnership with the Teen Forum Show during the 2006-2007 academic year to produce and broadcast shows with a highway safety theme.

The SC Department of Public Safety's agency contractor, Advertising Service Agency (ASA), secured the services of Teen Forum to produce four 90-minute live remote radio broadcasts and the corresponding 30-minute edited version for television. The shows were broadcast at select locations and emphasized underage DUI, speeding, safety belt usage, and other teen driving issues. The shows were held in November 2006 at Spring Valley High School in Columbia, in May 2007 at Wando High School in Charleston, in September 2007 at the Statewide Highway Safety Conference in Charleston and at Northwestern High School in Rock Hill. The budget was \$17,500 for all four shows, and the live audience for the shows was approximately 375.

ADDENDUM
FFY 2007 SPORTS MARKETING
PAID MEDIA REPORT

SC Department of Public Safety's agency contractor, Advertising Service Agency (ASA), contracted with Gamecock Sports Properties and Clemson Tigers Sports Properties to provide a football radio broadcast package. The package included one 30-second spot in twelve (12) University of South Carolina football radio broadcasts on the Gamecock Radio Network and one 30-second spot in twelve (12) Clemson University football radio broadcasts on the Clemson Tigers Radio Network. The spots were recorded by Coach Steve Spurrier and Coach Tommy Bowden. Additionally, there was sponsorship of the Tommy Bowden and Steve Spurrier pre-game interview segments, as well as opening and closing scoreboard and public address recognition during each home game (avg. attendance for each of the school's home games is roughly 80,000, and the radio networks for each of the schools cover the entire State of South Carolina). **Attachment D** contains the radio affiliate list for the shows. The OHS expended \$32,600 in FFY 2007 for this media effort which covered October through December 2006. Previously, the OHS had expended \$16,200 in FFY 2006 funds to cover the time period from August through September 2006.