



**SOUTH CAROLINA  
Annual Report  
FFY 2014**

**Submitted by the Office of Highway Safety and Justice Programs  
SC Department of Public Safety**

**December 31, 2014**

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## **Executive Summary**

### **Organizational Placement and Mission of the Office of Highway Safety and Justice Programs**

The Office of Highway Safety and Justice Programs (OHSJP), a division of the South Carolina Department of Public Safety (SCDPS), is responsible for carrying out activities related to the administration of an effective highway safety program. This is accomplished by developing programs and other activities throughout South Carolina. Utilizing evidence-based performance measures and strategies, the impact goal of the OHSJP is to help reduce traffic crashes, injuries, and fatalities through the various programs that are spearheaded, coordinated, and/or implemented by this office. Crash statistics collected by OHSJP are used to determine our progress in meeting this goal. OHSJP is recognized internally and externally as a division of SCDPS that is dedicated to informing the public about highway safety issues through educational and public outreach campaigns; administering federally funded grants to address highway safety issues; serving as a custodian of statewide collision statistics; and acting as a coordinator of highway safety activities throughout the state. The mission of the OHSJP is to develop comprehensive strategies aimed at reducing the number and severity of traffic crashes on the state's streets and highways.

#### **Major Functions of OHSJP:**

- Serves as the State Highway Safety Office for South Carolina;
- Administers \$5 - \$10 million in highway safety grant funds from our Federal partner, the National Highway Traffic Safety Administration (NHTSA);
- Houses the Statistical Analysis Center for the agency. Conducts statistical research and analysis to determine the specific causes, locations, and other information regarding traffic collisions. This information is used to determine where best to allocate our grant funds and focus our enforcement/educational efforts;
- Coordinates statewide highway safety enforcement and public information and education campaigns (e.g., *Sober or Slammer!*, *Buckle Up, South Carolina. It's the law and it's enforced.*, which correspond respectively to the national *Drive Sober or Get Pulled Over* and *Click-it-or-Ticket* campaigns). Coordination includes garnering law enforcement support for these campaigns, conducting statewide press events, producing TV/radio/print ads to support the stepped-up enforcement effort, etc.;
- Supports the SC Law Enforcement Network (SCLLEN) system. The SCLLEN is subdivided into 16 separate networks (based on judicial circuit), each of which meets regularly to share and disseminate traffic safety information, coordinates joint traffic enforcement and media efforts, identifies and provides training for network members, and participates in statewide enforcement mobilization efforts;
- Coordinates, with the assistance of appropriate state and federal partners, the development and implementation of the SC Strategic Highway Safety Plan.

Other Special Projects, Events, and Activities Coordinated by OHSJP:

- Annual Memorial Service for Highway Fatality Victims
- Law Enforcement DUI Challenge
- DUI Enforcement Recognition/Law Enforcement DUI Challenge Ceremony
- BAT (Breath Alcohol Testing) -mobile maintenance
- South Carolina Collision and Ticket Tracking System (SCCATTS)
- Drug Recognition Expert (DRE) Training
- Child Passenger Safety Week (in conjunction with the SC Department of Health and Environmental Control)
- School Zone Safety Week
- Highway Safety Booth at the SC State Fair

The OHSJP also spearheads three statewide committees that have been established to address major issues in highway safety: the Impaired Driving Prevention Council, the Motorcycle Safety Task Force, and the Traffic Records Coordinating Committee. OHSJP is divided into the following primary sections: **Grants Administration; Statistical Analysis and Research; Public Affairs; Law Enforcement Support Services; Business Management; Criminal Justice Grants Programs, Juvenile Justice Grants Programs, Victims Services Grants Programs, and the SC Law Enforcement Officers Hall of Fame.**

## Introduction

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### Statistical Summary

In 2013, South Carolina achieved its second lowest number of traffic fatalities in the past 50 years, and this is only the third time in the past 50 years that the total number of fatalities was below 800. The state's traffic fatality statistics have been trending downward since 2007, when 1,077 traffic fatalities occurred, 464 of which were alcohol-impaired driving fatalities. There were 809 people killed in traffic crashes during 2010 and 828 in 2011. The 767 fatalities in 2013 represented an 11.1% decrease in fatalities compared to the 863 in 2012. Corresponding with the downward trend in overall fatalities, South Carolina's mileage death rate has continued to decline, experiencing only a brief blip in the overall trend during 2012 when the death rate increased from 1.70 in 2011 to 1.76 in 2012 before decreasing by 10.8% in 2013 to 1.57, its lowest point in the history of the state.

According to the National Highway Traffic Safety Administration (NHTSA), South Carolina experienced an increase in the number of alcohol-impaired traffic fatalities (a driver with a BAC of .08 or more involved in the collision) during 2012. NHTSA's Fatality Analysis Reporting System (FARS) data indicated 315 fatalities involving an alcohol-impaired driver in 2011 and 348 in 2012, a 10.5% increase. In 2011, 38.0% of all traffic fatalities involved an alcohol-impaired driver, while that percentage rose to 40.3% in 2012.

Statistics involving vulnerable roadway users demonstrated some successes and some challenges for the state. Motorcyclist fatalities increased in 2013 by 1.4%, from 146 in 2012 to 148 in 2013. The motorcyclist figures include moped data to be consistent with FARS reporting. The year 2014 is projected to show a precipitous drop to 112 motorcyclist fatalities for the year (including moped operators), a decrease of 24.3%. The Statistical Analysis and Research Section of the OHSJP projects that the 2012-2014 average number of motorcyclist fatalities will be 135, which, unfortunately, represents a 19.5% increase when compared to the 2009-2011 average of 113 motorcyclist fatalities.

South Carolina experienced 99 pedestrian fatalities in 2013. This is a 19.5% decrease from the 123 pedestrian fatalities that occurred in 2012. Projections for the year 2014 show an estimated 95 pedestrian fatalities for the year, a decrease of 2.1% from the 2009-2011 average of 97. Preliminary figures show the 2012-2014 average number of pedestrian fatalities to be 106, which is a 9.3% increase as compared to the 2009-2011 average of 97.

Bicyclist fatalities were up by two (2), from 13 in 2012 to 15 in 2013. As of mid-November, there have been 13 pedalcyclists killed in South Carolina in 2014. Projections for 2014 estimate the number of bicyclist deaths will not increase to the previous year's figure of 15, but will instead remain at 13 for the year.

## STATEWIDE GOALS AND RESULTS

Listed in the table below are South Carolina’s Highway Safety Performance Measures which were established in the 2014 Highway Safety Plan and are consistent with the performance measures developed by USDOT in collaboration with the Governor’s Highway Safety Association (GHSA). The table contains data points used to determine appropriate targets for success outlined in the Plan document. Data-driven targets for each performance measure have been established and placed in the appropriate corresponding program area within the Annual Report document.

<b>Performance Measures</b>	<b>Results</b>
To decrease traffic fatalities 5%, from the 2009-2011 calendar base year average of 844 to 802, by December 31, 2014.	Based on CY 2013 FARS data, traffic fatalities decreased 9.1% from the 2009-2011 calendar base year average of 844 to 767 in 2013. The projected number of traffic fatalities for 2014 is 799, a 5.3% decrease from the 2009-2011 three-year baseline average of 844.
To decrease serious injuries 5% from the 2009-2011 calendar base year average of 3,390 to 3,221 by December 31, 2014.	Goal Exceeded: The projected number of serious injuries for 2014 is 3,200, a 5.6% decrease from the 2009-2011 three-year baseline average of 3,390.
To decrease traffic fatalities/VMT 12.8% from the 2009-2011 calendar base year average of 1.72 to 1.50 by December 31, 2014.	This statistical information is currently unavailable.
To decrease traffic fatalities/VMT (Rural) 10% from the 2009-2011 calendar base year average of 2.54 to 2.29 by December 31, 2014.	This statistical information is currently unavailable.
To decrease traffic fatalities/VMT (Urban) 5.4% from the 2009-2011 calendar base year average of 0.37 to 0.35 by December 31, 2014.	This statistical information is currently unavailable.
To decrease the alcohol-impaired driving fatalities by 10%, from the baseline three-year (2009-2011) calendar base year average of 347 to 312 by December 31, 2014.	Based on CY 2013 FARS data, alcohol-impaired driving fatalities decreased 3.5% from the 2009-2011 calendar base year average of 347 to 335 in 2013. The projected number of alcohol-impaired driving fatalities for 2014 is 310, a 10.7% decrease from the 2009-2011 three-year baseline average of 347.
To decrease motorcycle fatalities 1% from the 2009-2011 calendar base year average of 113 to 112 by December 31, 2014.	Based on CY 2013 FARS data, motorcycle fatalities increased 31.9% from the 2009-2011 calendar base year average of 113 to 149 in 2013. The projected number of motorcycle fatalities for 2014 is 112, a 1% reduction from the 2009-2011 three-year baseline average of 113 (includes moped fatalities).
To decrease unhelmeted motorcycle fatalities 1% from the 2009-2011 calendar base year average of 86 to 85 by December 31, 2014.	Based on CY 2013 FARS data, unhelmeted motorcycle fatalities increased 23.3% from the 2009-2011 calendar base year average of 86 to 106 in 2013. The projected number of unhelmeted

	motorcycle fatalities for 2014 is 84, a 2.3% decrease from the 2009-2011 three-year baseline average of 86.
To increase observed seatbelt usage rate 11.2 percentage points, from the 2009- 2011 calendar base year average of 84.3% to 94.5% by December 31, 2014.	Goal Not Met: The observed seatbelt usage rate for 2014 is 90.0%, a 5.7 percentage point increase from the 2009-2011 three-year baseline average of 84.3%.
To decrease unrestrained motor vehicle occupant fatalities 5%, from the 2009-2011 calendar year average of 317 to 301, by December 31, 2014.	Based on CY 2013 FARS data, unrestrained motor vehicle occupant fatalities decreased 23.7% from the 2009-2011 calendar base year average of 317 to 242 in 2013. The projected number of unrestrained motor vehicle occupant fatalities for 2014 is 280, an 11.7% decrease from the 2009-2011 three-year baseline average of 317.
Decrease speeding-related fatalities 5%, from the 2009-2011 calendar base year average of 300 to 285 by December 31, 2014.	Based on CY 2013 FARS data, speeding-related fatalities increased 2% from the 2009-2011 calendar base year average of 300 to 306 in 2013. The projected number of speeding-related fatalities for 2014 is 280, a 6.7% decrease from the 2009-2011 three-year baseline average of 300.
Decrease pedestrian fatalities 1% from the 2009-2011 calendar base year average of 97 to 96 by December 31, 2014.	Based on CY 2013 FARS data, pedestrian fatalities increased 3.1% from the 2009-2011 calendar base year average of 97 to 100 in 2013. The projected number of pedestrian fatalities for 2014 is 95, a 2.1% decrease from the 2009-2011 three-year baseline average of 97.
Decrease bicyclist fatalities 7.7% from the 2009-2011 calendar base year average of 13 to 12 by December 31, 2014.	Based on CY 2013 FARS data, bicyclist fatalities increased 15.4% from the 2009-2011 calendar base year average of 13 to 15 in 2013. The projected number of bicyclist fatalities for 2014 is 13, no change from the 2009-2011 three-year baseline average of 13.
Decrease moped fatalities 4.76% from the 2009-2011 calendar base year average of 21 to 20 by December 31, 2014.	Goal Not Met: The projected number of moped fatalities for 2014 is 30, a 42.9% increase from the 2009-2011 three-year baseline average of 21.
<b>Annual Activity Tracker</b>	
Seatbelt Citations	2011: 247,102 2012: 231,680 2013: 228,878 2014: 198,071 Annual figures demonstrate a 13.5% decrease in the number of seatbelt citations issued from 2013 to 2014.
Impaired Driving Arrests	2011: 25,958 2012: 24,998 2013: 23,977 2014: 23,027 Annual figures demonstrate a 4% decrease in the number of impaired driving arrests from 2013 to 2014.



Number of Speeding Citations	2011: 405,417 2012: 404,526 2013: 406,293 2014: 395,792 Annual figures demonstrate a 2.6% decrease in the number of speeding citations issued from 2013 to 2014.
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## FEDERAL GRANT PROJECTS BY PROGRAM AREA

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### **Planning and Administration Program Area**

#### **Primary activities of Program Administration include:**

**Administration:** Includes preparation of the Highway Safety and Performance Plan and distribution and administration of federal funds to state, local, and private agencies.

**Problem Identification:** Includes identification of actual and potential traffic safety hazards and effective countermeasures.

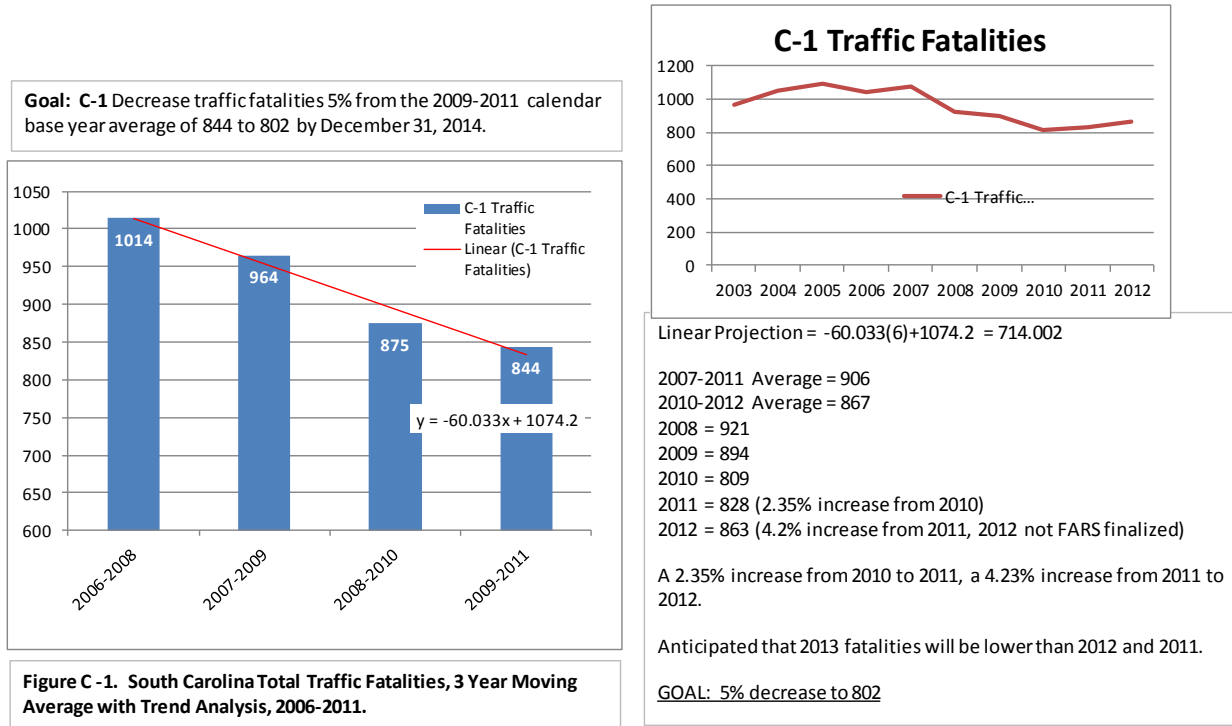
**Monitoring and Evaluation:** Includes monitoring and evaluation of approved highway safety projects, as well as other highway safety initiatives conducted through other sources of funding, and the preparation of an annual evaluation of the Highway Safety and Performance Plan.

**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.

## Planning and Administration Overview

### Planning and Administration Program Goals:

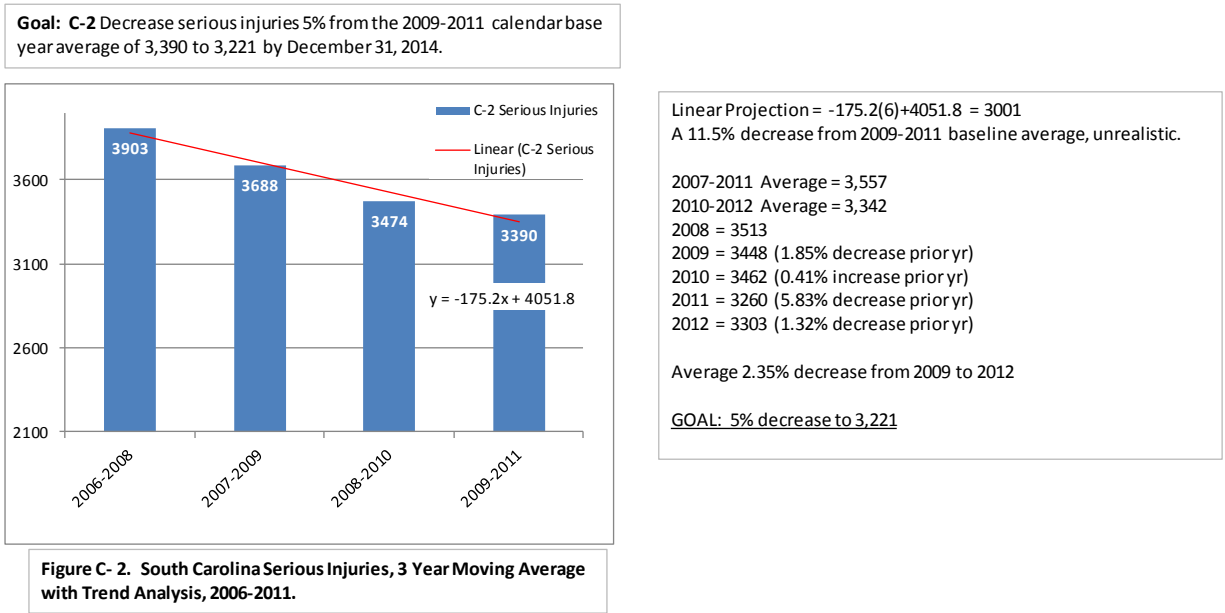
1. To decrease traffic fatalities 5%, from the 2009-2011 calendar base year average of 844 to 802, by December 31, 2014.



Based on CY 2013 FARS data, traffic fatalities decreased 9.1% from the 2009-2011 calendar base year average of 844 to 767 in 2013. The OHSJP Statistical Analysis and Research Section predicts 799 traffic fatalities for CY 2014, which represents a 5.3% decrease from the baseline 2009-2011 average of 844.

## Planning and Administration Overview

2. To decrease serious injuries 5% from the 2009-2011 calendar base year average of 3,390 to 3,221 by December 31, 2014.

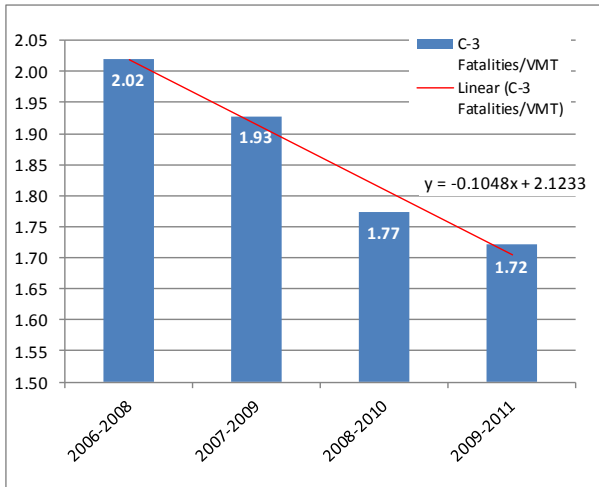


The Statistical Analysis and Research Section of the OHSJP projects that the 2012-2014 average number of serious injuries will be 3,249. The OHSJP Statistical Analysis and Research Section predicts 3,200 serious injuries for CY 2014, which represents a reduction of 5.6% from the baseline 2009-2011 average of 3,390.

## Planning and Administration Overview

3. To decrease traffic fatalities/VMT 12.8% from the 2009-2011 calendar base year average of 1.72 to 1.50 by December 31, 2014.

**Goal: C-3** Decrease traffic fatalities/VMT 12.8% from the 2009-2011 calendar base year average of 1.72 to 1.50 by December 31, 2014.



**Figure C-3. South Carolina Traffic Fatalities/VMT, 3 Year Moving Average with Trend Analysis, 2006-2011.**

$$\text{Linear Projection} = -0.1048(6) + 2.1233 = 1.4945$$

2007-2011 Average = 1.83  
 2010-2012 Average = 1.7  
 2008 = 1.86  
 2009 = 1.82  
 2010 = 1.65  
 2011 = 1.70  
 2012 = 1.76 (not FARS finalized)

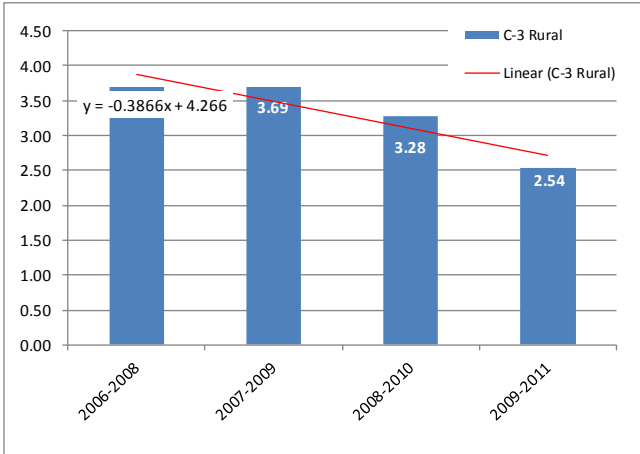
GOAL: 12.8% decrease to 1.50 (agree w/linear model based on three year moving average)

South Carolina statistical information for Goal C-3, as outlined above, is not currently available for the Annual Report.

## Planning and Administration Overview

4. To decrease traffic fatalities/VMT (Rural) 10% from the 2009-2011 calendar base year average of 2.54 to 2.29 by December 31, 2014. Decrease traffic fatalities/VMT (Rural) 10% from the 2009-2011 calendar base year average of 2.54 to 2.29 by December 31, 2014 .

**Goal: C-3** Decrease traffic fatalities/VMT (Rural) 10% from the 2009-2011 calendar base year average of 2.54 to 2.29 by December 31, 2014.



**Figure C-3R. South Carolina Rural Traffic Fatalities/VMT, 3 Year Moving Average with Trend Analysis, 2006-2011.**

Linear Projection =  $-0.3866(6) + 4.266 = 1.95$   
 Represents an increase over baseline three year average.

2007-2011 Average = 3.01  
 2008 = 3.63  
 2009 = 3.62  
 2010 = 2.58  
 2011 = 1.42  
 2012 = 1.13

Linear analysis shows a decrease over the baseline three year average of 2.54 from 2009-2011. However, when examining individual years from 2009-2012 (2012 data are preliminary), a noticeable decrease has occurred. Therefore the state's goal of a 10% reduction to 2.29 by 2014 has been set.

GOAL: 10% decrease to 2.29

South Carolina statistical information for Goal C-3, as outlined above, is not currently available for the Annual Report.

## Planning and Administration Overview

5. To decrease traffic fatalities/VMT (Urban) 5.4% from the 2009-2011 calendar base year average of 0.37 to 0.35 by December 31, 2014.

**Goal: C-3** Decrease traffic fatalities (Urban) 5.4% from the 2009-2011 calendar base year average of 0.37 to 0.35 by December 31, 2014.

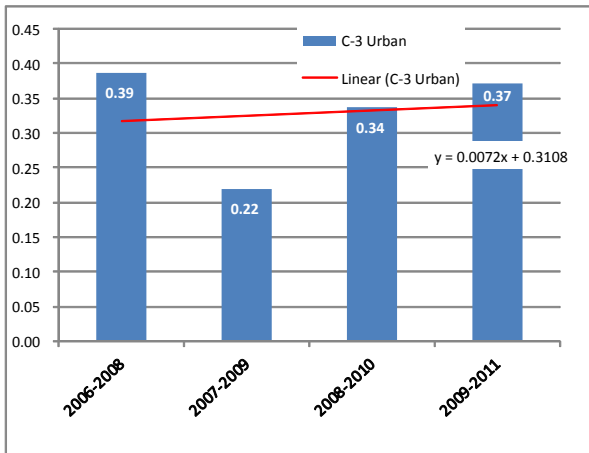


Figure C-3U. South Carolina Urban Traffic Fatalities/VMT, 3 Year Moving Average with Trend Analysis, 2006 -2011.

$$\text{Linear Projection} = 0.0072(6) + 0.3108 = 0.354$$

$$\text{2010-2012 Average} = .56$$

GOAL: 5.4% decrease to 0.35 (agree w/ linear model based on three year moving average)

South Carolina statistical information for Goal C-3, as outlined above, is not currently available for the Annual Report.

## Planning and Administration Overview

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### **Planning and Administration Project:**

**Subgrantee:** SC Department of Public Safety: Office of Highway Safety and Justice Programs  
**Project Number:** PA-2014-HS-01-14  
**Project Title:** Highway Safety Planning and Administration

The 402 State and Community Highway Safety Program in South Carolina is administered by the Office of Highway Safety and Justice Programs (OHSJP) of the South Carolina Department of Public Safety (SCDPS). The mission of the OHSJP includes developing and implementing comprehensive strategies aimed at reducing the number and severity of traffic crashes on the state’s streets and highways. The OHSJP 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.

In order to provide the necessary planning and guidance to subgrantees, the following OHSJP staff positions were retained through the Planning and Administration grant: one (1) Director (30%), one (1) Assistant Director (40%), one (1) Administrative Specialist (80%), and one (1) Grants Administration Manager (100%).

### **Planning and Administration Project Summary**

<b>Activities Funded/Implemented</b>	<b>Results</b>
To employ sufficient staff to effectively administer the Highway Safety program, both financially and programmatically.	In order to provide the necessary planning and guidance to subgrantees, the following OHSJP staff positions were retained through the Planning and Administration grant: one (1) Director (30%), one (1) Assistant Director (40%), and one (1) Grants Administration Manager (100%), and one (1) Administrative Specialist (80%).
To plan and conduct a Project Management course for all new Highway Safety Project Directors.	A Project Management course for all new Highway Safety Project Directors and Financial Officers was conducted on December 11, 2013.
To solicit for grant applications through the issuance of Funding Guidelines for Highway Safety projects.	A Highway Safety Grant Solicitation Announcement for FFY 2015 projects was mailed prior to November 20, 2013, to approximately 450 individuals, including local law enforcement agencies, state agencies, school districts, Project Directors of current grant projects, coroners, and Safe Kids coalitions, referring them to the OHSJP website to access the FY 2015 Funding Guidelines and online application (GMIS). The flyer also encouraged potential applicants to attend the Funding Guidelines Workshop.
To plan and conduct workshops on the FFY 2015 SCDPS's Office of Highway Safety and Justice Programs' Funding Guidelines, to include how to write a highway safety grant.	A Funding Guidelines Workshop for FFY 2015 highway safety grant submissions was held on December 4, 2013.
To review all project applications received and make recommendations for funding to the SC Public Safety Coordinating Council.	The OHSJP implemented a three-part review process prior to making recommendations to the SC Public Safety Coordinating Council (SCPSCC). The first segment of the staffing allowed OHSJP staff to review



	<p>the application against established criteria and determine the written quality of the grant application. A formal process for discussion of every application was implemented. At the close of discussion and/or information gathering, a vote of all reviewers was taken as to whether to recommend denial or approval. The second stage of the grant review process was based on discussions among the Grants Administration Manager, Assistant Director, and Director of the OHSJP to reach a general consensus on each of the grant applications. Upon the conclusion of the two stages of staffing meetings, the third portion of the review process began. Ranking priority for projects recommended for funding was given to: (1) ongoing grant applications for the overall management and administration of the Highway Safety grant program; (2) continuation grant applications; (3) new grant applications located in priority counties or addressing one of the Funding Guidelines priority areas; and (4) new grant applications which demonstrated a highway safety problem and were located outside priority counties. This information was then compiled in the Summaries and Recommendations document that was provided in advance of the meeting to the members of the SCPSCC.</p>
To develop an Annual Highway Safety and Performance Plan for submittal to NHTSA by July 1, 2014.	The FFY 2015 Highway Safety Plan for South Carolina was submitted to NHTSA on July 1, 2014.
To award all FFY 2015 approved grants by October 1, 2014, or upon receipt of the FFY 2015 Obligation Limitation from NHTSA.	Approved FFY 2015 grants, for which there was sufficient funding were awarded prior to October 1, 2014. Award letters were mailed on September 24, 2014.
To conduct programmatic and financial on-site monitoring visits on 100% of all current Highway Safety grants.	Program managers for each program area, along with the Grants Administration Accountant, were responsible for coordinating programmatic and on-site monitoring visits for 100% of all Highway Safety Grants. First-year grant projects were monitored twice during the grant year, and continuation grant projects were monitored once during the grant year. Monitoring took place during the second and third quarters.
To provide technical assistance to subgrantees throughout the grant period through monthly telephone calls, on-site visits, and the dissemination of technical materials.	Technical assistance was provided to all subgrantees throughout the grant period through monthly telephone calls, emails, on-site visits as needed, and dissemination of technical materials.
To provide technical training for the staff of the Office of Highway Safety and Justice Programs through participation in seminars/conferences such as CARE, Lifesavers, Moving Kids Safely, Traffic Records Forum, and others as they become available.	Several training opportunities were made available to OHSJP staff during the grant year, including Lifesavers, the GHSA Conference, the Traffic Records Forum, and other pertinent trainings and conferences. Staff also attended NHTSA trainings including the Highway Safety Program Management Training, Managing Federal Finances, the Grants Tracking System (GTS) training, and the DUI Court Training (NCDC).
Evaluate the effectiveness of programs and their impact upon the performance goals by preparing and submitting to NHTSA the FY 2014 Annual Report for South Carolina by December 31, 2014.	The FY 2014 Annual Report for South Carolina will be submitted to NHTSA by December 31, 2014.

Continue partnerships with the SC Department of Transportation (SCDOT).	During 2014, SCDPS and SCDOT partnered to utilize SCDOT message boards statewide during significant enforcement mobilization and public information and education efforts, including <i>Sober or Slammer!</i> , <i>Buckle up, South Carolina. It's the law and it's enforced</i> , and the statewide motorcycle safety campaign. In addition, the SCDOT continued to fund a Strategic Highway Safety Plan Manager position housed in the OHSJP and continued partnering with SCDPS in the update of the State's Strategic Highway Safety Plan. The SCDOT continued to fund Safety Improvement Teams in work zones statewide and partnered in the continued rollout of the SCCATTS electronic traffic records system statewide.
Continue providing Law Enforcement Liaison services to both state and local law enforcement agencies.	During 2014, the OHSJP continued to provide a variety of services to the State's Law Enforcement Network system, including mini-grant funding for the maintenance of the Network System statewide, assistance with Network elections processes, and training services in the context of three (3) Law Enforcement Coordinators meetings and individual Network meetings.
Coordinate statewide public information and education efforts to promote compliance with occupant protection laws and impaired driving laws.	During 2014, SCDPS conducted significant enforcement mobilization and public information and education efforts, including <i>Sober or Slammer! (SOS)</i> , and <i>Buckle up, South Carolina. It's the law and it's enforced (BUSC)</i> . <i>SOS</i> enforcement mobilization crackdowns were conducted during the Christmas/New Year's holidays of 2013-2014 and during the days leading up to and including the Labor Day holiday in 2014. <i>BUSC</i> enforcement mobilization efforts were conducted in the days leading up to and including the Memorial Day holiday of 2014.

### Planning and Administration: Budget Summary

<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b><u>Expenditures</u></b>	<b>Budget Source</b>
<b>PA-2014-HS-01-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety</b>	<b>Highway Safety Planning &amp; Administration</b>	<b>\$141,637/ \$141,637</b>	<b>\$95,929.02 \$95,929.02</b>	<b>Section 402 SAFETEA-LU/ State Funds</b>
<b>Section 402 SAFETEA-LU Total</b>			<b>\$141,637</b>	<b>\$95,929.02</b>	
<b>Total All Funds</b>			<b>\$283,274</b>	<b>\$191,858.04</b>	

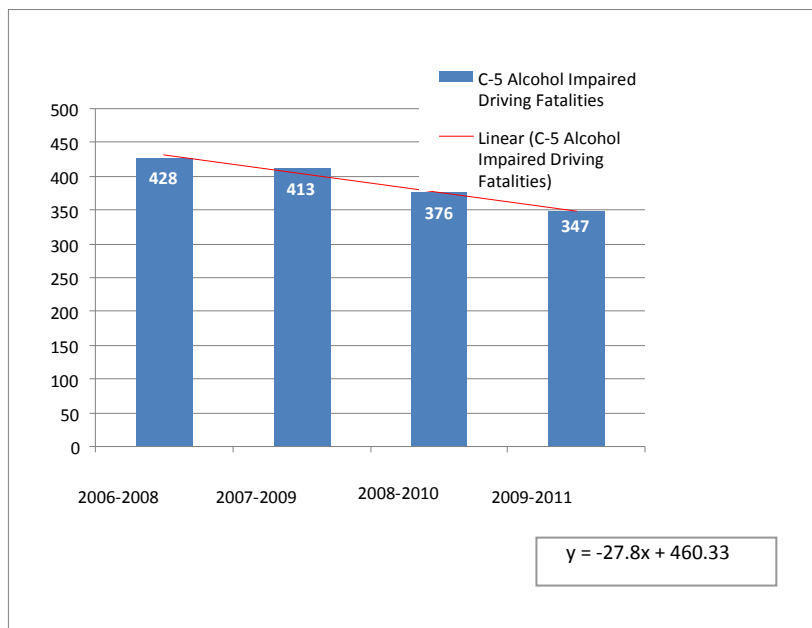
## Alcohol Countermeasures Program Overview

### Alcohol Countermeasures Program Area

The alcohol-impaired driving countermeasures grant program in South Carolina adopts and implements effective programs to reduce traffic safety problems resulting from individuals driving while impaired by alcohol. In 2014 the State sought to implement a variety of programs and strategies to attack the state's impaired driving problems through efforts including a high-visibility law enforcement campaign, the use of sobriety checkpoints or saturation patrols, the effective utilization of media support for campaign efforts, the funding of specialized DUI enforcement and prosecutorial efforts, maintaining a statewide impaired driving task force, and effective program management.

### Alcohol Countermeasures-Program Management Goals:

1. To decrease the alcohol-impaired driving fatalities by 10%, from the baseline three-year (2009-2011) calendar base year average of 347 to 312 by December 31, 2014.



Linear Projection =  $-27.8(6) + 460.33 = 293.53$   
A 15.4% reduction - reduction is too large for achievable results.  
2007-2011 Average = 381.2  
2008 = 400  
2009 = 374 (6.5% reduction from 2008)  
2010 = 353 (5.6% reduction from 2009)  
2011 = 315 (10.8% reduction from 2010)  
2012 =  
GOAL: 10% decrease to 312

### South Carolina Alcohol Impaired Driving Fatalities, 3 Year Moving Average with Trend Analysis

Based on CY 2013 FARS data, alcohol-impaired driving fatalities decreased 3.5% from the 2009-2011 calendar base year average of 347 to 335 in 2013. According to projections for 2014 by the OHSJP Statistical Analysis and Research Section, it is estimated that 310 alcohol-impaired driving fatalities will occur in the state in 2014, a decrease of 10.7% as compared to the 2009-2011 average figure of 347.

## Alcohol Countermeasures Program Overview

Activity Measure A-2 deals with the number of impaired driving arrests made by states over time. The chart below demonstrates that the state of South Carolina has been trending downward in terms of law enforcement activity relative to DUI arrests. According to NHTSA, there is no target required for this activity measure for the FFY 2014 Highway Safety Plan. Thus, the figure below is presented as demonstration of increased enforcement activity over the last four data points relative to this type of citation. This enforcement activity has likely contributed positively toward the state's steady decline in alcohol-impaired driving negative statistics over time and to a reduction in traffic fatalities over time.

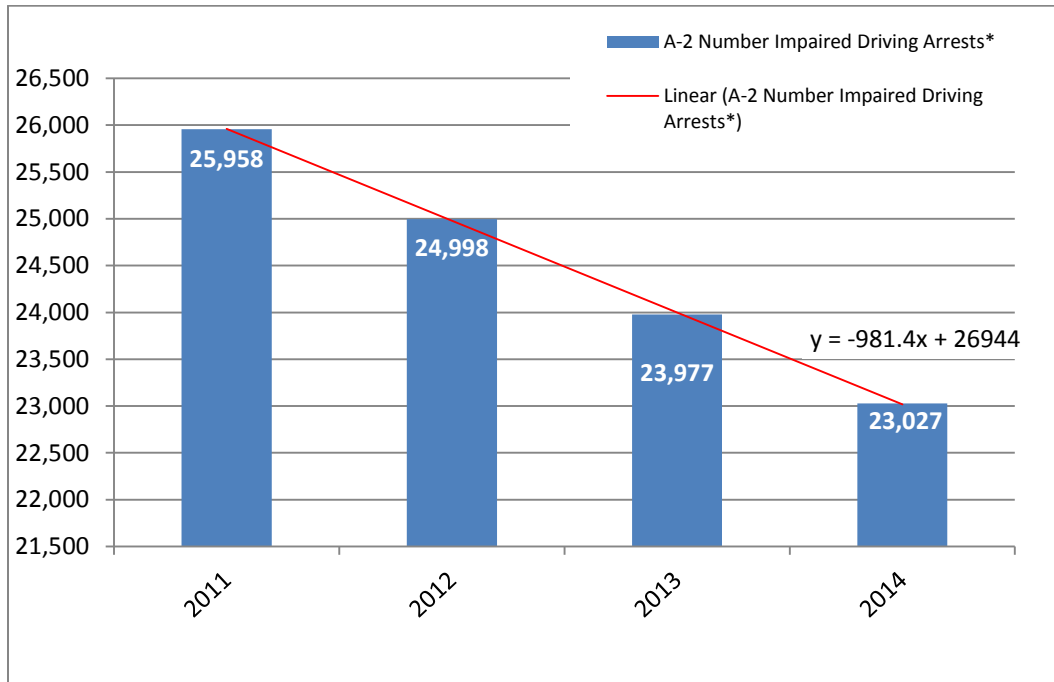


Figure X. Impaired Driving Arrests, 2011-2014.

Annual figures demonstrate a 4% decrease in the number of impaired driving arrests from 2013 to 2014.

## Alcohol Countermeasures Program Overview

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### Alcohol Countermeasures – Program Management Project

**Subgrantee:** SCDPS, Office of Highway Safety and Justice Programs  
**Project Number:** K8-2014-HS-25-14  
**Project Title:** Impaired Driving Countermeasures Program Management

The Alcohol Countermeasures grant project provided funding for the employment of an Impaired Driving Countermeasures Program Manager (IDCPM) (100%), an Administrative Coordinator (20%), two (2) Senior Accountants (25% each), one (1) Program Coordinator II (20%), and one (1) Administrative Manager (2%) to administer impaired driving highway safety grants during the course of the grant year. Ongoing administration of impaired driving countermeasures grant projects funded through the highway safety program included providing technical assistance, making monthly phone calls to project personnel regarding project status, desk monitoring relative to implementation schedules, on-site monitoring, and responding to requests for grant revisions during the grant period. The IDCPM and other staff members of the Office of Highway Safety and Justice Programs (OHSJP) continued the review of recommendations resulting from the 2013 Statewide Impaired Driving Assessment. Assistance was also provided to the Public Affairs Manager of the OHSJP, who worked with the agency’s contractor to develop and implement a statewide DUI public information and education campaign to support law enforcement DUI mobilization crackdowns during the 2013-2014 Christmas/New Year’s and 2014 Labor Day holiday time periods and a designated driver campaign during December 2013.

#### Alcohol Countermeasures – Program Management

Activities Funded/Implemented	Results
<p>To continue the Law Enforcement DUI Challenge requiring at least quarterly impaired driving enforcement initiatives combined with additional nights of enforcement activity during two (2) major DUI mobilization crackdowns during FY 2014.</p>	<p>The 2014 Law Enforcement DUI Challenge ran from December 1, 2013, through Labor Day 2014. Approximately 74% of the state’s local law enforcement agencies participated in the Challenge, as well the South Carolina Highway Patrol and State Transport Police, both of which have statewide jurisdiction.</p> <p>State and local law enforcement agencies that participated in the 2014 Challenge collectively made 17,446 DUI arrests and issued 157,329 citations for seatbelt violations and 298,627 citations for speed violations.</p> <p>Of the 17,446 DUI arrests made during the Challenge period, 1,277 DUI arrests were made during the Christmas/New Year’s 2013/2014 <i>SOS</i> enforcement mobilization period, and 1,174 DUI arrests were made during the 2014 Labor Day <i>SOS</i> enforcement mobilization.</p> <p>Additionally, participating agencies conducted local press events and generated other types of media involvement in campaign efforts, and they also participated in state-led press events regarding the enforcement emphases.</p>

	The Challenge also included monthly specialized DUI enforcement weekends led by the SC Highway Patrol during the months of March through August 2014, supported by radio advertising.
To conduct at least two (2) public information, education, and enforcement campaigns to emphasize impaired driving enforcement initiatives during FY 2014.	<p>During the FY 2014 grant period, the OHSJP conducted two (2) major education/media efforts to support the SOS enforcement mobilization crackdowns. They were conducted during the 2013/2014 Christmas/New Year's holidays and the 2014 Labor Day holiday. Media efforts included television advertising, radio advertising (in both English and Spanish), billboard advertising and other alternative media (ice box wraps, commercial truck wraps, convenient store cooler clings, and gas pump toppers).</p> <p>Radio advertising also continued to support the specialized DUI enforcement weekends conducted from March through August by the SC Highway Patrol.</p>
To maintain the South Carolina Impaired Driving Prevention Council (SCIDPC) during FFY 2014 and conduct a minimum of two (2) meetings a year to continue implementation of NHTSA recommendations resulting from the South Carolina Impaired Driving Assessment of 2013.	During the FY 2014 grant period, meetings of the SCIDPC continued. The SCIDPC held a total of three (3) meetings during the grant period, two (2) meetings of the full Council, and one (1) meeting of the SCIDPC's Enforcement, Prosecution, and Adjudication subcommittee. The full SCIDPC met on April 24, 2014, and on June 26, 2014. The Enforcement, Prosecution, and Adjudication Subcommittee of the Council met on August 27, 2014. The SCIDPC worked during the grant period on recommendations made by the State's 2013 Impaired Driving Assessments conducted by NHTSA.
To hold a DUI Awards Ceremony honoring those law enforcement agencies and officers who have excelled in DUI enforcement during the previous calendar year.	The OHSJP hosted a DUI Awards Ceremony in April 2014 to recognize DUI enforcement achievements of agencies and officers in the state during CY 2103.

## Alcohol Countermeasures Program Overview

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### Alcohol Countermeasures – DUI Enforcement Projects

There were twelve (12) DUI enforcement projects funded during FFY 2014. The projects funded statewide include the following:

Project Number	Agency	Grant-funded DUI Officers
K8FR-2014-HS-09-14	Charleston County Sheriff's Office	2
K8-2014-HS-16-14	Lexington County Sheriff's Office	2
K8-2014-HS-21-14	Kershaw County Sheriff's Office	2
K8-2014-HS-22-14	City of Charleston Police Department	2
K8-2014-HS-28-14	Richland County Sheriff's Department	2
K8FR-2014-HS-30-14	SCDPS: Highway Patrol/Spartanburg	2
K8-2014-HS-31-14	York County Sheriff's Office	2
K8FR-2014-HS-32-14	SCDPS: Highway Patrol/Anderson	2
K8-2014-HS-33-14	Berkeley County Sheriff's Office	1
K8-2014-HS-34-14	Orangeburg Dept. of Public Safety	1
K8-2014-HS-35-14	Lancaster County Sheriff's Office	2
K8-2014-HS-41-14	Greenville County Sheriff's Office	1

The DUI enforcement grant projects referenced above developed or enhanced DUI enforcement programs in an effort to directly impact traffic crashes, fatalities, and injuries. Specialized DUI enforcement was the priority for these enforcement projects; however, these projects also focused on other violations which, when manifested, lent themselves to a determination of possible impaired driving. There were 21 DUI enforcement officers funded through these projects. Through the diligent and committed efforts of these grant-funded officers, an impact was made in their communities, and contributions made to the effectiveness of the grant program.

### Alcohol Countermeasures – DUI Enforcement Projects Summary

Activities Funded/Implemented	Results
To conduct a minimum of 132 public safety checkpoints by September 30, 2014.	During the FFY 2014 grant period, the grant-funded DUI enforcement officers collectively conducted 389 public safety checkpoints.
To have an appropriate, corresponding increase in DUI arrests due to traffic enforcement efforts by the end of the grant period.	The grant-funded DUI enforcement officers collectively made 1,095 DUI arrests throughout the FFY 2014 grant period.
To have an appropriate, corresponding increase in traffic violation citations, in the number of speeding citations, for failure to yield right of way, following too closely, disregarding a signal/sign, improper turn and improper lane change and other violations by the end of the grant period as a result of enforcement activities to detect impaired drivers.	During the FFY 2014 grant period, the grant-funded officers wrote 15,307 traffic citations for speeding, failure to yield right of way, following too closely, disregarding a signal/sign, improper turn, improper lane change, and other violations.
To participate actively in the local Law Enforcement Networks.	The twelve (12) DUI enforcement projects funded during FFY 2014 participated in their respective local Law Enforcement Network by attending meetings and participating in multi-

	jurisdictional enforcement activity.
To train the DUI grant-funded officers in SFST through the SC Criminal Justice Academy.	Grant-funded DUI enforcement officers who had not been previously trained in SFST received this training through the SC Criminal Justice Academy during the FFY 2014 grant period.
To train the DUI grant-funded officers in DUI Trial preparation through the SC Commission on Prosecution Coordination.	The grant-funded DUI enforcement officers were trained in DUI Trial preparation through the SC Commission on Prosecution Coordination during the grant period.
To conduct a minimum of 66 educational presentations during the grant year to schools, churches, businesses and civic groups on the dangers of DUI.	During the grant period, the grant-funded officers collectively conducted 142 traffic safety presentations during the grant year for schools, churches, and business/civic groups on the dangers of DUI and the activities of their respective DUI Enforcement Teams.
To issue monthly press releases during the grant period.	The DUI projects collectively issued 127 press releases during the grant period.
To comply with the provisions of SC State statute Section 56-5-6560 for reporting data on non-arrest and non-citation traffic stops to SCDPS.	Grant-funded DUI enforcement projects reported 9,606 public contact warnings according to SC State statute Section 56-5-6560 for reporting data on non-arrest and non-citation traffic stops to SCDPS.



## Alcohol Countermeasures Program Overview

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### Alcohol Countermeasures – Education/Training Projects

**Subgrantee:** South Carolina Criminal Justice Academy  
**Project Number:** AL-2014-HS-26-14  
**Project Title:** Impaired Driving Countermeasures Training for Law Enforcement

The project maintained the State Impaired Driving Coordinator (SIDC) to coordinate the Drug Recognition Expert (DRE), Advanced Roadside Impaired Driving Enforcement (A-RIDE), and Standardized Field Sobriety Testing (SFST) impaired driver detection programs. The SIDC ensures that officers participating in the DRE, A-RIDE, and SFST programs are equipped with the knowledge, tools, and training needed to detect, arrest, and convict impaired drivers. Each of these classes is supported by the National Highway Traffic Safety Administration (NHTSA) and the International Association of Chiefs of Police. Through these classes, officers are better able to detect drivers impaired by drugs and alcohol.

The SC Criminal Justice Academy (SCCJA) is the only authorized law enforcement training facility in the state. SCCJA provides basic training for all law enforcement, detention, and telecommunications officers. The overall goal of this project was to continue the expansion of the DRE training program.

The SIDC taught 55 classes to 1,476 students over the course of the grant year. This resulted in 17 officers being awarded Drug Recognition Expert certifications and 6 officers being awarded Drug Recognition Expert Instructor Certifications during the grant cycle. These new DREs have conducted over 354 DRE evaluations from October 1, 2013, through September 30, 2014. The DRE program not only provided the officers of the State of South Carolina with the knowledge to make the appropriate charges, but also enabled the officers to work in proactive ways to reduce the collision rates and ultimately aid in reducing the number of overall fatalities in the state.

### **Alcohol Countermeasures – Education/Training Impaired Driving Countermeasures Training for Law Enforcement Project Summary**

<b>Activities Funded/Implemented</b>	<b>Results</b>
To conduct at least one (1) Drug Recognition Expert (DRE) course during the grant cycle.	During the grant period, the SIDC conducted a DRE course April 14–23, 2014, for 17 students. The SIDC also coordinated and conducted DRE “pre-schools” for the program to give law enforcement officers across the state the opportunity to qualify for the DRE program. The pre-schools also allowed the SIDC to identify the best prospective officers to enroll in DRE school. A total of 90 officers participated in DRE pre-school(s). Of the 90 officers who participated in the pre-schools, 17 participated in and successfully completed DRE school. Additionally, six (6) officers were awarded their DRE Instructor certification.
To conduct at least eight (8) Advanced Roadside Impaired Driving Enforcement (A-RIDE) trainings by the end of FFY 2014.	During the grant period, the SIDC participated in the coordination and training of 19 A-RIDE classes, teaching approximately 268 students.
To coordinate at least two (2) Standardized Field Sobriety Testing (SFST) Instructor	During the grant period, the SIDC assisted with the coordination and training of six (6) SFST instructor courses

trainings by September 30, 2014.	resulting in the certification of 83 SFST instructors.
To assist the SCCJA Traffic Safety Unit in the instruction of DataMaster training (DMT) classes, SFST Practitioner, SFST instructor, and SFST re-certification when his schedule permits.	During the grant period, the SIDC assisted the Traffic Safety Unit with five (5) DataMaster trainings (DMT), eighteen (18) SFST practitioner classes, and six (6) SFST instructor courses.
To track training and proficiencies of the officers participating in the DRE Program.	The SIDC maintains the database of information on the training and practical applications of the state's 125 DREs.

**Subgrantee:** South Carolina Commission on Prosecution Coordination  
**Project Number:** AL-2014-HS-27-14  
**Project Title:** Traffic Safety Resource Prosecutor

The project maintained the Traffic Safety Resource Prosecutor (TSRP) and an Administrative Assistant to address driving under the influence and highway safety issues 100% of the time. The TSRP provided technical assistance and legal research to prosecutors on a wide variety of legal issues, including probable cause; Standardized Field Sobriety Testing (SFST); implied consent; breath/blood testing; accusatory instruments; pre-trial procedures; trial practice; and appellate practice.

The TSRP coordinated and conducted 4 two-day regional DUI training programs during the grant period entitled "Prosecuting the Impaired Driver." Program topics included: *Case Law Update, Implied Consent, Effective Opening and Closing Arguments, DUI Issues at Trial, A Judge's Perspective, Effective Cross-Examination and Evidence Presentation, Toxicology, Underage Drinking Trends and Prosecution, and the SC Drug Recognition Expert Program.* Approximately 313 attendees were present for the regional trainings. In addition, the TSRP made presentations at a variety of venues on DUI law issues, most notably at the SC Court Administration's Magistrate Intensive Training on August 18-19, 2014, to 75 magistrates and municipal judges. Additional trainings conducted are referenced in the summary table below.

**Alcohol Countermeasures – Education/Training  
Traffic Safety Resource Prosecutor Project Summary**

Activities Funded/Implemented	Results
To prepare newsletters for distribution over the grant year to prosecutors, law enforcement officers, summary court judges, and other criminal justice professionals dealing with DUI and traffic safety-related issues.	The TSRP distributed approximately 2,500 newsletters entitled <i>Behind the Wheel</i> , to prosecutors, law enforcement officers, summary court judges, and other criminal justice professionals/agencies dealing with DUI and traffic safety related issues. The TSRP additionally contributed an article regarding the passage of <i>Emma's Law</i> . The legislation was signed by Governor Nikki Haley on April 14, 2014, and became effective on October 1, 2014. <i>Emma's Law</i> requires convicted first-time DUI offenders with a BAC of $\geq 0.15$ to place an Ignition Interlock Device on their vehicle.
To coordinate with the American Prosecutors Research Institute (APRI), National Highway Traffic Safety Administration (NHTSA), National Judicial College (NJC), MADD, National Association of Prosecutor Coordinators (NAPC), and other national and state organizations to obtain guest instructors, technical assistance, research data, and support for these courses.	The TSRP is a member of the TSRP Yahoo group designed for all TSRPs and a few other National District Attorney Association and NHTSA personnel dealing with traffic safety issues. The TSRP has used the National Law Center for impaired driving materials in presentations at regional DUI trainings. The TSRP also called upon prosecutors involved in NAPC for assistance in presentations that can be used in the trial advocacy component of the DUI trainings.

<p>To market NDAA/APRI, NHTSA, NJC, MADD, and NAPC as training resources to statewide prosecutors, law enforcement and judges.</p>	<p>During the grant period, the TSRP distributed NHTSA and NAPC material to prosecutors upon request. Copies of NHTSA's <i>Standardized Field Sobriety Testing Manual</i> and the NDAA and NHTSA's <i>Cops in Training</i> program were disseminated. The TSRP also distributed the NDAA's <i>CDL Quick Reference Guide</i> to prosecutors.</p>
<p>To provide at least six (6) statewide trainings to law enforcement officers, prosecutors, and magistrates to increase effective prosecution of highway safety offenses, particularly DUI, by September 30, 2014.</p>	<p>The TSRP coordinated and conducted 4 two-day regional DUI training programs entitled "Prosecuting the Impaired Driver" during the grant year for solicitors and law enforcement officers, with 313 individuals in attendance. Courses were held April 14-15, 2014 in Columbia; May 21-22, 2014 in Greenville; June 18-19, 2014 in Columbia; and July 22-23, 2014 in North Charleston. The TSRP co-presented on DUI video recording at the SC Court Administration's mandatory training for magistrates and municipal judges on November 1, 2013. Approximately 150 judges were in attendance. The TSRP presented South Carolina's DUI law and evidentiary issues at the SC Criminal Justice Academy to 19 magistrates and municipal judges on March 26, 2014, and 13 magistrates and municipal judges on July 30, 2014. Furthermore, the TSRP made presentations at a number of trainings on DUI law issues and traffic safety issues, most notably at the SC Court Administration's Magistrate Intensive Training on August 18-19, 2014, to 75 magistrates and municipal judges.</p>
<p>To assist in creating, sponsoring and implementing multi-disciplinary felony DUI training for prosecutors, law enforcement, and other criminal justice professionals located in NHTSA Region 4.</p>	<p>No training was implemented during the FFY 2014 grant period. However, the TSRP and other traffic professionals from NHTSA Region 4 continue to work together in the coordination of a multi-disciplinary felony training.</p>
<p>To prepare a registration flyer/form for the training courses and distribute to prosecutors, law enforcement, and summary court judges.</p>	<p>The TSRP was approved for and prepared approximately 1,200 registration flyers for 4 two-day regional training events.</p>
<p>To prepare and distribute course announcements, and select and notify attendees prior to each of the regional trainings. Select and coordinate training facilities prior to the end of the first quarter of the grant cycle.</p>	<p>The TSRP was successful in coordinating four (4) facilities for the regional trainings. Other administrative logistics such as the approval of course announcement(s) and registration(s) were also fulfilled during the first quarter of the grant cycle.</p>
<p>To recruit, select, train, notify, and coordinate course instructors and presenters at least 2 months prior to the scheduled course.</p>	<p>The TSRP coordinated with instructors and presenters for the four (4) regional trainings (Columbia (2), Greenville, and N. Charleston) that were conducted during the grant year.</p>
<p>To submit course schedules, locations, and invited participant rosters to the South Carolina Commission on Continuing Legal Education and the South Carolina Criminal Justice Academy before the end of the first quarter of the grant cycle.</p>	<p>The TSRP submitted proper requests for accreditation for CLE, Law Enforcement, and Judicial Education credit and submitted attendance rosters following each training to the appropriate agency. Approval for 10.5 hours of credit from each institution was given for each training.</p>
<p>To prepare a course evaluation for each training, and maintain on file copies of completed course evaluations.</p>	<p>Course evaluations were provided to the attendees at the 4 two-day regional trainings and the Magistrates Intensive Training Seminar. The evaluations were shared with Court Administration and speakers in order to make any necessary changes for future trainings.</p>
<p>To maintain a log of inquiries made by criminal justice professionals regarding criminal law, procedure, and/or special problems associated with</p>	<p>The TSRP has maintained a log of inquiries from law enforcement personnel, judges, and prosecutors associated with traffic-related cases, particularly DUI cases.</p>

the prosecution of (DUI) traffic-related cases.	
To provide technical assistance and legal research throughout the grant cycle to prosecutors, judges, and/or law enforcement agencies in the areas of detection, apprehension, and prosecution of impaired drivers.	The TSRP provided technical assistance and legal research throughout the grant cycle to prosecutors, judges, and/or law enforcement agencies in the areas of detection, apprehension, and prosecution of impaired drivers.
To provide the manner in which the TSRP reviews and/or accepts traffic-related cases, particularly DUI cases, for either consultation and/or second-chairing cases arising out of General Sessions and Magistrate court.	The TSRP developed an agreed upon protocol for the submission, review, and acceptance of General Sessions-level traffic cases for consultation or second-chairing. Each judicial circuit solicitor was sent a letter offering the TSRP as a resource for the prosecution of DUI-related cases.
To develop, maintain, and update a TSRP website to include current legal issues, case law updates, course information and registration, and contact information for the TSRP office.	During the majority of the FFY 2014 grant year, the TSRP website was under construction. The TSRP will continue to work with the Executive Director of the SC Commission on Prosecution Coordination in the development of the TSRP website.

## Alcohol Countermeasures Program Overview

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### Alcohol Countermeasures- Adjudication/Prosecution Projects

**Subgrantees:** Solicitor's Offices in the Fifth (composed of Richland and Kershaw Counties) and Twelfth (composed of Florence and Marion Counties) Judicial Circuits in South Carolina

**Project Numbers:** K8-2014-JC-39-14: Fifth Circuit Solicitor's Office  
K8-2014-JC-40-14: Twelfth Circuit Solicitor's Office

**Project Title:** Pilot DUI Court

The Pilot DUI Court grant projects provided funding and supporting equipment for (2) DUI Court Coordinators, one in each Judicial Circuit (Fifth and Twelfth) to develop and facilitate the DUI Court Program. Based on FARS and State data, both circuits contain a county or counties that have been identified as focus counties for DUI Countermeasures strategy efforts for FFY 2014. The Fifth Circuit contains Richland and Kershaw Counties, both of which were priority counties for FFY 2014 DUI countermeasures. The Twelfth Circuit contains Florence and Marion Counties, and Florence was a priority county for FFY 2014 DUI countermeasures. The Fifth and Twelfth Circuits have implemented the first Pilot DUI Courts in South Carolina. The Pilot DUI Courts are designed to prosecute, adjudicate, and monitor DUI cases and reduce DUI recidivism in South Carolina by integrating alcohol and drug treatment to break the cycle of addiction and the criminal activity that follows in its wake.

During the grant period, each Judicial Circuit (Fifth and Twelfth) hired a DUI Court Coordinator to oversee the logistics of the Pilot DUI Court program. In accordance with the *Ten Guiding Principles of DUI Courts* established by the National Center for DUI Courts (NCDC), each circuit also assembled a DUI Court Treatment Team comprised of a Judge, a law enforcement officer, a DUI Court Coordinator, a prosecutor, a public defender, and a treatment provider for the implementation of the Pilot DUI Court program.

As required by the NCDC, each of the DUI Court Treatment Teams attended specialized training through NHTSA/NCDC to become familiar with the process for developing and operating a DUI Court. The 1½ day (Twelfth) and 3½ day (Fifth) training programs significantly aided each judicial circuit in the overall planning and implementation of the pilot DUI Courts in accordance with the *Ten Guiding Principles of DWI Courts*.

Also in accordance with the NCDC's *Ten Guiding Principles of DWI Courts*, the Fifth and Twelfth Judicial Circuits have developed written guidelines, policies, and procedures for the operation of their respective Pilot DUI Court. After successful completion of the NCDC Training, each circuit began operation of a DUI Court and accepted eligible participants into the treatment-based programs.

### Alcohol Countermeasures – Pilot DUI Court Projects Summary

Activities Funded/Implemented	Results
To hire the DUI Court Coordinator within 90 days of the grant award.	Both the Fifth and Twelfth Circuits hired DUI Court Coordinators within 90 days of the grant award. Both coordinators have attended the NCDC DUI Court Training with their respective treatment teams.
To identify the DUI Court team members by March 17, 2014.	Both Circuits have established DUI Court Treatment Teams which include the DUI Court Coordinator, the

	Judge, a prosecutor, a public defender, a law enforcement officer, and a treatment provider. The members included on each treatment team represent all areas recommended by the NCDC's <i>Ten Guiding Principles for DUI Courts</i> with the exception of a probation officer, as the DUI Court participants in South Carolina are not on probation during their participation in the court.
To apply for the NHTSA/NCDC DWI Court Planning Training by March 17, 2014, and all DUI Court Team Members attend the training on the dates provided once available.	The Twelfth Judicial Circuit is operating as a Hybrid DUI court. Therefore, the DUI Court Treatment Team in the Twelfth Circuit completed the DWI Court 1½ day "Operational Tune-up Training" April 24-25, 2014, in Annapolis, MD. The Fifth Judicial Circuit's DUI Court Treatment Team completed the 3½ day DWI Court Planning Training July 28-31, 2014, in Minneapolis, Minnesota. The 3½ day training is designed for new DUI Court Teams currently not operating as a DWI Court.
To establish eligibility criteria for participants in the program by September 30, 2014.	Both Circuits have established eligibility criteria as part of their policies and procedures which are in line with the NCDC's <i>Ten Guiding Principles for DUI Courts</i> .
To establish criteria for indigent funds for participants who are unable to pay required fees for service, as well as criteria for participants who are unable to pay initially, but will become financially responsible for the fees later on (i.e. once employment is obtained, etc.) by September 30, 2014.	Both Circuits have established criteria for indigent funds for participants who are initially unable to pay required fees for service. Each circuit is working with participants who are deemed indigent to assist them in obtaining self-sufficiency.
To identify CARF Certified substance abuse treatment provider and establish contract by September 30, 2014.	Both Circuits have identified and entered into a contractual agreement with a CARF Certified substance abuse treatment provider who is represented on their respective treatment team.
To develop written policies, procedures and forms for the DUI Court for both staff and participants by September 30, 2014.	Both Circuits have developed policies and procedures, forms, and participant handbooks to guide the DUI Courts. As these are pilot projects, revisions/modifications to these documents are currently being reviewed by OHSJP to assess the operational components and the adjudication procedures.
To identify what programmatic data will be collected and the internal procedures for collecting and analyzing all data by September 30, 2014.	Both Circuits have well established Drug Courts, and the Twelfth Circuit is operating as a Hybrid Drug/DUI Court. Both Circuits are collecting programmatic data in the same way that they are currently collecting data from the Drug Courts.
To enroll of a minimum of 5 participants in the DUI Court by September 30, 2014.	By the end of the grant period, the Fifth Circuit had enrolled 10 participants in their DUI Court. The Twelfth Circuit had enrolled 3 participants; however, several potential participants have been interviewed.
To monitor the programmatic activity of participants in the DUI Court on an ongoing basis throughout the grant period.	Each Circuit has identified programmatic methods for monitoring participants while they are participating in the DUI Courts. The Twelfth Circuit is conducting random visits to participants at home or at work and conducting breathalyzer testing at that

	<p>time. They are testing participants weekly for drugs and/or alcohol use. The Twelfth Circuit will also begin using in-home breathalyzer testing for the most at-risk participants in the DUI Court.</p> <p>The Fifth Circuit is using the SCRAMx device to monitor participants in the DUI Court. The participants are required to check in weekly with the DUI Court Coordinator. The Fifth Circuit is also working on a system for conducting random home visits utilizing law enforcement personnel.</p>
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**Alcohol Countermeasures – Task Force**

**South Carolina Impaired Driving Prevention Council (SCIDPC)**

The South Carolina Impaired Driving Prevention Council (SCIDPC) continues to make progress in addressing impaired driving issues in South Carolina. The SCIDPC is composed of representatives from the SC Department of Public Safety (Director, Office of Highway Safety and Justice Programs (OHSJP), SC Highway Patrol, State Transport Police), the South Carolina Criminal Justice Academy, the State Senate, the Governor’s Office, the State Attorney General’s Office, the State House of Representatives, and 20 additional Federal, State, local, and private entities. The SCIDPC held three meetings during the FFY 2014 grant period, two full council meetings and one Enforcement, Prosecution, and Adjudication Subcommittee meeting. Major topics of discussions during the grant period included visiting legislation to make the Ignition Interlock Device mandatory for first-time offenders convicted of DUI, which subsequently passed in an amended form (applicable to first-time DUI offenders with a BAC of  $\geq 0.15$ ); addressing legislation that limits law enforcement to one BAC test at the time of a DUI arrest; and addressing the recommendations identified during the 2009 and 2013 NHTSA Impaired Driving Assessments. Using the 2009 and 2013 Impaired Driving Assessments as a blueprint, the SCIDPC continued its mission to improve impaired driving countermeasures in the state of South Carolina.

## Alcohol Countermeasures Program Overview

### Alcohol Countermeasures: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
M4PEM-2014-HS-25-14	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$661,771	\$366,074.32	Section 405d Impaired Driving High MAP-21
K8HV-2014-HS-25-14	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$638,239	\$676,683.58	Section 410 SAFETEA-LU
K8-2014-HS-25-14	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$164,854	\$98,694.77	Section 410 SAFETEA-LU
M4HVE-2014-HS-06-14	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Law Enforcement Coordination	\$500,000	\$301,010.48	Section 405d Impaired Driving High MAP-21
K8-2014-HS-09-14	Charleston County Sheriff's Office	Charleston County Sheriff's Office DUI Enforcement Team	\$161,313	\$159,841	Section 410 SAFETEA-LU
K8-2014-HS-21-14	Kershaw County Sheriff's Department	DUI Enforcement Team	\$207,699	\$164,144	Section 410 SAFETEA-LU
PT-2014-HS-21-14	Kershaw County Sheriff's Department	DUI Enforcement Team	\$3,542	\$3,542	NHTSA 402
K8-2014-HS-31-14	York County Sheriff's Office	York County Sheriff's Office DUI Enforcement Team (Continuation)	\$158,461	\$156,675	Section 410 SAFETEA-LU
PT-2014-HS-31-14	York County Sheriff's Office	York County Sheriff's Office DUI Enforcement Team (Continuation)	\$2,700	\$2,641	NHTSA 402
K8-2014-HS-33-14	Berkeley County Sheriff's Office	Traffic/DUI Enforcement	\$60,364	\$60,364	Section 410 SAFETEA-LU
K8-2014-HS-28-14	Richland County Sheriff's Department	Impaired Driving Enforcement	\$128,291	\$120,782	Section 410 SAFETEA-



					LU
K8FR-2014-HS-32-14	SC Department of Public Safety: Highway Patrol	SCHP Anderson County DUI Enforcement Team	\$175,045	\$160,705.87	Section 410 SAFETEA-LU
K8-2014-HS-35-14	Lancaster County Sheriff's Office	DUI Enforcement Unit for Lancaster County	\$169,124	\$147,253	Section 410 SAFETEA-LU
PT-2014-HS-35-14	Lancaster County Sheriff's Office	DUI Enforcement Unit for Lancaster County	\$4,500	\$2,479	NHTSA 402
K8-2014-JC-39-14	Fifth Circuit Solicitor's Office	DUI Court (Pilot)	\$115,649	\$57,578	Section 410 SAFETEA-LU
K8FR-2014-HS-30-14	SC Department of Public Safety: Highway Patrol	SCHP Spartanburg County DUI Enforcement Team	\$175,045	\$161,844	Section 410 SAFETEA-LU
K8-2014-HS-16-14	Lexington County Sheriff's Department	Advance Impaired Driver Enforcement (AIDE)	\$255,447	\$203,146	Section 410 SAFETEA-LU
PT-2014-HS-16-14	Lexington County Sheriff's Department	Advance Impaired Driver Enforcement (AIDE)	\$15,100	\$11,702	NHTSA 402
AL-2014-HS-26-14	South Carolina Criminal Justice Academy	Impaired Driving Countermeasures Training for Law Enforcement	\$130,185	\$126,399.94	NHTSA 402
K8-2014-HS-34-14	Orangeburg Department of Public Safety	DUI Special Enforcement	\$61,526	\$44,622	Section 410 SAFETEA-LU
K8-2014-HS-22-14	City of Charleston Police Department	City of Charleston Police DUI Enforcement Initiative	\$227,950	\$189,257	Section 410 SAFETEA-LU
K8-2014-JC-40-14	Office of Solicitor, Twelfth Judicial Circuit	Pilot DUI Court	\$74,558	\$56,601	Section 410 SAFETEA-LU
AL-2014-HS-27-14	South Carolina Commission on Prosecution Coordination	Traffic Safety Resource Prosecutor	\$161,570	\$102,059.05	NHTSA 402
K8-2014-	Greenville County	Enhanced DUI	\$92,856	\$46,473	Section 410

HS-41-14	Sheriff's Office	Enforcement			SAFETEAU-LU
PT-2014- HS-41-14	Greenville County Sheriff's Office	Enhanced DUI Enforcement	\$1,480	\$0	NHTSA 402
<b>Total All Funds</b>			<b>\$4,347,239</b>	<b>\$3,420,572.01</b>	
<b>Section 405d Impaired Driving High MAP-21</b>			<b>\$1,161,771</b>	<b>\$667,084.80</b>	
<b>Section 410 SAFETE A-LU</b>			<b>\$1,716,749</b>	<b>\$1,345,589.77</b>	
<b>Section 410 FR SAFETE A-LU</b>			<b>\$511,403</b>	<b>\$482,390.87</b>	
<b>Section 410 HV SAFETE A-LU</b>			<b>\$638,239</b>	<b>\$676,683.58</b>	
<b>NHTSA 402</b>			<b>\$319,077</b>	<b>\$248,822.99</b>	

## Occupant Protection Program Overview

### Occupant Protection Program Area

The Office of Highway Safety and Justice Programs has worked consistently to increase the usage rate of vehicle occupant protection devices by the South Carolina populace, and, thus, to save lives and reduce severe injury. Educational and enforcement strategies have paid off in recent years as the state's safety belt usage rate has climbed consistently since 2005. The state achieved a historically high rate of 91.7% in 2013 before declining slightly to 90% in 2014. However, much work remains to be done to ensure safety on the state's roadways. The following is a synopsis of progress made in this priority area during FFY 2014.

### Occupant Protection Program Management Goals:

1. To increase observed seatbelt usage rate 11.2 percentage points, from the 2009-2011 calendar base year average of 84.3% to 94.5% by December 31, 2014.

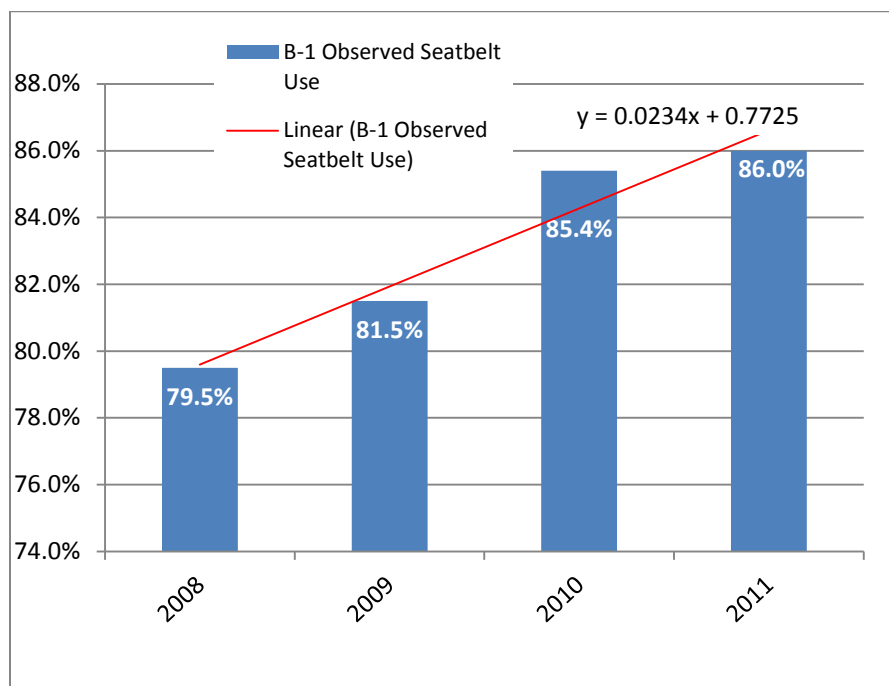


Figure B-1. South Carolina Observed Seatbelt Usage Rate, 3 Year Moving Average with Trend Analysis, 2006-2011.

The statewide safety belt survey conducted by the University of South Carolina concluded that 90.0% of South Carolina drivers and passengers used shoulder style safety belts in June 2014. This represents a slight decrease from 91.7% in June 2013, but is still 6 percentage points over the 2009-2011 average of 84%.

## Occupant Protection Program Overview

2. To decrease unrestrained motor vehicle occupant fatalities 5%, from the 2009-2011 calendar year average of 317 to 301, by December 31, 2014.

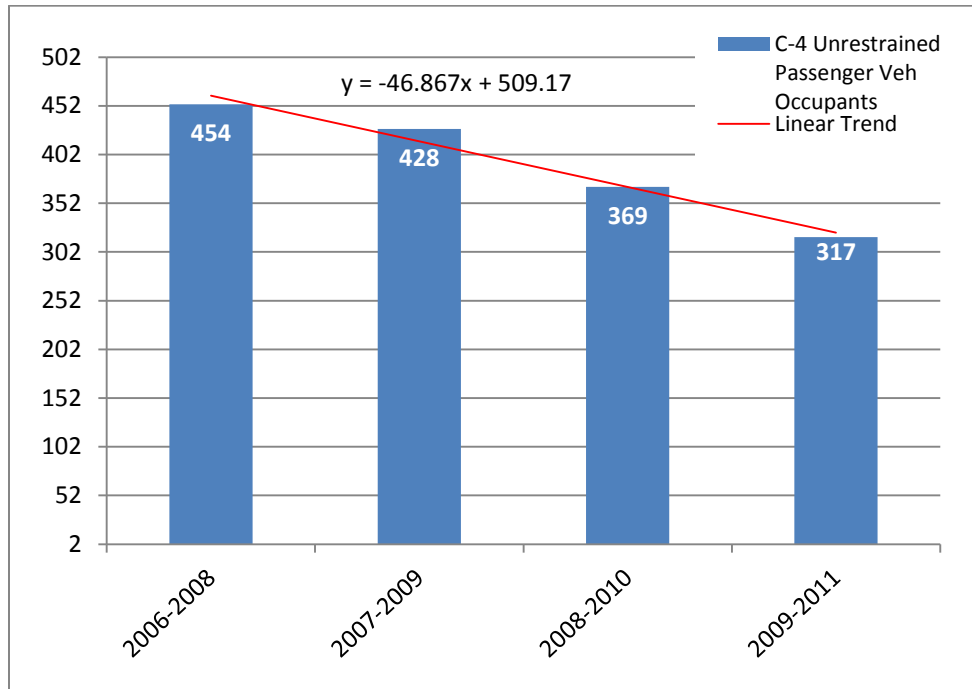


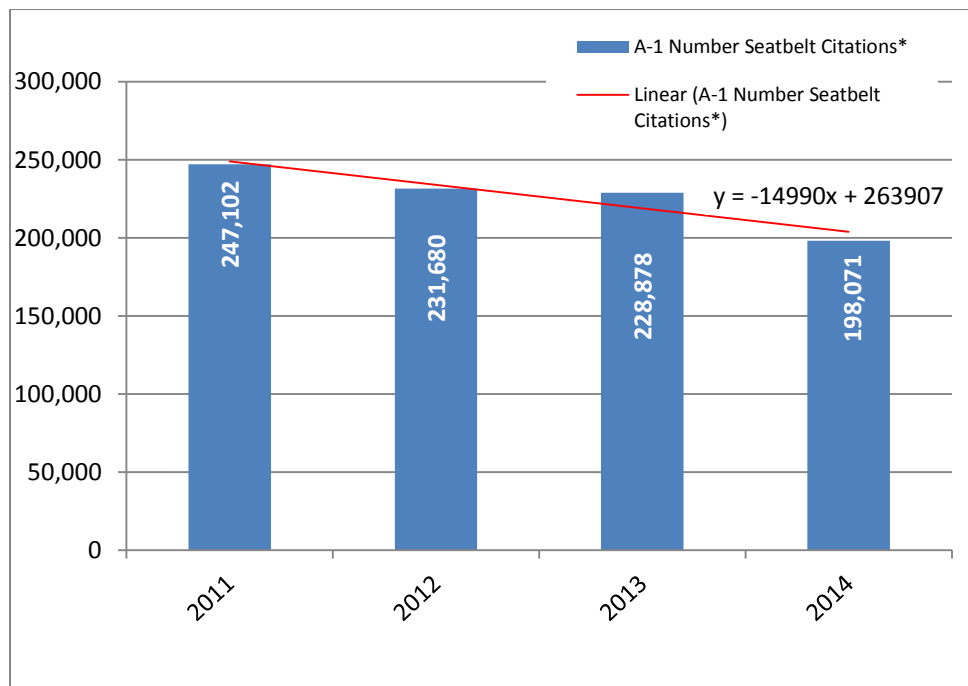
Figure C-4. South Carolina Unrestrained Motor Vehicle Occupant Fatalities, 3 Year Moving Average with Trend Analysis, 2006-2011.

Based on CY 2013 FARS data, unrestrained motor vehicle occupant fatalities decreased 23.7% from the 2009-2011 calendar base year average of 317 to 242 in 2013. The projected number of unrestrained motor vehicle occupant fatalities for 2014 is 280, an 11.7% decrease from the baseline three-year (2009-2011) average of 317.

## Occupant Protection Program Overview

### Activity Measure A-1

Activity Measure A-1 deals with the number of seatbelt citations issued by states over time. The chart below demonstrates that the state of South Carolina has been trending downward in terms of law enforcement activity relative to safety belt citations. According to NHTSA, there is no target required for this activity measure for the FFY 2014 Highway Safety Plan. Thus, the figure below is presented as demonstration of increased enforcement activity over the last four data points relative to this type of citation. This enforcement activity has likely contributed positively towards the state's steady increase in safety belt usage over time and to a reduction in traffic fatalities over time.



**Figure A-1. South Carolina Number of Seatbelt Citations Issued, 2011-2014.**

Annual figures demonstrate a 13.5% decrease in the number of seatbelt citations issued from 2013 to 2014.

## Occupant Protection Program Overview

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### Occupant Protection – Program Management Project

**Subgrantee:** SC Department of Public Safety: Office of Highway Safety and Justice Programs  
**Project Number:** OP-2014-HS-02-14  
**Project Title:** Occupant Protection Program Management

The Occupant Protection Program Management grant continued the development and implementation of occupant protection programs statewide. Specific activities of the Occupant Protection Program Manager (OPPM) included planning and coordinating special public information events during *Buckle Up, America! Week* in May 2014; planning events for the *National Child Passenger Safety Awareness Week* in September 2014; and planning, coordinating, and implementing, with the assistance of the SCDPS Contractor, the *Buckle up, South Carolina. It's the law and it's enforced.* public information, education, and enforcement campaign in the days up to and including the Memorial Day holiday of 2014. The Occupant Protection Program Manager (OPPM) continued to administer all Section 402 and Section 405-funded occupant protection programs. The OPPM was responsible for reviewing, monitoring, and providing technical assistance to project personnel. The project funds one (1) OPPM (50%), one (1) Planning and Evaluation Coordinator (20%), one (1) Administrative Assistant (20%), one (1) Administrative Manager (2%), and two (2) Senior Accountants (25% each).

#### Occupant Protection – Program Management Project Summary

Activities Funded/Implemented	Results
To increase the number of fitting stations from 74 to 81 by December 31, 2014.	As of November 1, 2014, there were 76 South Carolina Fitting Stations listed with the National Highway Traffic Safety Administration (NHTSA). The subgrantee has made efforts to increase the number of fitting stations resulting in 2 additional locations during the grant year.
To decrease the number of child deaths for children under six (6) by 10%, from 11 in 2011 to 9 by December 31, 2014.	Estimates from the OHSJP Statistical Analysis Center based on preliminary 2014 data indicate that as of December 15, 2014, there were twelve (12) deaths of children under the age of 6 in traffic crashes.
To plan and coordinate, with all Highway Safety Project Directors, special public information events during <i>Buckle Up, America! Week</i> in May 2014 and <i>National Child Passenger Safety Awareness Week</i> in September 2014.	A high-visibility statewide enforcement and education campaign ( <i>Buckle up, SC. It's the law and it's enforced.</i> ) was conducted around the Memorial Day holiday of 2014, modeled after the national <i>Click-it-or-Ticket</i> mobilization to emphasize the importance of and to increase the use of occupant restraints. The campaign included paid and earned media; increased enforcement activity by state and local law enforcement agencies; diversity outreach elements in order to increase safety belt and child restraint use among the state's minority populations; and a focus on nighttime safety belt enforcement to attempt to reduce unrestrained traffic fatalities and injuries, especially during nighttime hours.  <i>National Child Passenger Safety Week</i> was observed September 14-20, 2014. The Occupant Protection Program Manager participated in a Child Safety Seat

	Check event and provided law cards to SCDHEC to distribute around the state.
To continue to expand nighttime safety belt and child passenger safety seat enforcement efforts statewide.	All enforcement subgrantees were strongly encouraged to and did participate in night-time safety belt enforcement efforts, particularly around the <i>Buckle Up, South Carolina. It's the law and it's enforced.</i> campaign.
To develop and administer all occupant protection programs funded through the Highway Safety Program, including on-site programmatic monitoring of 100% of assigned projects; providing technical assistance as required; conducting monthly desk reviews of all assigned projects; and completing an evaluation report of all assigned projects.	The Program Manager contacted all subgrantees and scheduled all on-site monitoring visits during the second and third quarters of FY 2014. The Program Manager was available at all times for technical assistance.
To utilize the University of South Carolina to conduct a statewide observational safety belt usage survey and accompanying telephone surveys by June 2014, to determine if any change in the seat belt usage rate has occurred.	A statewide observational study was conducted in June 2014, utilizing the University of South Carolina. A final report submitted by the University summarizing the pre- and post-survey results indicated that South Carolina has a 90% safety belt usage rate. This is a slight decrease from 91.7% in 2013.

## Occupant Protection Program Overview

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### Occupant Protection – Education

**Subgrantee:** SC Department of Health and Environmental Control  
**Project Number:** OP-2014-HS-17-14  
**Project Title:** Travel Safe South Carolina

The project maintained a program which supported efforts to prevent injuries and deaths to children and adults in South Carolina caused by motor vehicle crashes through a partnership among the SC Department of Public Safety (SCDPS), SC Department of Health and Environmental Control (SCDHEC) and various safety partners. The main focus of the project was to educate and train local law enforcement and other first responders, public health agency staff, and parents and caregivers concerning Child Passenger Safety (CPS) and occupant restraint usage. Based on the results of the activities listed in the summary charts above and below, it is apparent that these grant projects contributed to meeting the highway safety targets identified in the Occupant Protection Program Area.

#### Occupant Protection - Travel Safe South Carolina Project Summary

Activities Funded/Implemented	Results
To conduct presentations regarding the proper use of seatbelts and child restraint devices by September 30, 2014.	By the end of the grant period, 88 presentations were conducted, reaching an estimated 2,371 people, regarding the proper use of seatbelts and child restraint devices.
To provide instruction for NHTSA Certified Technician classes by September 30, 2014.	By the end of the grant period, 13 NHTSA Certified Technician classes were conducted and 135 Technicians were trained.
To establish additional CPS Fitting Stations with non-traditional partners by September 30, 2014.	By the end of the grant period, 4 CPS Fitting Stations were established with non-traditional partners.
To plan and conduct educational activities in support of <i>National Child Passenger Safety Week</i> (September), <i>Buckle Up, America Week</i> (May) and the <i>Buckle Up, South Carolina Campaign</i> .	By the end of the grant period, the project staff had planned and conducted educational activities in support of <i>National Child Passenger Safety Week</i> (September), <i>Buckle Up, America Week</i> (May) and <i>Buckle Up, South Carolina</i> .
To conduct or participate in a minimum of 50 child safety seat check-up events by September 30, 2014.	By the end of the grant period, 47 child safety seat check-up events were conducted and participated in, and 499 seats were checked.
To participate in statewide seat belt enforcement and public information and education campaign, <i>Buckle Up South Carolina, It's the law and it's enforced!</i> and in the statewide DUI enforcement and public information campaign, <i>Sober or Slammer!</i>	DHEC fully participated in all Occupant Protection Programs: <i>National Child Passenger Safety Week</i> , <i>Buckle Up, South Carolina</i> , <i>Buckle Up America</i> and <i>Sober or Slammer!</i> campaigns. DHEC staff attended the SCDPS/OHSJP DUI Awards Ceremony and provided NHTSA 405 information to SCDPS/OHSJP. DHEC also attended the Special Needs Training sponsored by Upstate Safe Kids and Bradshaw Motors in Greer, SC.
To distribute and properly install child safety seats (convertible) as part of the diversity outreach project.	As a component of this grant, a Diversity Outreach project, which focused on Hispanic and African American populations, was implemented. In order to assure proper installation and use of occupant protection restraints, DHEC staff worked in conjunction with



	various safety partners to promote South Carolina's Primary Enforcement Safety Belt Law and Child Passenger Safety Seat Law. In addition to SCDPS, SCDHEC staff relied heavily on South Carolina Safe Kids and the eight (8) SCDHEC health regions that supported health departments in all forty-six (46) counties. Four hundred seventeen (417) child safety seats (convertible) were distributed and properly installed as part of the diversity outreach project.
To distribute and properly install child safety seats (booster) as part of the diversity outreach project.	As a component of this grant, a Diversity Outreach project which focused on Hispanic and African American populations was implemented. In order to assure proper installation and use of occupant protection restraints, DHEC staff worked in conjunction with various safety partners to promote South Carolina's Primary Enforcement Safety Belt Law and Child Passenger Safety Seat Law. In addition to SCDPS, SCDHEC staff relied heavily on South Carolina Safe Kids and the eight (8) SCDHEC health regions that supported health departments in all forty-six (46) counties. One hundred (100) High-Back booster seats were distributed and properly installed as part of the diversity outreach project.
To distribute the primary seat belt law in each of the DHEC health regions.	Primary seat belt law cards were distributed to all 4 DHEC health regions. Primary seat belt law education was incorporated into elementary school transportation safety audits.
To conduct Safety Seat convenience surveys statewide.	Nineteen (19) Safety Seat Surveys were conducted statewide.
To conduct continuing education classes to facilitate the recertification process for CPS technicians.	Twelve (12) continuing education classes were conducted to facilitate the recertification process with 72 technicians trained.
To conduct annual CPS Roundtable.	The annual CPS Roundtable was conducted on July 11, 2014.

## Occupant Protection Program Overview

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### Occupant Protection – University of South Carolina Safety Belt Survey

The statewide safety belt survey conducted by the University of South Carolina in June 2014 concluded that 90% of South Carolina drivers and passengers used shoulder style safety belts. This represents a slight decrease from 91.7% in June 2013, but is still 6 percentage points over the 2009-2011 average of 84%.

The following chart shows statistical data relative to the last ten (10) statewide safety belt surveys conducted by the University of South Carolina.

**Percentage Safety Belt Use By Demographic Category**

	6/04	6/05	6/06	6/07	6/08	6/09	6/10	6/11	6/12	6/13	6/14
Male	64.2	62.2	67.6	68.4	74.2	77.1	82.3	81.8	87.6	89.8	88.3
Female	75.4	78.7	79.3	84.5	85.8	87.8	90.6	89.4	93.3	93.9	91.6
Driver	66.7	70.3	73.0	74.6	79.1	81.3	86.0	86.4	90.0	91.0	89.9
Passenger	64.5	66.5	70.8	74.0	78.2	82.1	85.4	85.6	90.0	94.6	89.3
Urban	66.5	68.0	73.5	75.2	80.3	82.3	87.4	85.6	91.4	91.0	89.0
Rural	63.6	73.5	70.1	73.0	76.0	79.5	80.5	87.0	88.5	94.2	93.1
White	69.5	74.1	76.4	77.8	82.4	84.7	88.5	86.5	91.3	93.1	91.6
Non-white	56.7	58.0	63.8	67.2	70.9	74.1	80.6	82.2	87.8	87.5	85.1
Cars	69.2	72.3	75.7	77.7	81.1	84.3	86.6	88.2	92.0	92.3	90.7
Trucks	52.5	60.8	63.8	67.8	73.3	75.0	81.7	78.7	86.0	90.0	86.9
Overall	65.7	69.7	72.5	74.5	79.0	81.5	85.4	86.0	90.5	91.7	90.0

According to the statewide observational surveys conducted by the University of South Carolina's Statistical Laboratory, safety belt usage for South Carolina decreased from 91.7% in 2013 to 90.0% in 2014. Women continue to be more likely than men to use safety belts (91.6% to 88.3%); drivers were slightly more likely than passengers to use safety belts (89.9% to 89.3%); and rural occupants used safety belts at a higher rate than urban occupants (93.1% to 89.0%). White occupants had a higher rate of use than non-white occupants (91.6% to 85.1%), while car occupants were more likely to wear safety belts than truck occupants (90.7% to 86.9%).

## Occupant Protection Program Overview

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### Occupant Protection: Budget Summary

<b>Project Number(s)</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Budget Source</b>
<b>OP-2014- HS-02-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety</b>	<b>Occupant Protection Program Management</b>	<b>\$129,511</b>	<b>\$85,547.83</b>	<b>NHTSA 402</b>
<b>K2-2014- HS-02-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety</b>	<b>Occupant Protection Program Management</b>	<b>\$66,962</b>	<b>\$68,342.12</b>	<b>Section 405 OP SAFETEA- LU</b>
<b>M1HVE- 2014-HS- 02-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety</b>	<b>Occupant Protection Program Management</b>	<b>\$333,038</b>	<b>\$318,368.30</b>	<b>Section 405b OP High MAP-21</b>
<b>OP-2014- HS-17-14</b>	<b>SC Department of Health and Environmental Control</b>	<b>Travel Safe South Carolina</b>	<b>\$143,422</b>	<b>\$115,766.92</b>	<b>NHTSA 402</b>
<b>NHTSA 402 Total</b>			<b>\$272,933</b>	<b>\$201,314.75</b>	
<b>Section 405 OP SAFETEA- LU Total</b>			<b>\$66,962</b>	<b>\$68,342.12</b>	
<b>Section 405b OP High MAP- 21 Total</b>			<b>\$333,038</b>	<b>\$318,368.30</b>	
<b>Total All Funds</b>			<b>\$672,933</b>	<b>\$588,025.17</b>	

## **Police Traffic Services Program Overview**

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### **Police Traffic Services (PTS) Program Area**

Traffic law enforcement plays a crucial role in deterring impaired driving, increasing safety belt and child restraint usage, encouraging compliance with speed laws, and reducing other unsafe driving actions. A combination of highly visible enforcement, public information, education, and training is needed to achieve a significant impact in reducing crash-related injuries and fatalities in South Carolina.

The Office of Highway Safety and Justice Programs in South Carolina has assisted numerous law enforcement agencies over the years by providing grant funds for the establishment of full-time traffic enforcement units. When traffic units are developed, they have included comprehensive enforcement and public education programs. A comprehensive traffic enforcement effort, involving such components as selective enforcement, public education activities, and accountability standards, creates a noticeable improvement in highway safety. Law enforcement agencies, through this program area have implemented selective DUI enforcement, traffic speed enforcement and enforcement of the State's occupant protection laws. Traffic officers and deputy sheriffs have received training in radar operations, occupant protection issues, and specialized DUI enforcement (SFST, DRE, etc.). They have then incorporated speed detection, DUI detection, and detection of safety belt/child restraint violations as the other major components of their programs.

## Police Traffic Services Program Overview

### Police Traffic Services – Program Management Goals:

1. Decrease speeding-related fatalities 5%, from the 2009-2011 calendar base year average of 300 to 285 by December 31, 2014.

#### South Carolina Speeding Related Fatalities, 3 Year Moving Average with Trend Analysis, 2006-2011.

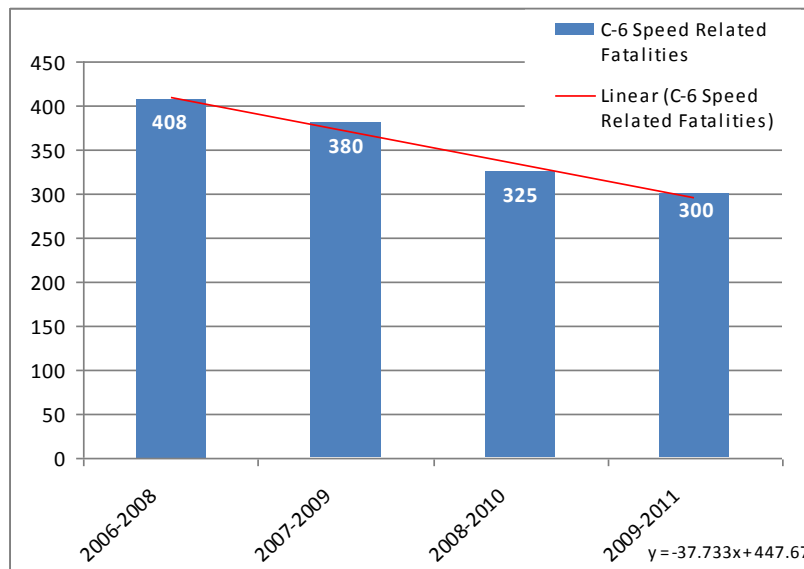


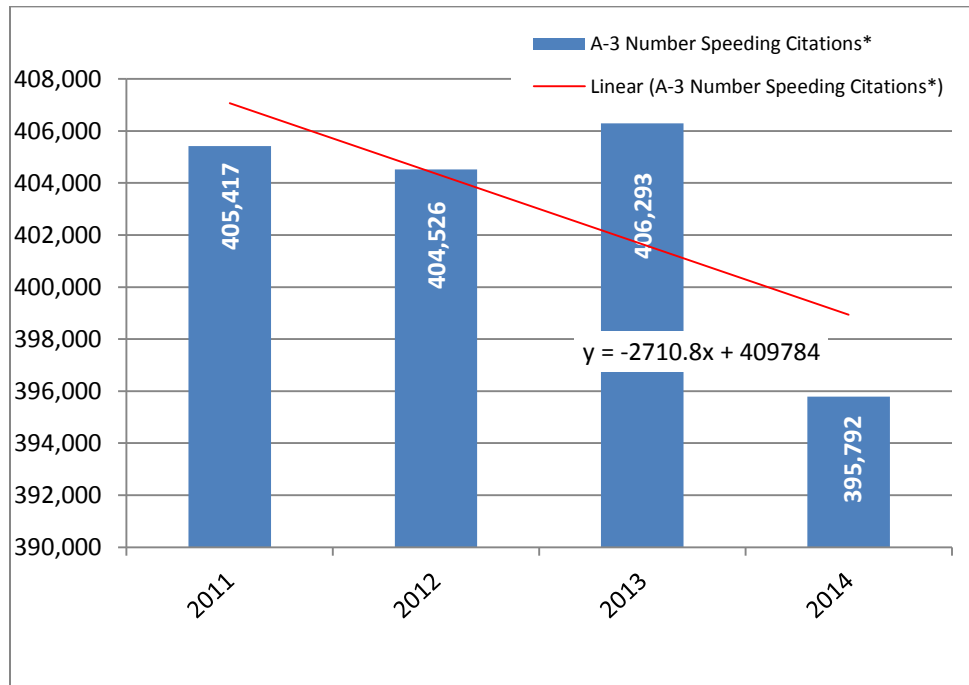
Figure C-6.

Based on CY 2013 FARS data, speeding-related fatalities increased 2% from the 2009-2011 calendar base year average of 300 to 306 in 2013. OHSJP Statistical Analysis and Research Section predicts 280 speeding-related fatalities for CY 2014, which is a 6.7% reduction from the CY 2009-2011 average of 300 speeding-related fatalities.

## Police Traffic Services Program Overview

### Activity Measure A-3

Activity measure A-3 relates to the number of speeding citations issued in South Carolina. The National Highway Traffic Safety Administration (NHTSA) does not require a target to be established for this activity measure; however, the data below demonstrates that the state is experiencing a downward trend in speeding citations issued.



**Figure A-3 Speeding Citations**

Annual figures demonstrate a 2.6% decrease in the number of speeding citations issued from 2013 to 2014.

## Police Traffic Services Program Overview

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### Police Traffic Services – Program Management Project

**Subgrantee:** SC Department of Public Safety: Office of Highway Safety and Justice Programs  
**Project Number:** MOPT-2014-HS-05-14  
**Project Title:** Police Traffic Services (PTS) Program Management

The Office of Highway Safety and Justice Programs has assisted numerous law enforcement agencies over the years by providing grant funds for the establishment of full-time traffic enforcement units. There is a continued need to support the establishment and enhancement of specialized traffic enforcement units in agencies statewide. While speed, impaired driving, and strong occupant protection enforcement must remain top priorities for law enforcement personnel, other hazardous driving habits that are major factors in causing traffic crashes must also be addressed through appropriate enforcement interventions. When traffic units are developed, they have included comprehensive enforcement and public education programs. A comprehensive traffic enforcement effort, involving such components as selective enforcement, public education activities, and accountability standards, creates a noticeable improvement in highway safety.

This grant project provides oversight, monitoring, project development activities, and technical support for a variety of police traffic services projects statewide. The project funds one (1) PTS Program Manager (50%), one (1) Program Coordinator II (20%), one (1) Administrative Assistant (20%), two (2) Senior Accountants (25% each), and one (1) Administrative Manager (2%).

### Police Traffic Services - Program Management Project Summary

Activities Funded/Implemented	Results
To provide ongoing technical assistance to all PTS programs, including responding to correspondence and revision requests, making monthly telephone contacts, desk monitoring projects, and providing for needed training and technical assistance to local project staff as requested.	Technical assistance was provided to all PTS programs throughout the grant period. Project Directors were routinely asked if assistance was needed. The Program Manager contacted all subgrantees and scheduled all on-site monitoring visits during the second and third quarters of FFY 2014.
To develop and implement PTS projects in areas where analysis of traffic collision and citation data indicates a major traffic safety problem. The PTS projects funded are located in counties identified as having a significant problem with alcohol and/or speed-related traffic collisions and fatalities.	Five (5) PTS projects were implemented throughout South Carolina in areas that demonstrated a significant problem with the occurrence of alcohol and/or speed-related traffic collisions and fatalities, which included Dorchester, Lexington, Richland and York Counties. The following agencies were awarded PTS projects: City of Columbia Police Department, Dorchester County Sheriff's Office, Lexington Police Department, Rock Hill Police Department, and Summerville Police Department. The South Carolina Criminal Justice Academy was also funded to provide training to officers throughout the state.
Law Enforcement Networks will continue to meet to share information among agencies, to disseminate information from the Office of Highway Safety and Justice Programs, and to conduct multi-jurisdictional traffic enforcement activity.	The Law Enforcement Networks, which are established in the 16 judicial circuits through a coordinating host agency, continued to meet on a monthly or bi-monthly basis during the grant year to share information among agencies, to disseminate information, and to conduct

	multi-jurisdictional traffic enforcement activity. All Police Traffic Services subgrantees participate in their respective Law Enforcement Networks.
To develop educational programs to accompany traffic enforcement and DUI enforcement projects to increase community awareness of traffic safety-related issues.	During FFY 2013 and FFY 2014, the SCDPS implemented a traffic safety initiative entitled "Target Zero." Target Zero encompasses a variety of enforcement and educational strategies with a view toward eliminating traffic fatalities on South Carolina roadways. The complete release of the concept was unveiled to the motoring public in the early months of 2014. The agency has adopted "A goal we can all <b>live</b> with." as the supporting slogan for Target Zero.
To require grant-funded traffic safety enforcement programs throughout the state to participate in Law Enforcement Networks established in the 16 Judicial Circuits in South Carolina.	All FFY 2014 traffic safety enforcement project subgrantees were compliant with the Terms and Conditions of the grant award, which required grant-funded officers to actively participate in the local Law Enforcement Networks during the grant term.
To require grant-funded traffic safety enforcement projects to participate in statewide and national highway safety emphases and enforcement crackdown efforts.	Through the coordination efforts of the SCDPS Office of Highway Safety and Justice Programs, South Carolina local and state law enforcement agencies participated in the following statewide and national mobilization campaigns: Christmas/New Year's <i>Sober or Slammer! (SOS)</i> , Memorial Day <i>Buckle Up, South Carolina. It's the Law and it's Enforced! (BUSC)</i> and Labor Day <i>SOS</i> . The <i>SOS</i> mobilizations mirrored the national <i>Drive Sober or Get Pulled Over</i> mobilization crackdown, and the <i>BUSC</i> mobilization mirrored the national effort called <i>Click It or Ticket</i> . The OHSJP Law Enforcement Liaisons assisted with the formulation, coordination, and implementation of all of the South Carolina high-visibility enforcement mobilizations.



## Police Traffic Services Program Overview

### Police Traffic Services – Enforcement Projects

There were five (5) police traffic services enforcement projects awarded to local law enforcement agencies statewide during FY 2014. These grant-funded projects are listed below:

<b>Project Number</b>	<b>Agency</b>	<b>Grant-Funded Officers</b>
PT-2014-HS-11-14	City of Columbia	2
PT-2014-HS-12-14	Rock Hill Police Department	2
PT-2014-HS-13-14	Dorchester County Sheriff's Office	2
PT-2014-HS-14-14	Summerville Police Department	2
PT-2014-HS-15-14	Lexington Police Department	2

The above-referenced projects developed or enhanced traffic enforcement programs necessary to directly impact traffic crashes, fatalities, and injuries. While speeding-related enforcement was a priority, these projects were also required to focus on DUI enforcement, occupant protection enforcement, other moving violations that contribute to traffic collisions, and public information/education regarding traffic issues. There were ten (10) traffic safety officers funded through these projects. Through the diligent and committed efforts of these grant-funded officers, the projects were able to make an impact in individual communities and contributed to the overall effectiveness of the grant program.

### **Police Traffic Services – Enforcement Projects Summary**

<b>Activities Funded/Implemented</b>	<b>Results</b>
To conduct a minimum of one (1) public safety checkpoint per subgrantee per month by September 30, 2014.	Grant-funded officers conducted 136 public safety checkpoints by September 30, 2014.
To have a corresponding, appropriate increase in citations for violations such as failure to yield right-of-way, following too closely, disregarding sign/signal, improper turn, and improper lane change by September 30, 2014, due to enhanced traffic enforcement efforts over the course of the grant period.	By the end of the grant period, 5,572 traffic violation citations were written by the grant-funded officers for violations such as failure to yield right of way, following too closely, disregarding a signal/sign, improper turn, improper lane change, and other moving violations as a result of enforcement activities to detect impaired drivers.
To have a corresponding, appropriate increase in the number of speeding citations by September 30, 2014, due to enhanced traffic enforcement efforts over the grant period.	Grant-funded officers issued 8,502 speeding citations by September 30, 2014, due to enhanced traffic enforcement efforts over the grant period.
To have a corresponding, appropriate increase in the number of citations for safety belt and child restraint violations by September 30, 2014, due to enhanced traffic enforcement efforts over the grant period.	Due to enhanced traffic enforcement efforts over the grant period, 1,628 citations for seat belt violations and 162 child restraint violations were issued by September 30, 2014.
To conduct twelve (12) traffic safety presentations per project for area schools, businesses, military installations, churches, or civic groups by September 30, 2014.	Grant-funded officers conducted 81 traffic safety presentations to 5,023 people for area schools, businesses, military installations, churches, and civic groups by September 30, 2014.
To plan and conduct special enforcement and education activities in support of national and statewide highway safety initiatives, to include <i>BUSC</i> (May) and <i>National Child Passenger Safety Week</i> (September).	The projects and the PTS Program Manager planned and conducted special enforcement and education activities in support of national and statewide highway safety initiatives, including <i>BUSC</i> (May) and <i>National</i>

	<i>Child Passenger Safety Week (September).</i>
To participate actively in the local Judicial Circuit Law Enforcement Network.	All subgrantees participated in their local Judicial Circuit LENSs.
To participate in all aspects (enforcement, education and media) of the <i>Sober or Slammer</i> sustained DUI enforcement campaign, to include at least one (1) specialized DUI enforcement activity (checkpoints/saturation patrols) per month and an additional four (4) nights of specialized DUI enforcement activity during the Christmas/New Year's 2013-2014 and Labor Day 2014 enforcement crackdowns.	Subgrantees participated in all aspects (enforcement, education and media) of the <i>Sober or Slammer</i> sustained DUI enforcement campaign, including at least one (1) specialized DUI enforcement activity (checkpoints/saturation patrols) per month and an additional four (4) nights of specialized DUI enforcement activity during the Christmas/New Year's 2013-2014 and Labor Day 2014 enforcement crackdowns.
To comply with the provisions of SC state statute 56-5-6560 (reporting data on non-arrest and non-citation traffic stops to the SCDPS).	The subgrantees complied with the provisions of SC state statute 56-5-6560 (reporting data on non-arrest and non-citation traffic stops to the SCDPS).

## Police Traffic Services Program Overview

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### Police Traffic Services – Law Enforcement Coordination Project

**Subgrantee:** SCDPS: Office of Highway Safety and Justice Programs  
**Project Number:** PT-2014-HS-06-14  
**Project Title:** Law Enforcement Coordination

The Law Enforcement Coordination Grant project continued to develop and maintain the Law Enforcement Network system, worked to establish and maintain relationships between the OHSJP and law enforcement agencies around the state, and garnered law enforcement support of and participation in statewide enforcement mobilization campaigns. The project also provided Law Enforcement Network mini-grants to established networks around the state. The networks had been established to coordinate and promote law enforcement efforts in the state, disseminate information among agencies, and provided needed training for the more than 250 agencies within the state. The project funds two (2) Law Enforcement Liaisons (100% each), one (1) Administrative Assistant (20%), two (2) Senior Accountants (25% each), one (1) Law Enforcement Manager (15%), one (1) Program Coordinator II (20%), and one (1) Administrative Manager (2%).

### Police Traffic Services – Law Enforcement Coordination Project Summary

Activities Funded/Implemented	Results
To assist in developing and implementing statewide enforcement campaigns during the course of the grant period, to include all Target Zero efforts, such as <i>Buckle Up, South Carolina. It's the law and it's enforced.</i> Christmas/New Years and Labor Day <i>Sober or Slammer!</i> initiatives.	Through the coordination efforts of the SCDPS Office of Highway Safety and Justice Programs, South Carolina law enforcement began a sustained impaired driving enforcement campaign on December 1, 2013, which concluded on Labor Day, September 1, 2014. Also, South Carolina local and state law enforcement agencies participated in the Christmas/New Year's <i>Sober or Slammer</i> mobilization that ran from December 13, 2013–January 1, 2014; the Memorial Day <i>Buckle Up, South Carolina. It's the law and it's enforced (BUSC)</i> mobilization which ran from May 19, 2014, through June 1, 2014; and the Labor Day <i>Sober or Slammer (SOS)</i> mobilization which ran from August 15, 2014, through September 1, 2014. The <i>SOS</i> mobilizations mirrored the national <i>Drive Sober or Get Pulled Over</i> mobilization, and the <i>BUSC</i> mobilization mirrored the national effort called <i>Click It or Ticket</i> . The OHSJP Law Enforcement Liaisons assisted with the formulation, coordination, and implementation of all of the South Carolina high-visibility enforcement mobilizations.
To establish and maintain relationships among the OHSJP and state and local law enforcement agencies in the state.	The LELs provided technical and program assistance for traffic safety and enforcement to the 47 county law enforcement agencies (46 county sheriffs' offices and 1 county police department) and 216 state, municipal, federal, and college/university law enforcement agencies during the grant period.
To solicit participation by law enforcement agencies statewide in all mobilization campaign efforts during the course of the grant period.	The Law Enforcement Liaisons requested and secured significant participation (approximately 85% of agencies statewide) in the sustained impaired driving and high-visibility enforcement mobilizations through letters, emails, face-to-face conversations, and phone calls.

<p>To continue to develop and maintain Law Enforcement Networks throughout the state.</p>	<p>Each of the 16 judicial circuits statewide has a law enforcement network, and all 16 Circuits together make up the SC Law Enforcement Network, or SCLLEN. Each LEN has a coordinating agency which received a small mini-grant award to fund LEN activities, such as meetings, reporting and participation incentives for member law enforcement agencies, and enforcement/media activities. The Law Enforcement Liaisons attended the monthly or bi-monthly meetings held by each LEN.</p>
<p>To coordinate the awarding of Law Enforcement Network Support Grant Awards in the state.</p>	<p>Each of the Law Enforcement Networks received a \$28,000 mini-grant. This grant was split, with 25% going to a host agency for coordinating the grant in its network, and 75% to maintain the network.</p>
<p>To attend at least 50% of Law Enforcement Network meetings statewide during the course of the grant year.</p>	<p>The Law Enforcement Liaisons attended more than 80% of the LEN meetings that were held in the grant period. As previously stated, some LENs met monthly and some met bi-monthly (every other month). At each meeting, an LEL presented information on the high-visibility enforcement mobilization, possible grant application periods, traffic death statistics and trends, and other related traffic safety information. Attendance at the LEN meetings is an important part of the Law Enforcement Liaisons' duties.</p>
<p>To assist in the coordination of traffic safety education for South Carolina law enforcement through the Law Enforcement Networks.</p>	<p>The Law Enforcement Liaisons provided technical assistance and leadership for the 16 Law Enforcement Network Coordinators throughout the grant period. Through conversations with the LEN Coordinators and Assistant Coordinators, the LELs provided assistance in obtaining speakers for the monthly or bi-monthly meetings.</p>
<p>To submit Quarterly Reports and a Final Narrative Report indicating project progress during the course of the grant year.</p>	<p>The LELs submitted Quarterly Reports and a Final Narrative Report for the FFY 2014 grant period.</p>

## Police Traffic Services Program Overview

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### Police Traffic Services - Education/Training Projects

**Subgrantee:** South Carolina Criminal Justice Academy (SCCJA)  
**Project Number:** PT-2014-HS-07-14  
**Project Title:** Traffic Safety Officer Program

The project continued the Traffic Safety Officer certification and training program through the South Carolina Criminal Justice Academy (SCCJA), with its primary purpose being to help reduce fatalities and injuries on the state's roadways. This was accomplished by providing comprehensive, advanced traffic enforcement/investigative training to the state's traffic law enforcement officers so that these officers could more effectively enforce the state's traffic laws. Professionally trained officers help prevent collisions through a greater ability to enforce the traffic laws, thus resulting in changed driving behaviors on the part of the general public.

SCCJA also continued the Traffic Safety Instructor Program. These officers are required to complete the Traffic Safety Officer Program and also satisfactorily complete the following classes: Advanced DUI SFST Instructor and Speed Measurement Device Instructor. In addition, officers are required to successfully complete two (2) of the following courses: Motorcycle Collision Reconstruction, Pedestrian Bicycle Collision Investigation, and Commercial Vehicle Collision Reconstruction.

### **Police Traffic Services – Traffic Safety Officer Program Project Summary**

<b>Activities Funded/Implemented</b>	<b>Results</b>
To utilize the grant-funded TSO Instructors to provide training classes in the field of Traffic Collision Reconstruction, DUI Detection, and Breath Testing Certification. The TSO Instructors will continue to provide more proactive training to officers in issues pertaining to pedestrians, motorcycles, commercial vehicles, court procedures, and DUI.	The subgrantee provided the Speed Measurement Device course, which reduced the number of training hours required by condensing the formerly separate RADAR and LIDAR classes into one class. The subgrantee provided a total of 110 training classes to 3,405 students across the state. Of those, the subgrantee provided 11 training classes in the field of Traffic Collision Reconstruction, 76 DUI Detection and Breath Testing Certification courses, and 23 law enforcement training classes, including Safe and Legal Traffic Stops (SALTS) and courtroom procedures.
To provide additional training for the TSO Instructors by attending conferences and approved seminars, which enable the TSO Instructors to develop additional classes and/or update current classes.	The Traffic Safety Unit awarded 30 new officers Traffic Safety Officer certification awards. The projected number of new TSOs was not met. Many officers were not able to attend the TSO conference to complete qualifications due to work schedules.
To schedule, conduct, and track the 116 training classes offered by the CJA during the grant period.	The South Carolina Criminal Justice Academy updated all classes and provided 110 training classes to 3,405 students across the state of South Carolina.

## Police Traffic Services Program Overview

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### Police Traffic Services (PTS)/Speed Enforcement Program Area: Budget Summary

<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Budget Source</b>
PT-2014- HS-05-14	SC Department of Public Safety: OHSJP	Police Traffic Services (PTS) Program Management	\$116,440	\$83,769.05	NHTSA 402
PT-2014- HS-06-14	SC Department of Public Safety: OHSJP	Law Enforcement Coordination	\$844,798	\$476,438.74	NHTSA 402
PT-2014- HS-11-14	Columbia Police Department	FY2014 Enhancement of Traffic Division (Year 3)	\$119,546	\$118,399	NHTSA 402
PT-2014- HS-13-14	Dorchester County Sheriff's Office	Dorchester County Traffic Enforcement Unit	\$157,214	\$124,185	NHTSA 402
PT-2014- HS-12-14	City of Rock Hill	Enhancement of the City of Rock Hill Traffic Enforcement Unit	\$129,371	\$124,747	NHTSA 402
PT-2014- HS-14-14	Summerville Police Department	Traffic Enforcement Unit Enhancement	\$122,883	\$122,703	NHTSA 402
PT-2014- HS-07-14	SC Criminal Justice Academy	Traffic Safety Officer Program	\$401,702	\$356,766	NHTSA 402
PT-2014- HS-15-14	Lexington Police Department	Town of Lexington Enhancement of Traffic of Police Traffic Services	\$177,372	\$159,580	NHTSA 402
<b>Total All Funds</b>			<b>\$2,069,326</b>	<b>\$1,566,587.79</b>	
<b>402 Total</b>			<b>\$2,069,326</b>	<b>\$1,566,587.79</b>	

## Traffic Records Program Overview

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### Traffic Records and Data Program Area

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

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 traffic records system.

### Traffic Records and Data Program - Program Management

**Subgrantee:** SC Department of Public Safety: Office of Highway Safety and Justice Programs  
**Project Number:** K9-2014-HS-03-14  
**Project Title:** Traffic Records Improvements

The Traffic Records Improvement grant project furthers the development, coordination, and implementation of the South Carolina Collision and Ticket Tracking System (SCCATTS) project along with a number of traffic records projects outlined in the South Carolina Traffic Records Strategic Plan (TRSP). The project funds one (1) SCCATTS Project Manager (100%), one (1) Traffic Records Data Analyst (100%), one (1) State Traffic Records Coordinator (70%), one (1) Special Programs Manager (27.3%), and one (1) SCCATTS Records Analyst/Trainer (10%).

### **Traffic Records and Data Program – Traffic Records Improvements Project Summary**

<b>Activities Funded/Implemented</b>	<b>Results</b>
Data Extract For SCDOT	This project was created to issue data on a quarterly basis to the SCDOT for uses in roadway studies. Since 2 <sup>nd</sup> quarter of FFY 2014, this has been active.
To increase the amount of characters used for the Uniform Traffic Ticket number from 12 characters to 20 characters.	The project was completed by SCDMV. This was implemented to prevent the State's Uniform Traffic Ticket (UTT) number from duplicating. Despite the new UTT numbering schema's currently being 15 characters, this increase provided room for expansion. This enhancement was applied to the SCDMV Phoenix system
To increase the number of electronically submitted collision reports from 60% of the total number of collision reports to 80%.	The total percentage of electronically produced collision reports has increased to 78%.

To increase from 40% of vehicle identification numbers captured to 70% by September 30, 2014.	Currently, 70.35% of all vehicle identification numbers are being captured through the SCCATTS collision reporting capability.
To increase from 0% to 10% the number of electronic citation reports captured by September 30, 2014.	The Uniform Traffic Ticket is still being developed by Visual Statement and is simultaneously being tested by SCDPS staff. The new form has been through 4 revisions up to this point. Once completed, the initial law enforcement pilot test will be with the SCHP.
To create local agency Records Management System (RMS) interfaces for the local law enforcement agencies which have already gone live with SCCATTS collision reporting during FFY 2014.	None of the local law enforcement agencies have been interfaced for the transfer of data. Similar to last year, there were a few procurement issues which subsequently delayed the progress of this project. OHSJP is currently working with the SCDPS procurement section to expedite a solution.
To provide SCCATTS hardware (laptop computers, barcode scanners, and in-car printers) and training to local law enforcement agencies to allow their participation in the SCCATTS reporting initiative.	SCDPS has continued to deploy hardware to collision investigating agencies. Based on a strategy developed by SCDPS and SCDOT, the hardware will be provided to agencies that investigate 100 or more reportable collisions annually. In FFY 2014, 60 complete hardware setups, 350 printers, and 400 scanners were deployed to agencies meeting those criteria.

**Traffic Records Program Area: Budget Summary**

<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Budget Source</b>
<b>K9-2014- HS-03-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety</b>	<b>Traffic Records</b>	<b>\$750,000</b>	<b>\$243,124.25</b>	<b>Section 408 SAFETEA-LU</b>
<b>TR-2014- HS-03-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety</b>	<b>Traffic Records</b>	<b>\$261,331</b>	<b>\$20,526.32</b>	<b>NHTSA 402</b>
<b>Total All Funds</b>			<b>\$1,011,331</b>	<b>\$263,650.57</b>	
<b>Section 408 SAFETE A-LU Total</b>			<b>\$750,000</b>	<b>\$243,124.25</b>	
<b>NHTSA 402</b>			<b>\$261,331</b>	<b>\$20,526.32</b>	



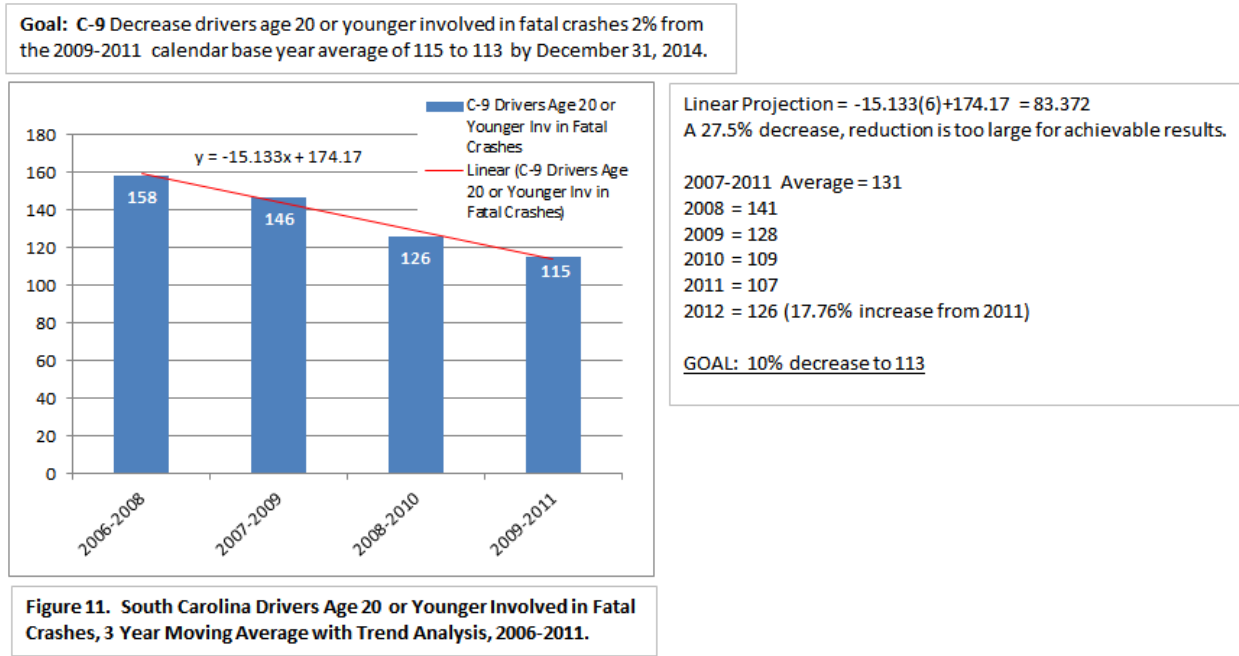
# Community Traffic Safety Program Overview

## Community Traffic Safety Program

The Community Traffic Safety Program is a comprehensive grant project which focuses on the dissemination of traffic safety information in a variety of ways, including statewide campaigns, data sharing, training, special project emphases, and special events that can have a significant positive impact on individual communities to improve driving behaviors and to reduce negative traffic statistics.

### Community Traffic Safety Program Goals:

1. To decrease the number of drivers age 20 or younger involved in fatal crashes by 10% from the 2009-2011 calendar base year average of 115 to 104, by December 31, 2014.



Based on CY 2013 FARS data, drivers age 20 or younger involved in fatal crashes decreased 13.9% from the 2009-2011 calendar base year average of 115 to 99 in 2013. The Statistical Analysis and Research Section of the OHSJP projects that the 2012-2014 average number of drivers age 20 or younger involved in fatal crashes will be 110, which represents a 4.3% reduction from the 2009-2011 average of 115 drivers.

## Community Traffic Safety Program Overview

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### Community Traffic Safety Program Project

**Subgrantee:** SCDPS: Office of Highway Safety and Justice Programs  
**Project Number:** SA-2014-HS-04-14  
**Project Title:** Public Information, Outreach and Training

The Public Information, Outreach, and Training (PIOT) grant is a Section 402-funded project developed to improve the state's capability to support national and statewide conferences, seminars, and workshops of relevance to the Highway Safety Program and other interested traffic safety stakeholders and to upgrade the skills of those who participate. Through the project, a large number of individuals, both within and outside of the OHSJP, were sent to highway safety-related training programs during the grant period (i.e., Lifesavers Conference, Southeastern Colonel's Conference, Law Enforcement Liaison regional meeting, Governors Highway Safety Association Annual Conference, etc.).

OHSJP subgrantees received training through this grant project. In addition to a Project Management course for first-time Project Directors, the Program Managers and Grants Accounting staff met with the Project Directors and Financial Representatives during Pre-work Conferences. The meetings covered key aspects of project management, including data collection, procurement practices, and other needed technical information. The meetings also provided instruction on how and when to prepare budget revisions, how to complete progress reports, and how to complete reimbursement requests. Applicable federal and state regulations governing the implementation of projects were thoroughly discussed. In addition, the annual Funding Guidelines Workshop was held in December 2013 in Columbia to assist applicants in preparing applications for FFY 2015.

During FFY 2014, in cooperation with the agency contractor, a new project was developed to promote the *Target Zero* umbrella campaign for SCDPS. A major component of this project included the production of a new video featuring citizens of South Carolina sharing their perceptions of highway safety in South Carolina and nationwide. The seven-minute video was completed prior to May 2014 and unveiled at the *Buckle Up, South Carolina. It's the law and it's enforced.* kickoff press event held at SCDOT. The agency contractor also created four (4) sixty-second regional videos that are intended for television placement. These spots featured prominent landmarks in the four (4) major regions of the state: the Midlands (Columbia area); the Lowcountry (Charleston area); the Upstate (Greenville area); and the Pee Dee (Florence/Myrtle Beach area). The spots are currently being used in presentations by agency staff and law enforcement, and funding is being sought to air them on television statewide in CY 2015. The total cost of this project was \$75,000.

The OHSJP continued to fund a statewide billboard project in FFY 2014 that targeted the "vulnerable roadway user" (VRU) motoring population and all other motorists that interact with them daily on South Carolina roadways. The VRU population includes motorcyclists, moped occupants, bicyclists and pedestrians. The \$40,000 project launched in April 2014 and was built upon the "*Look.*" theme designed the previous year. The colorful billboard campaign prompted motorists in SC to recall the messaging from the previous year. This campaign brought the four (4) target populations into one billboard but maintained the "*Look.*" design. The billboards, in essence, informed motorists that looking out for vulnerable roadway users and sharing the road responsibly with them can save lives. Priority counties were identified for billboard placement that experienced the highest number of VRU traffic fatalities from 2009-2013. The project concluded in September 2014.

## Community Traffic Safety Program Overview

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Additionally, during the month of December 2013, the SCDPS's OHSJP continued to promote the use of designated drivers as part of its efforts to curb drinking and driving. The campaign effort was called "*Be a SANTA – a Sober All Night Totally Awesome! Designated Driver*" and included television and billboard advertising. This designated driver campaign by the OHSJP was focused in the Greenville area during the Christmas/New Year's holiday period of 2013-2014, but had exposure statewide through television and billboard advertising. The agency contractor, Fisher Communications, Inc., created, produced, and distributed the "Be a SANTA" television commercial spot and designed and produced digital billboards for the campaign.

The project also continued a statewide motorcycle safety campaign from May to September 2014. The campaign included two (2) Myrtle Beach bike rallies in May and emphasized the fifteen (15) priority counties with the highest number of motorcyclist fatalities in 2013. The campaign utilized the "Look," "Ride Smart," and "Share the Road" themes, as well as emphasizing the proper use of safety equipment. The campaign incorporated paid and earned media, including billboard advertising and the distribution of educational material to bikers at the Myrtle Beach rallies. In addition, the SCDPS partnered with the SCDOT to use SCDOT's variable message boards statewide to display the message, "Ride Smart. Look for Motorcycles." and "Drive Smart. Look for Motorcycles."

The OHSJP also continued participation in several public outreach projects during FFY 2014. The OHSJP worked with the SC Highway Patrol Community Relations Officers (CROs) to promote back-to-school safety initiatives during various weeks throughout August 2014 in support of *School Zone Safety Week*. The efforts of the CROs included the dissemination of safety messages and handouts concerning pedestrian safety and information on the new school bus "stop-arm" camera legislation.

Sports marketing continued to be an effective outlet to reach the public with highway safety messaging. The High School Ticket Campaign was once again funded by the OHSJP to place safety messaging on approximately five (5) million tickets to athletic and other events (proms, plays, etc.) during the 2013-2014 academic year and also in the early months of the 2014-2015 academic year. These messages targeted teen drivers, as well as their parents and friends, who attended these events. The total funds expended for this project was \$77,500.

Distracted driving (specifically, texting while driving) is a growing problem nationwide and across South Carolina. Collisions, injuries, and deaths as a result of distracted driving are on the rise in South Carolina. As a result of this, OHSJP joined a new sports marketing effort in FFY 2014 to encourage drivers to take the pledge not to text while driving. The campaign was referred to as the *Game Over: It Can Wait Texting Challenge* and contained public information and education components, which included paid and earned media. This campaign focused on a thirty-second radio spot that was aired in November 2013, concentrating on two collegiate football weekends in South Carolina, at the University of South Carolina (USC) and Clemson University. The campaign included participation from the SCDPS, the South Carolina Department of Insurance (SCDOI), the National Safety Council and private sponsors. During a press event on November 6, 2013, South Carolina Governor Nikki Haley issued a friendly challenge to USC and Clemson students encouraging them to take the AT&T "It Can Wait" pledge, which represents a promise to not text while driving. USC was declared the winner with 53.6% of the 3,285 pledges and received bragging rights along with billboards located near the USC campus announcing the winning school, all the while raising awareness about this important issue. Motor vehicle crashes are the leading

## Community Traffic Safety Program Overview

cause of death among 15-20 year olds in the United States and more than 49% of young drivers admit to using handheld electronic devices while operating a vehicle.

The project also developed and implemented an Annual Victims' Memorial Service for the families of those lost in traffic-related fatalities in CY 2013. The Annual Victims' Memorial Service was held at Bible Way Church of Atlas Road in Columbia, SC, on April 26, 2014. The service included a special message from the State Transport Police (STP) Colonel and a video tribute to those who lost their lives on our roadways. The service drew about 700 people, including state and local law enforcement. Media coverage was received to promote and cover the event.

Other outreach efforts included the coordination of a successful booth display at the SC State Fair, which was held from October 9-20, 2013. The theme of the fair exhibit was "Look," and materials relevant to vulnerable roadway user safety and other significant highway safety issues were distributed. In addition, the booth featured an impaired/distracted driving simulator with which booth visitors could interact.

The project funds one (1) Public Affairs Manager (100%), one (1) Administrative Assistant (20%), one (1) Special Programs Manager (40%), one (1) Administrative Manager (2%), and one (1) Program Coordinator II (20%).

### Community Traffic Safety Program: Public Information, Outreach and Training Project Summary

Activities Funded/Implemented	Results
<p>To send individuals to specialized highway safety-related programs by September 30, 2014.</p>	<p>Overall, this project has provided travel and/or registration fees for more than thirty (30) individuals to attend highway safety training programs around the country. During this grant period, funds were provided for individuals within and outside the OHSJP to attend one or more of the following:</p> <p>During the quarter from October 2013 to December 2013:</p> <ul style="list-style-type: none"> <li>• one (1) trooper from the SC Highway Patrol attended the Operation CARE International Conference in Louisville, KY, in October;</li> <li>• one (1) senior accountant with the OHSJP attended Government Financial Officer Association classes at the University of South Carolina in Columbia, SC, throughout the quarter;</li> <li>• two (2) senior accountants and the business manager attended the NHTSA Financial training in Atlanta, GA, in November.</li> </ul> <p>During the quarter from January 2014 to March 2014:</p> <ul style="list-style-type: none"> <li>• the Commander and a major in the SC Highway Patrol attended the International Association of Chiefs of Police (IACP) Conference in New Orleans, LA, in March 2014 (partially funded);</li> <li>• the OHSJP Director and Law Enforcement Support Services Manager attended the Law Enforcement Liaison Regional Meeting in Athens, GA, in March 2014;</li> </ul>

	<ul style="list-style-type: none"> <li>• the Law Enforcement Support Services Manager and Business Manager conducted a DDACTS training in Greenville, SC, in March 2014.</li> </ul> <p>During the quarter from April 1, 2014 to June 30, 2014:</p> <ul style="list-style-type: none"> <li>• the Public Affairs Manager, the Strategic Highway Safety Plan Manager, a Law Enforcement Liaison, and several Troopers attended the Lifesavers Conference in Nashville, TN, in April 2014;</li> <li>• the Planning and Evaluation Coordinator attended the NHTSA DUI Court Training in Annapolis, MD, in April, 2014;</li> <li>• the OHSJP Director, Law Enforcement Support Services Manager, and the Commander and Lieutenant Colonel of the SC Highway Patrol attended the Southeastern Colonel’s Conference in Atlanta, GA, in April 2014;</li> <li>• two (2) Senior Accountants attended the Managing Federal Finances training in Dupont, WA, in June 2014;</li> <li>• the Business Manager, two (2) Senior Accountants, and the Grants Administration Manager attended the Government Financial Officers Association Conference in Columbia, SC, in May 2014;</li> <li>• the Planning and Evaluation Coordinator attended the Highway Safety Program Management Class at the Traffic Safety Institute in Oklahoma City, OK, in June 2014.</li> </ul> <p>During the quarter from July 1, 2014 to September 30, 2014:</p> <ul style="list-style-type: none"> <li>• six (6) Highway Patrol troopers attended SCARS Accident Reconstruction training in Charleston, SC, in July 2014;</li> <li>• the Grants Administration Manager attended the NHTSA/DWI Courts workshop in Minneapolis, MN, in July 2014;</li> <li>• the Law Enforcement Support Services Manager attended the Hands Across the Border events in South Carolina in August 2014;</li> <li>• two (2) SC Highway Patrol troopers attended the 2014 C.A.R.E Conference in Salt Lake City, Utah, in September 2014;</li> <li>• the OHSJP Director, Strategic Highway Safety Plan Manager, Planning and Evaluation Coordinator, and Grants Administration Manager attended the GHSA Annual Meeting in Grand Rapids, MI, in September 2014;</li> <li>• and two (2) Senior Accountants attended the Financial Planning and Budgeting Course in Columbia, SC, in September 2014.</li> </ul>
<p>To coordinate statewide public information and outreach efforts to promote compliance with occupant protection and impaired driving laws.</p>	<p>The OHSJP continued to promote educational efforts, campaigns, and initiatives under the umbrella theme <i>Target Zero</i>. Specific targeted campaign efforts aimed to increase seat belt compliance rates (<i>Buckle Up, SC</i>).</p>

	<p><i>It's the law and it's enforced.</i>) and to combat impaired driving (<i>Sober or Slammer!</i>) were held throughout the grant period. An emphasis was also placed on reducing the number of fatalities within the “Vulnerable Roadway Users” group (motorcyclists, bicyclists, pedestrians, and moped occupants) through the continued use of the <i>Look</i> campaign.</p>
<p>To improve observed safety belt usage rates in South Carolina through the <i>Buckle Up, SC. It's the law and it's enforced.</i> enforcement and education campaign.</p>	<p>OHSJP staff worked with local project personnel and law enforcement officials to implement the <i>Buckle Up, SC. It's the law and it's enforced.</i> program throughout South Carolina during the 2014 Memorial Day holiday period in an effort to improve safety belt usage rates within the state. Despite the observed belt usage rate's dropping from 91.7% in 2013 to 90.0% in 2014, the enforcement/education campaign was deemed successful as the state's safety belt usage rate remained at 90% or above for the third consecutive year.</p>
<p>To continue placing an emphasis on educating and informing the state's citizens and visitors about the state's primary enforcement safety belt law.</p>	<p>The OHSJP staff, along with inter-agency and outside stakeholders, continued to disseminate information on the state's primary enforcement safety belt law through community events and partnerships. A <i>Buckle Up. It's the law.</i> message appeared statewide on SCDOT's variable message boards on designated dates, coupled with corresponding enforcement activities. The OHSJP and SCDPS also participated in NHTSA's <i>Child Passenger Safety Week</i>, which was held September 14-20, 2014, attending seat check events in local communities and taking part in the <i>National Seat Check Saturday</i> (Saturday, September 20, 2014). Messages about safety belt usage were also pushed out to the public through social media platforms and agency releases/press events.</p>
<p>To continue a sustained DUI enforcement initiative through various efforts, including <i>Sober or Slammer!</i></p>	<p>The OHSJP staff implemented the 2014 Law Enforcement DUI Challenge, which continued similar elements from FFY 2013. The Challenge ran from December 2013 through September 2014, and while statewide enforcement was utilized, the Challenge focused on the priority counties which were identified by NHTSA FARS data and South Carolina state data as having significant problems with DUI-related crashes, injuries, and fatalities. Counties were chosen based on a combination of state and FARS data, examining fatal and severe injury alcohol-impaired data in the state of South Carolina for the time period 2007-2011. In addition, the state added priority counties in the 4<sup>th</sup>, 6<sup>th</sup>, and 14<sup>th</sup> Judicial Circuits in order to ensure that each Law Enforcement Network statewide was represented in alcohol-impaired enforcement and educational efforts emphases in the state for FFY 2014. The state chose the county in these respective networks which had the worst fatality and severe injury alcohol-impaired statistical data as its representative county in the priority list. Those</p>

	<p>counties were Horry, Lexington, Charleston, Greenville, Richland, Spartanburg, Berkeley, Orangeburg, Aiken, Florence, Anderson, York, Sumter, Beaufort, Darlington, Kershaw, Dorchester, Pickens, Oconee, and Lancaster. These counties represent approximately 79% of the state's population and accounted for 74.2% of all alcohol-impaired driving fatalities from 2007 to 2011. Paid and earned media efforts were garnered during the two (2) annual <i>Sober or Slammer!</i> enforcement crackdowns, which occurred during the Christmas/New Year's 2013-2014 and Labor Day 2014 holiday periods. Heavy emphasis was placed on impaired driving reduction efforts through partnerships with approximately 200 SC law enforcement agencies, which included the use of multi-jurisdictional checkpoints, saturation patrols, and high-visibility enforcement.</p>
<p>To reach diverse populations throughout the state in all <i>Target Zero</i> major mobilization efforts.</p>	<p>The OHSJP staff worked with the agency contractor to ensure that placement of all paid media efforts included Spanish-language channels, as well as other various networks that appealed to a broad representation of all SC citizens. Radio advertising was distributed in English and Spanish for all major mobilizations and campaigns. Young drivers, as well as their families, were reached through the use of a high school ticket campaign which was estimated to deliver approximately 5 million imprints with highway safety messaging on tickets distributed at the majority of the state's high schools at major events, such as athletic contests, proms, plays, and other significant events. Other major <i>Target Zero</i> campaigns (<i>Buckle Up, SC., Sober or Slammer!, etc.</i>) emphasized placement of television and radio spots on stations and during time slots that attracted African American, Hispanic, youth, and rural male audiences.</p>
<p>To conduct a Traffic Victims Memorial Service for families of highway crash victims lost in the year 2013 by May 2014.</p>	<p>A Memorial Service was held April 26, 2014, at Bible Way Church of Atlas Road in Columbia. The service included a special message from STP Colonel Leroy Taylor and a video tribute. The service drew about 700 family members of persons killed in traffic collisions in 2013. State and local law enforcement agencies were well represented at the service as well. News outlets promoted and covered the event, including television and print earned media opportunities.</p>
<p>To conduct a statewide billboard campaign to increase public awareness of vulnerable roadway user safety issues during FFY 2014.</p>	<p>The OHSJP continued a \$40,000 billboard campaign in April 2014 to focus on safety issues related to vulnerable roadway users, particularly motorcyclists, moped riders, bicyclists, and pedestrians. The campaign targeted several focus counties that experienced high rates of deaths among vulnerable roadway groups during the four-year period from 2009 to 2013: Greenville, Horry, Charleston, Spartanburg, Lexington, Richland, Anderson, York, Florence, Sumter, Aiken, Orangeburg, and Beaufort. The campaign also supported public outreach and enforcement efforts by the SC Highway</p>

	Patrol to address the increase in deaths occurring in South Carolina among these vulnerable groups. The campaign featured a continuation of the <i>Look</i> campaign that was used in the previous year, including “Share the Road” and <i>Target Zero</i> messages. The colorful billboard campaign prompted motorists in SC to recall the messaging from the previous year, which featured billboards dedicated to individual vulnerable roadway user groups. This campaign brought the four (4) target populations into one billboard but maintained the <i>Look</i> design. The billboards, in essence, informed motorists that looking out for vulnerable roadway users and sharing the road responsibly with them can save lives.
To coordinate activities during a <i>School Zone Safety Week</i> during the late summer of 2014.	The OHSJP worked with the SC Highway Patrol Community Relations Officers (CROs) to promote back-to-school safety initiatives. The efforts of the CROs included the dissemination of safety messages and handouts concerning pedestrian safety and information on the new school bus “stop-arm” camera legislation. A press event was held by SCDPS to highlight the changes to the bus laws. Partner law enforcement agencies also participated in their local communities and sent in reports of their activities.
To conduct a statewide motorcycle safety campaign, focusing on the counties having the majority of motorcyclist fatalities in 2013, beginning in May 2014 and running through September 30, 2014.	The agency contractor was utilized to conduct a motorcycle safety campaign that included radio and billboard paid advertising during the month of May for the Myrtle Beach Bike Weeks. In addition, the OHSJP conducted a sustained media effort from May 2014 through September 2014 in fifteen (15) priority counties that experienced the highest number of motorcyclist fatalities in 2013. This portion of the campaign also included billboard and radio advertising. This campaign was in addition to the motorcycle safety elements present in the vulnerable roadway user, or <i>Look</i> , statewide billboard campaign.
To coordinate Highway Safety booths and exhibits at various statewide events, including the 2013 SC State Fair.	The OHSJP staff coordinated a successful booth display at the SC State Fair, which was held from October 9-20, 2013. The theme of the fair exhibit was “ <i>Look,</i> ” and materials relevant to vulnerable roadway user safety and other significant highway safety issues were distributed. In addition, the booth featured an impaired/distracted driving simulator with which booth visitors could interact.
To conduct a safety campaign in the 200 high schools in the state utilizing highway safety messages printed on tickets for athletic and other special events, and public address announcements/printed advertising at sporting events during FFY 2014.	Through the PIOT grant, a high school ticket campaign placed a highway safety message on approximately 5,000,000 tickets printed and used by high schools statewide for sporting and other special events during the 2013-2014 academic year. The OHSJP, in conjunction with the agency contractor, printed four (4) different messages for use throughout the year focusing on speeding, DUI, safety belt use, and distracted driving. Accompanying posters were distributed to high schools as well.
To coordinate a campaign to address speed-related	This strategy was not pursued during the FFY 2014



<p>collisions in partnership with the SC Highway Patrol.</p>	<p>calendar year for various reasons. One major factor was the passing of new legislation banning texting while driving. This created opportunities to address the issue of distracted driving throughout the FFY 2014 period. Additionally, priority was given to the <i>Target Zero</i> campaign efforts to expedite the production of a new video spot, which was completed in May 2014. This strategy will be re-evaluated to determine if it is feasible for upcoming years.</p>
<p>To continue to seek partnerships with other highway safety stakeholder groups.</p>	<p>The OHSJP worked on projects throughout the year with organizations such as MADD, AAA, the National Safety Council, Operation Lifesaver, and the Palmetto Cycling Coalition, as well as a variety of state agencies.</p>

## Community Traffic Safety Program Overview

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### Community Traffic Safety Project: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
SA-2014- HS-04-14	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training	\$734,000	\$539,918.71	NHTSA 402
K6-2014- HS-04-14	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training (Motorcycle 2010 Funds)	\$155,258	\$155,420.58	Section 2010 SAFETEA- LU
PS-2014- HS-04-14	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training Pedestrian/Billboard Campaign	\$40,000	\$33,141.60	NHTSA 402
M9MA- 2014-HS-04- 14	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcyclist Awareness Campaign	\$44,742	\$0	Section 405f Motorcyclist Awareness MAP-21
<b>Total All Funds</b>			<b>\$974,000</b>	<b>\$728,480.89</b>	
<b>NHTSA 402</b>			<b>\$774,000</b>	<b>\$539,918.71</b>	
<b>Section 2010 SAFETEA- LU</b>			<b>\$155,258</b>	<b>\$155,420.58</b>	
<b>Section 405f Motorcyclist Awareness MAP-21</b>			<b>\$44,742</b>	<b>\$0</b>	

# Motorcycle Safety Program Overview

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## Motorcycle Safety Program

Motorcycle deaths statewide rose from 2013 compared to 2012 - with 126 vs. 110 fatalities, respectively. With this in mind, the Office of Highway Safety and Justice Programs (OHSJP) implemented a six-month-long (spring/summer) comprehensive paid media campaign that complemented enforcement efforts throughout the year and the outreach efforts conducted during the following Myrtle Beach motorcycle rallies in May: Myrtle Beach Bike Week (May 9-18, 2014), and Atlantic Beach Bike Fest (May 23-26, 2014). The sustained campaign began in April and continued through September, with a focus on 15 priority counties that experienced the highest number of motorcycle fatalities in 2013; Horry, Charleston, Greenville, Richland, Aiken, Anderson, Dorchester, Sumter, Lexington, Orangeburg, York, Berkeley, Colleton, Kershaw, and Spartanburg. The campaign theme built upon the “*Look!*” messaging used successfully in past campaigns. In addition, all outreach efforts incorporated a “Share the Road” message targeting both motorists and motorcyclists.

The campaign utilized radio public service announcements, outdoor advertising, printed educational materials, SC Department of Transportation (SCDOT) variable message boards, and promotional items and displays placed and distributed at motorcycle rallies and events. The campaign used a six-month-long comprehensive paid media campaign that complemented enforcement efforts throughout the year and the outreach efforts conducted during the Myrtle Beach Bike Week and Atlantic Beach Bike Fest motorcycle rallies in May 2014. The campaign continued a previous billboard campaign launched in 2013 based simply on the word “*Look.*” The campaign as a whole focused on all vulnerable roadway users (pedestrians, motorcyclists, bicyclists, and moped riders). However, motorcycle safety funds were used only toward the billboards focusing on motorcyclists. The billboards used vivid colors against a black background to create a compelling visual. The contractor also produced a radio spot with a “Share the Road” message which aired during the six-month safety campaign. The campaign budget for this project was \$207,420. In addition to the above campaign components, the OHSJP continued its partnership with the SCDOT to use its variable message boards around the state during designated time periods throughout the campaign effort. The alternating messages shown on the message boards were, “Ride Smart. Motorcycles are Everywhere.” and “Drive Smart. Motorcycles are Everywhere.” This messaging was made available to the campaign at no cost. This proved extremely valuable to the campaign effort, as literally hundreds of thousands of motorists were exposed to campaign messaging while they were in the act of driving and/or riding.

Additionally, the Motorcycle Safety Task Force (MSTF) continued to meet and form partnerships with various state, federal, and local agencies, as well as community groups, to develop and implement strategies to reduce the number of motorcycle crashes, fatalities, and injuries. The MSTF was created in 2006 by SCDPS in response to, and to focus attention on, the increasing numbers of traffic fatalities involving motorcyclists in South Carolina and nationwide. The MSTF played an instrumental role in guiding the development and ultimate approval of the motorcycle safety campaign effort put forth by SCDPS in FFY 2014. The OHSJP also continued its support of a project funded in 2013 to provide motorcycle safety training statewide based on a curriculum developed by the American Association of Retired Persons (AARP).

# Motorcycle Safety Program Overview

## Motorcycle Safety Program Goals:

1. To decrease motorcycle fatalities 1% from the 2009-2011 calendar base year average of 113 to 112 by December 31, 2014.

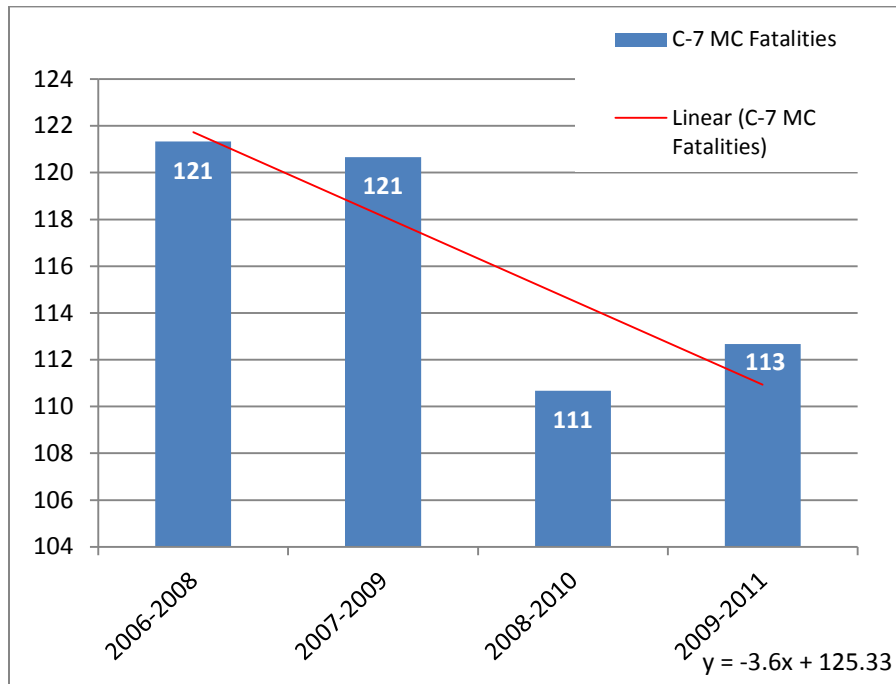
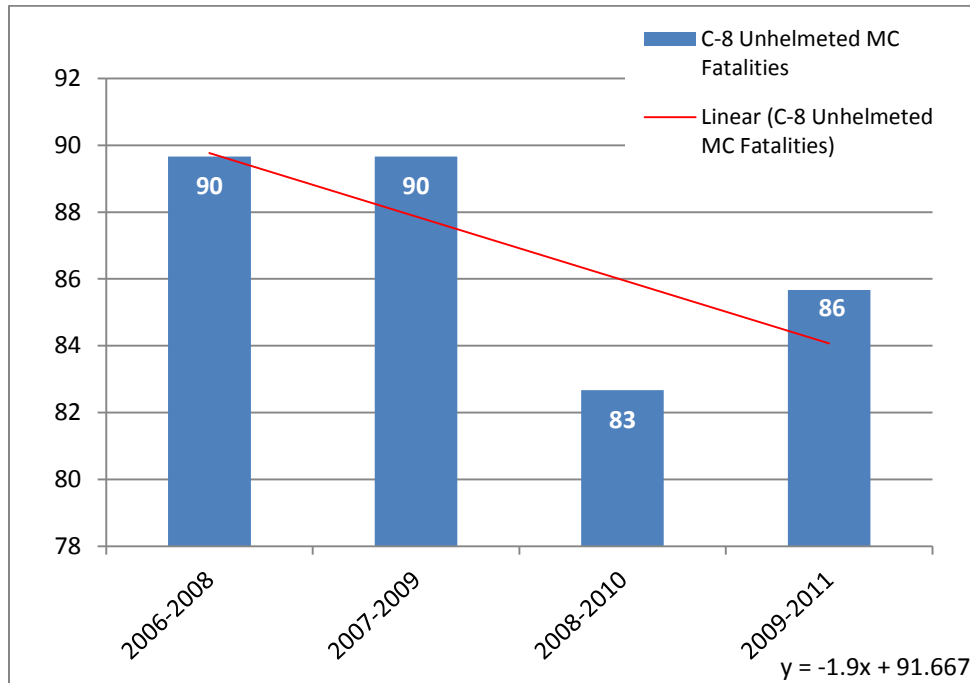


Figure C-7. South Carolina Motorcycle Fatalities, 3 Year Moving Average with Trend Analysis, 2006-2011.

Based on CY 2013 FARS data, motorcycle fatalities increased 31.9% from the 2009-2011 calendar base year average of 113 to 149 in 2013. The Statistical Analysis and Research Section of the OHSJP projects that the 2014 number of motorcyclist fatalities will be 112, a 0.9% reduction and just shy of the desired 1% reduction from the baseline three-year (2009-2011) average of 113 motorcyclist fatalities. However, the number of motorcyclist fatalities projected for 2014 represents a 24% reduction from the previous year, in which there were 148 motorcyclist fatalities.

# Motorcycle Safety Program Overview

- To decrease unhelmeted motorcycle fatalities 1% from the 2009-2011 calendar base year average of 86 to 85 by December 31, 2014.



**Figure C-8. South Carolina Unhelmeted Motorcycle Fatalities, 3 Year Moving Average with Trend Analysis, 2006-2011.**

Based on CY 2013 FARS data, unhelmeted motorcycle fatalities increased 23.3% from the 2009-2011 calendar base year average of 86 to 106 in 2013. The OHSJP Statistical Analysis and Research Section predicts 84 unhelmeted motorcyclist fatalities for CY 2014, which represents a reduction of 2.3% from the baseline 2009-2011 average of 86.

# Motorcycle Safety Program Overview

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## Motorcycle Safety Program Project

**Subgrantee:** SCDPS: Office of Highway Safety and Justice Programs  
**Project Number:** K6-2014-HS-04-14 (Motorcycle 2010 Funds)  
M9MA-2014-HS-04-14 (Motorcyclist Awareness Campaign)  
**Project Title:** Public Information, Outreach and Training

The project continued a statewide motorcycle safety campaign from May to September 2014. The campaign included two (2) Myrtle Beach bike rallies in May and focused on fifteen (15) “priority” counties with the highest number of motorcyclist fatalities in 2013. The campaign utilized the “Look,” “Ride Smart,” and “Share the Road” themes, as well as emphasizing the proper use of safety equipment. The campaign incorporated paid and earned media, including billboard advertising and the distribution of educational material to motorcyclists at the Myrtle Beach bike rallies and statewide from the months of April through September. In addition, the SCDPS partnered with the SCDOT to use SCDOT’s variable message boards statewide to display the messages, “Ride Smart. Look for Motorcycles.” and “Drive Smart. Look for Motorcycles.”

### Motorcycle Safety Program: Project Summary

Activities Funded/Implemented	Results
To conduct a statewide public information and education paid media campaign to educate and increase the awareness of motorists and motorcyclists about motorcycle safety issues during the months of May through September 2014, focusing on the fourteen (14) priority counties in SC that had the highest number of motorcyclist fatalities during CY 2012.	The agency contractor was utilized to conduct a motorcycle safety campaign during the month of May for the Myrtle Beach Bike Weeks that included radio and billboard paid advertising. In addition, the OHSJP conducted a sustained media effort from April 2014 through September 2014 in fourteen (14) priority counties that experienced the highest number of motorcycle deaths in 2012. This campaign was in addition to the motorcycle safety elements present in the vulnerable roadway user, or <i>Look</i> , statewide billboard campaign.
To continue the work of the Motorcycle Safety Task Force during FFY 2014 to review and analyze motorcycle safety statistical information, make recommendations for improvement of motorcycle safety in the state, and develop action plans to implement projects that will reduce motorcyclist crashes, injuries, and fatalities in the state.	The Motorcycle Safety Task Force (MSTF) met four (4) times during the FFY 2014 grant period. Pertinent legislation, statistical information, and motorcyclist issues were discussed at each meeting. Prior to their launch, the MSTF reviewed and approved the proposed plans for the FFY 2014 motorcycle safety campaign, including billboard artwork, radio spot content, and educational materials to be given away at the two motorcycle rallies in May 2014.
To conduct a successful motorcycle safety public information and education campaign continued from CY 2007-CY 2013 in Horry County during the month of May 2014 as part of two (2) major motorcycle rallies (Myrtle Beach Bike Rally and Atlantic Beach Bike Fest). Some of the safety materials distributed at these rallies will encourage to wearing protective gear while riding a motorcycle.	Materials containing highway safety messages were sent with SC Highway Patrol Community Relations Officers to both bike rallies in May 2014. These materials included reflective backpacks, kickstand plates, keychains, and other materials. Information was distributed to motorcyclists detailing the importance of wearing protective gear while riding. Earned media opportunities were also garnered through the attendance at the motorcycle rallies.

<p>In partnership with the SCDOT, the OHSJP will again secure the use of variable message boards around the state in designated time periods during the motorcycle safety campaign effort. These message boards will be utilized in May, July, and September 2014. The alternating messages to be shown on the message boards are “Ride Smart. Motorcycles are Everywhere.” and “Drive Smart. Motorcycles are Everywhere.” This messaging has been made available to this campaign at no cost.</p>	<p>The SCDOT again partnered with the OHSJP to display “Ride Smart. Motorcycles are Everywhere.” and “Drive Smart. Motorcycles are Everywhere.” messages on selected dates from May 2014 through September 2014 on SCDOT variable message boards.</p>
<p>The state will continue a project funded in 2013 to provide motorcycle safety training statewide based on a curriculum developed by the American Association of Retired Persons (AARP).</p>	<p>The OHSJP originally provided 100 packets to be used in AARP Driver Safety Program instruction. These packets, developed by the Motorcycle Safety Foundation (MSF) and named “The Intersection,” were implemented into the regular training programs given through AARP. In the spring of 2013, 90 of the packets were distributed to AARP district instructors for use in their communities. All of the packets are currently in use and will continue to be used in future AARP Driver Safety Program classes.</p>

### Motorcycle Safety Project: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
<b>K6-2014-HS-04-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs</b>	<b>Public Information, Outreach and Training (Motorcycle 2010 Funds)</b>	<b>\$155,258</b>	<b>\$155,420.58</b>	<b>Section 2010 SAFETEA-LU</b>
<b>M9MA-2014-HS-04-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs</b>	<b>Motorcyclist Awareness Campaign</b>	<b>\$44,742</b>	<b>\$0</b>	<b>Section 405f Motorcyclist Awareness MAP-21</b>
<b>Total All Funds</b>			<b>\$200,000</b>	<b>\$155,420.58</b>	
<b>Section 2010 Total</b>			<b>\$155,258</b>	<b>\$155,420.58</b>	
<b>Section 405f MAP-21 Total</b>			<b>\$44,742</b>	<b>\$0</b>	

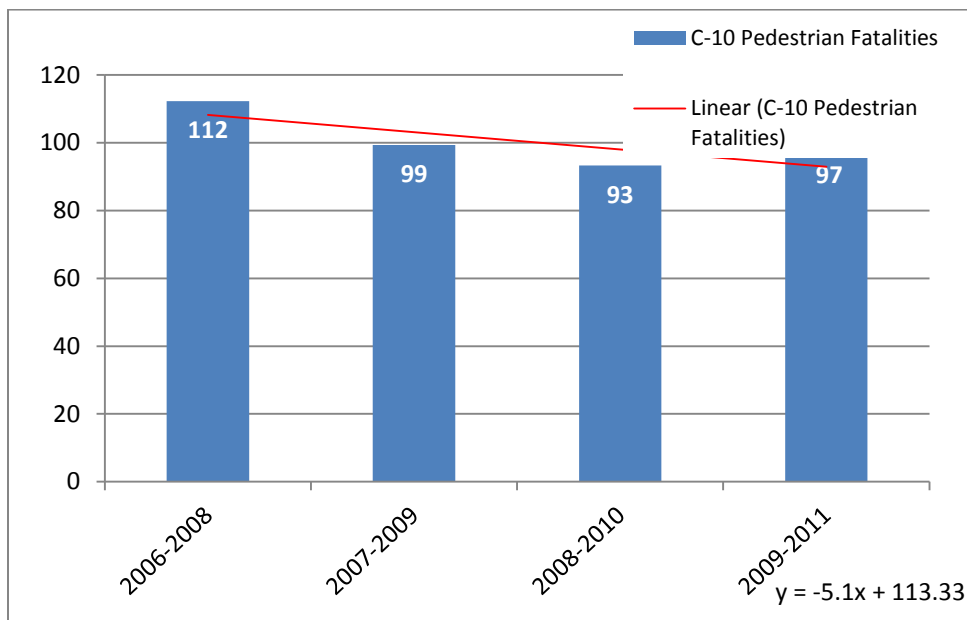
# Vulnerable Roadway Users Program Overview

## Vulnerable Roadway Users Program

The Vulnerable Roadway Users Program is a comprehensive targeted campaign which focuses on several counties that experienced high rates of deaths and serious injury among vulnerable roadway groups during the five-year period from 2007 to 2011: Greenville, Horry, Charleston, Spartanburg, Lexington, Richland, Anderson, York, Florence, Sumter, Aiken, York, and Beaufort. The campaign supports public outreach and enforcement efforts by the SC Highway Patrol to address the increase in deaths occurring in South Carolina among these vulnerable groups. For the purposes of this section, and since motorcyclist fatalities are emphasized in another section of this report, the designation “other vulnerable roadway users” will refer to moped riders, bicyclists, and pedestrians.

### Vulnerable Roadway Users Program Goals:

1. Decrease pedestrian fatalities 1% from the 2009-2011 calendar base year average of 97 to 96 by December 31, 2014.



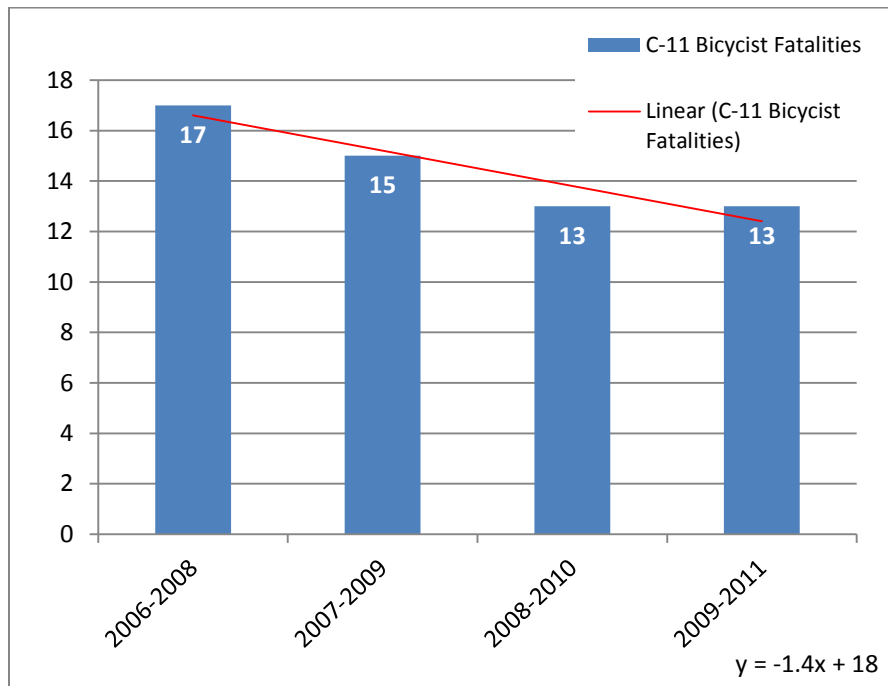
**Figure C-10. South Carolina Pedestrian Fatalities, 3 Year Moving Average with Trend Analysis, 2006-2011.**

Based on CY 2013 FARS data, pedestrian fatalities increased 3.1% from the 2009-2011 calendar base year average of 97 to 100 in 2013. The OHSJP Statistical Analysis and Research Section predicts 95 pedestrian fatalities for CY 2014, which represents a 2.1% decrease when compared to the 2009-2011 average of 97 pedestrian fatalities.



## Vulnerable Roadway Users Program Overview

2. Decrease bicyclist fatalities 7.7% from the 2009-2011 calendar base year average of 13 to 12 by December 31, 2014.

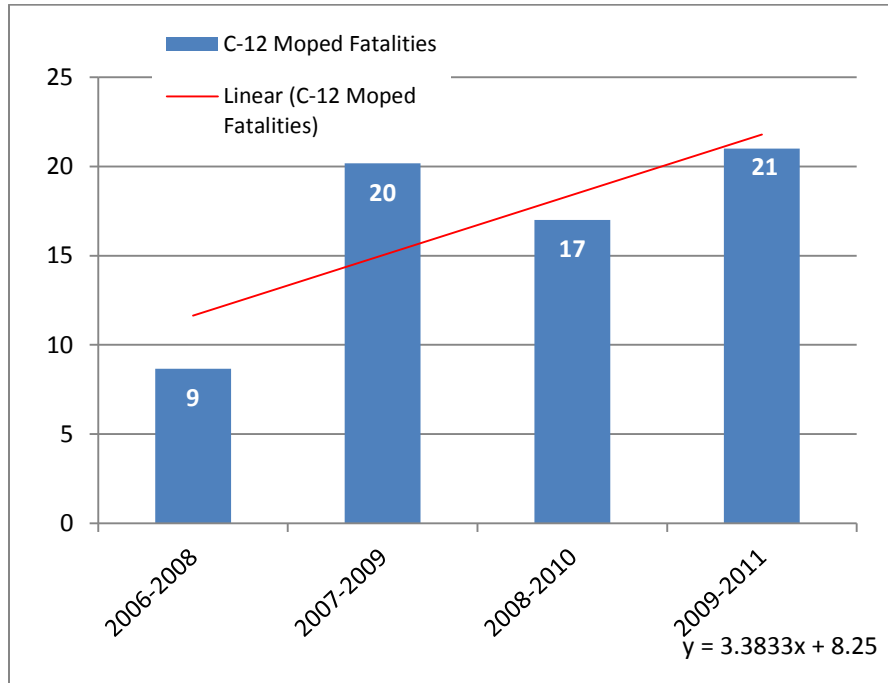


**Figure C-11. South Carolina Bicyclist Fatalities, 3- Year Moving Average with Trend Analysis, 2006-2011.**

Based on CY 2013 FARS data, bicyclist fatalities increased 15.4% from the 2009-2011 calendar base year average of 13 to 15 in 2013. The OHSJP Statistical Analysis and Research Section predicts 13 bicyclist fatalities for CY 2014, which represents no change from the baseline 2009-2011 average of 13.

## Vulnerable Roadway Users Program Overview

3. Decrease moped fatalities 4.76% from the 2009-2011 calendar base year average of 21 to 20 by December 31, 2014.



**Figure C-12. South Carolina Moped Fatalities, 3 Year Moving Average with Trend Analysis, 2006-2011.**

The Statistical Analysis and Research Section of the OHSJP projects that the 2012-2014 average number of moped fatalities will be 30. The OHSJP Statistical Analysis and Research Section predicts 30 moped fatalities for CY 2014, which, unfortunately, represents an increase of 42.9% from the baseline 2009-2011 average of 21.

## Vulnerable Roadway Users Program Overview

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### Vulnerable Roadway Users Program Project

**Subgrantee:** SCDPS: Office of Highway Safety and Justice Programs  
**Project Number:** PS-2014-HS-04-14  
**Project Title:** Public Information, Outreach and Training (Pedestrian, Moped, and Bicyclist Billboard Campaign)

The State of South Carolina has addressed the problem area of motorcycle safety in a previous section of the Annual Report. However, equally important are the other subgroups which make up the category of vulnerable roadway users. Each year the state of South Carolina experiences traffic crashes, injuries, and fatalities which involve individuals whose modes of transportation involve means other than four-wheeled vehicles. These individuals choose to negotiate roadways on foot (pedestrians) or by the mechanism of two-wheeled vehicles (mopeds, bicycles, and motorcycles). Unfortunately, each year these most vulnerable of roadway users contribute, sometimes through no fault of their own, to the negative traffic statistics experienced by the state.

### Vulnerable Roadway Users Program: Project Summary

Activities Funded/Implemented	Results
The Office of Highway Safety and Justice Programs (OHSJP) will launch a billboard campaign in April 2014 to focus on safety issues related to vulnerable roadway users, particularly moped riders, bicyclists, and pedestrians.	The OHSJP continued a \$40,000 billboard campaign in April 2014 to focus on safety issues related to vulnerable roadway users, particularly motorcyclists, moped riders, bicyclists, and pedestrians. The campaign targeted several focus counties that experienced high rates of deaths among vulnerable roadway groups during a four-year period from 2009 to 2013: Greenville, Horry, Charleston, Spartanburg, Lexington, Richland, Anderson, York, Florence, Sumter, Aiken, Orangeburg, and Beaufort. The campaign also supported public outreach and enforcement efforts by the SC Highway Patrol to address the increase in deaths occurring in South Carolina among these vulnerable groups. The campaign featured a continuation of the <i>Look</i> campaign that was used in the previous year, including “Share the Road” and <i>Target Zero</i> messages. The colorful billboard campaign prompted motorists in SC to recall the messaging from the previous year, which featured billboards dedicated to individual vulnerable roadway user groups. This campaign brought the four (4) target populations into one billboard but maintained the <i>Look</i> design. The billboards, in essence, told motorists that looking out for vulnerable roadway users and sharing the road responsibly with them can save lives.
The OHSJP staff, with the assistance of OHSJP Law Enforcement Liaisons, will develop during FFY 2014 a presentation on vulnerable roadway users to present at LEN meetings around the state in those Judicial Circuits in which the priority counties for the above-referenced billboard campaign are located. The presentations will contain a variety of information about vulnerable	The OHSJP staff, led by the Statistics and Research Manager/Strategic Highway Safety Plan Manager, gave a series of presentations at three (3) separate LEN Coordinators meetings and the Problem Identification Meeting held on September 16, 2014. The presentations all included information on the topic of vulnerable roadway users, including statistical data referencing

roadway users, including statistical information regarding traffic crashes, injuries, and fatalities, featuring locations, time, and demographic data.	crash locations, times, and demographic details.
OHSJP staff will develop a graphic display to be used at the SC State Fair in October 2013 (FFY 2014) featuring information about vulnerable roadway users, and will disseminate information to hundreds of thousands of visitors about this critical traffic safety demographic group. SC Department of Public Safety staff will host the booth and engage the general public in conversation about this and other traffic safety issues.	The OHSJP staff coordinated a successful booth display at the SC State Fair, which was held from October 9-20, 2013. The theme of the fair exhibit was “Look,” and materials relevant to vulnerable roadway user safety and other highway safety issues were distributed. In addition, an impaired/distracted driving simulator was also exhibited, allowing interaction by the members of the public who visited the booth.
The OHSJP will complete a project in FFY 2014 begun in FY 2013 with the Palmetto Cycling Coalition (PCC) to develop a comprehensive educational bicycle safety campaign. The campaign serves not only to educate bicyclists, but also to reach out to the motoring public for the purpose of educating them on bicycle laws and how to operate a motor vehicle around bicyclists. The effort includes four (4) 30-second television PSAs, social media outreach, and printed education materials for bicyclists. The project uses funds provided by the SC Department of Transportation.	This project was completed on December 31, 2013. PSA spots, developed by a contractor hired by the PCC, were placed on the SCDPS website for public viewing. The updated educational curriculum was also made available to the public through the SCDPS website. The PCC also distributed the PSAs and curriculum through its social media platforms. Printed educational materials included informational stickers, T-shirts, and flyers that displayed an updated logo designed to create brand awareness and reach both bicyclists and motorists.

### Vulnerable Roadway Users Project: Budget Summary

<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Expenditures</b>	<b>Budget Source</b>
<b>PS-2014- HS-04-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs</b>	<b>Public Information, Outreach and Training (Pedestrian, Moped, and Bicyclist Billboard Campaign)</b>	<b>\$40,000</b>	<b>\$33,141.60</b>	<b>NHTSA 402</b>
<b>Total</b>			<b>\$40,000</b>	<b>\$33,141.60</b>	

# PAID MEDIA REPORTS

## 2013-2014 Christmas/New Year's SOS Campaign

### Media Buy Summary for 2013-2014 Christmas/New Year's SOS campaign (Television)

Flight Dates: December 11-15, 18-22, and 25-31, 2013

Driving under the influence of alcohol (.08 BAC and above) continues to be a primary contributing factor in many deaths on South Carolina's highways. As a result of this problem, the South Carolina Department of Public Safety's (SCDPS) Office of Highway Safety and Justice Programs (OHSJP) spearheaded a statewide effort to reduce the number of DUI-related traffic collisions, injuries, and fatalities. The mobilization was referred to as the *Sober or Slammer! (SOS)/Drive Sober or Get Pulled Over*. 2014 Law Enforcement DUI Challenge and contained enforcement and public information/education components, including paid and earned media. As part of the strategic 2014 Law Enforcement DUI Challenge effort, the Christmas/New Year's 2013-2014 portion of the Challenge ran from December 13 through January 1, 2014. High visibility enforcement of the state's DUI laws was a primary component of *SOS*, which included participation from the SC Highway Patrol, State Transport Police, and local law enforcement agencies across the state. Paid and earned media components were used to support the enforcement effort.

A DUI enforcement television ad was distributed and broadcasted during the Christmas/New Year's 2013-2014 mobilization crackdown following the recommended NHTSA flight dates for airing. The spot included closed captioning and translation into Spanish. The state's DUI campaign slogan/logo, *Sober or Slammer!*, the national *Drive Sober or Get Pulled Over*. logo, and the Target Zero/SCDPS logo appeared on the spot. The commercial also prominently featured the "Report Drunk Drivers. Call \*HP." message.

Pre- and post-campaign telephone surveys were conducted to assess the public's awareness of and reaction to campaign messages prior to and after the campaign. A minimum of 400 respondents were reached statewide for each of the two surveys. Survey results contained proper analysis. Pre-campaign telephone surveys were conducted beginning Monday, November 18, 2013, and concluded by Sunday, December 1, 2013. Post-campaign telephone surveys were conducted beginning Thursday, January 2, 2014, and concluded by Friday, January 10, 2014.

The total paid media expenditures for the Christmas/New Year's crackdown effort were \$173,524.75.

### Campaign: SCDPS DUI Law Enforcement Challenge – Christmas/New Year's 2013

Flight Dates: Dec 11-15; Dec 18-22; Dec 25-31

#### Media Placement Overview

Media	Cost	Paid Spots	Bonus Spots	Total Spots
TELEVISION	\$118,636.00	1,124	1,048	2,172
CABLE	\$51,425.00	5,734	6,133	11,867
SPANISH-LANGUAGE	\$3,463.75	957	521	1,478
<b>TOTALS</b>	<b>\$173,524.75</b>	<b>7,815</b>	<b>7,702</b>	<b>15,517</b>

## 2013 Be a SANTA Designated Driver Campaign

### Media Buy Summary for 2013 Be a SANTA Designated Driver Media Buy (Television) Flight Dates: December 1-31, 2013

Driving under the influence of alcohol (.08 BAC and above) continues to be a primary contributing factor in many deaths on South Carolina's highways. As a result of this problem, the South Carolina Department of Public Safety's (SCDPS) Office of Highway Safety and Justice Programs (OHSJP) spearheaded a statewide effort to reduce the number of DUI-related traffic collisions, injuries, and fatalities. The mobilization was referred to as the *Sober or Slammer! (SOS)/Drive Sober or Get Pulled Over*. 2014 Law Enforcement DUI Challenge and contained enforcement and public information/education components, to include paid and earned media. As part of the strategic 2014 Law Enforcement DUI Challenge effort, this campaign focused on the Christmas/New Year's 2013-2014 portion of the Challenge, which ran from December 13 through January 1, 2014. High visibility enforcement of the state's DUI laws was a primary component of *SOS*, which included participation from the SC Highway Patrol, State Transport Police, and local law enforcement agencies across the state. Paid and earned media components were used to support the enforcement effort.

Additionally, in support of the 2013-2014 Law Enforcement DUI Challenge and the 2013-2014 Christmas/New Year's DUI crackdown, the SCDPS continued a designated driver campaign that has been conducted since 2011, known as *Be a Santa: A Sober All Night Totally Awesome Designated Driver*. The campaign ran during the month of December 2013. A 2012 SANTA television ad was updated to include the SCDPS *Target Zero* logo and was placed in major media markets around the state, focusing on the Greenville/Spartanburg region, from December 1 to December 14. The ad was offered as a bonus spot during the *Sober or Slammer!* TV flights from December 11 to December 31. A mix of vinyl and digital billboards were secured in major media markets around the state, focusing on the Greenville/Spartanburg region, from December 1 to December 31.

The total paid media expenditures for the Be a SANTA Designated Driver effort were \$53,876. The Outdoor Advertising Association of South Carolina (OAASC, statewide printed billboard campaign) reported a total circulation of over 1.1 million for the 70 total boards posted over the course of this campaign.

**Outdoor Advertising/Alternative Media Cost: \$16,110.50**

**Campaign: SCDPS 2013 SANTA Designated Driver TV Campaign**

**Flight Dates: Dec 2-15, 2013**

**Media Placement Overview—Greenville/Spartanburg/Anderson Market**

Media	Cost	Paid Spots	Bonus Spots	Total Spots
TELEVISION	\$31,008.00	179	182	361
CABLE	\$6,757.50	702	702	1,404
<b>TOTALS</b>	<b>\$37,765.50</b>	<b>881</b>	<b>884</b>	<b>1,765</b>

## 2014 Sober or Slammer Campaign

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### Media Buy Summary for 2014 DUI Media Buy

**Radio Flight Dates:** April 16-19, 2014; May 21-24, 2014; June 18-21, 2014; July 2-5, 2014; August 6-9, 2014

**Television Flight Dates:** August 13-17, 2014; August 20-24, 2014; and August 27-September 1, 2014

According to NHTSA, there were 348 alcohol-impaired driver fatalities in South Carolina during 2012. The South Carolina Department of Public Safety's (SCDPS) preliminary statistics for 2013 show that there were at least 5,713 DUI-related collisions reported. The SCDPS's Office of Highway Safety and Justice Programs (OHSJP) desired to continue a statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *Sober or Slammer! (SOS)/Drive Sober or Get Pulled Over* 2014 Law Enforcement DUI Challenge. The mobilization entailed enforcement and public information and education components, including paid and earned media, to position DUI enforcement as a key element of the SCDPS *Target Zero* initiative. The campaign included the Labor Day 2014 DUI crackdown and a monthly radio campaign in support of monthly DUI enforcement weekends from April through August 2014, headed up by the SC Highway Patrol and supported by other state law enforcement divisions and local law enforcement agencies around the state. The key efforts of the monthly DUI enforcement weekends were exerted on dates corresponding to prom, graduation, Summer Fun, The Fourth of July, and Labor Day. The SC Highway Patrol, State Transport Police, and local law enforcement agencies across the state participated in the enforcement efforts of the campaign. Paid and earned media components were used to support the enforcement effort.

**Television Spots:** Enforcement television ads ("24" series featuring a father and son both arrested for DUI) were broadcasted during the Labor Day 2014 mobilization crackdown. (Flight dates were Wednesday, August 13, 2014, through Sunday, August 17, 2014; Wednesday, August 20, 2014, through Sunday, August 24, 2014; and Wednesday, August 27, 2014, through Monday, September 1, 2014.) The previously produced ads contained a strong DUI enforcement component and focused on the legal implications and subsequent monetary costs associated with drinking and driving. The commercials also prominently featured the "Report Drunk Drivers. Call \*HP." message and the *Target Zero* reference. The spots were placed during times, programs, and stations which appealed predominantly to male drivers aged 18-34.

Donated thirty-second spots were also secured for a previously aired DUI enforcement spot. The thirty-second spot used was the previously produced "Fighting Together" commercial featuring state and local law enforcement in a show of unity against drunk driving.

**Telephone Surveys:** Pre- and post-campaign telephone surveys were conducted to assess the public's awareness of and reaction to campaign messages prior to and after the campaign. A minimum of 400 respondents were reached statewide for each of the two surveys. Survey results contained proper analysis. Pre-campaign telephone surveys were conducted beginning no sooner than Monday, July 14, 2014 and concluded by Sunday, August 3, 2014. Post-campaign telephone surveys were conducted beginning Tuesday, September 2, 2014, and concluded by Monday, September 8, 2014.

**Radio Spots:** A series of previously created radio spots (one spot per month) with a strong anti-impaired driving enforcement message were distributed for the DUI Challenge months of April 2014-August 2014. These spots were produced in English and Spanish and appealed to five (5) distinct audiences (general, youth, African American, Hispanic, and rural male). The commercials also prominently featured the "Report Drunk Drivers. Call \*HP." message and the *Target Zero* reference. The spots targeted male drivers aged 21-34 and included purchased airtime and matched donated airtime.

Paid and donated airtime for the radio spots was secured so that air play was received predominantly in the following 20 focus counties: Horry, Lexington, Charleston, Greenville, Richland, Spartanburg, Berkeley, Orangeburg, Aiken, Florence, Anderson, York, Sumter, Beaufort, Darlington, Kershaw, Dorchester, Pickens, Oconee, and Lancaster. The spots ran Wednesday through Saturday during each of the five (5) months from April through August coinciding with the designated weekends (April 18-19, 2014; May 23-24, 2014; June 20-21, 2014; July 4-5, 2014; and August 8-9, 2014).

**Outdoor Advertising/Alternative Messaging Campaign:** An outdoor advertising/alternative messaging campaign was created to support the sustained DUI enforcement effort and the ads aired for radio and television, and to educate the motoring public regarding the consequences of impaired driving. This messaging was intended to resonate with the five (5) previously identified audiences. The outdoor advertising and alternative messaging included innovative means of reaching the general public and specific target audiences and prominently featured the “Report Drunk Drivers. Call \*HP.” message, as well as the *Target Zero* concept.

The total paid media expenditures for the 2014 Sober or Slammer campaign were \$617,288.20. The Outdoor Advertising Association of South Carolina (OAASC, statewide printed billboard campaign) reported a total circulation of over 1.9 million for the 130 total boards posted over the course of this campaign.

**Outdoor Advertising/Alternative Media Cost: \$181,494.50**

**Campaign: SCDPS 2014 Labor Day DUI**

**Flight Dates: Aug 11-15; Aug 18-22; Aug 25-29; Sep 1**

**Campaign TV Placement Overview**

Media	Cost	Paid Spots	Bonus Spots	Total Spots
TELEVISION	\$179,333.50	1,114	890	2,004
CABLE	\$78,817.50	5,442	4,784	10,226
SPANISH-LANGUAGE	\$8,510.20	557	689	1,246
<b>TOTALS</b>	<b>\$266,661.20</b>	<b>7,113</b>	<b>6,363</b>	<b>13,476</b>

**Campaign: SCDPS 2014 DUI Enforcement Radio**

**Flight Dates: Apr 14-20; May 19-25; June 16-20; Jun 30-Jul 6; Aug 4-10**

**Radio Campaign Overview**

Media	Cost	Paid Spots	Bonus Spots	Total Spots
RADIO CAMPAIGN	\$150,173.25	5,957	5,940	11,897
SPANISH-LANGUAGE CAMPAIGN	\$18,959.25	870	865	1,735
<b>TOTALS</b>	<b>\$169,132.50</b>	<b>6,827</b>	<b>6,805</b>	<b>13,632</b>



## Buckle Up, SC! It's the law and it's enforced. Campaign

**Media Buy Summary for 2014 BUSC Campaign**  
**Radio Flight Dates: May 22-26, 2014**  
**Television Flight Dates: May 12-26, 2014**

*Buckle Up South Carolina. It's the law and it's enforced (BUSC)* is a high visibility statewide safety belt enforcement and public information and education campaign coordinated by the SC Department of Public Safety (SCDPS). This effort is conducted in conjunction with the *Click It or Ticket* national and regional enforcement mobilizations of the National Highway Traffic Safety Administration (NHTSA). The goals of the BUSC Memorial Day 2014 mobilization were an increase in safety belt usage in South Carolina of 2.8 percentage points (91.7% to 94.5%) and a decrease of at least 5% in traffic fatalities and serious injuries during the enforcement period. The stepped-up enforcement component of the BUSC Memorial Day 2014 blitz ran from May 19 – June 1, 2014, and contained public information and education components, including paid and earned media to position safety belt usage enforcement as a key element of the SCDPS *Target Zero* initiative. The enforcement component emphasized nighttime safety belt enforcement strategies. The paid media portion of the campaign began May 12, 2014, and ran through May 26, 2014, and focused on educating the motoring public regarding nighttime safety belt enforcement.

Two (2) commercial spots were aired for the Memorial Day 2014 enforcement mobilization crackdown. Statistical information shows that seat belt usage rates decrease significantly after dark, and a large percentage of traffic fatalities occur between the hours of 6:00 PM and 6:00 AM. For this reason, more coverage was allotted to the nighttime seat belt enforcement spot. The television spots were closed captioned and were available in Spanish for airing on Hispanic television stations in South Carolina. The television ads ran statewide, but placement focused on stations and during time slots that attract African American, Hispanic, youth, and rural male audiences.

A radio ad which complemented the television spots was run May 22, 2014, through the Memorial Day holiday on May 26, 2014, with the same emphasis on nighttime safety belt enforcement. The commercial ran statewide and focused on demographics which traditionally utilize safety belts at a lower rate than the general population (African Americans, Hispanics, youth, and rural males).

The total paid media expenditures for the BUSC/Memorial Day campaign were \$272,434.35.

**Campaign: SCDPS 2014 BUSC TV**  
**Flight Dates: May 12-26, 2014**  
**Campaign TV Placement Overview**

Media	Cost	Paid Spots	Bonus Spots	Total Spots
TELEVISION	\$165,992.25	1,273	1,199	2472
CABLE	\$66,274.50	5,925	6,049	11,974
SPANISH-LANGUAGE	\$6,964.90	689	658	1,347
<b>TOTALS</b>	<b>\$239,231.65</b>	<b>7,887</b>	<b>7,906</b>	<b>15,793</b>

**Campaign: SCDPS 2014 BUSC Radio**  
**Flight Dates: May 22-26, 2014**  
**By Language**

Language	Total Cost	Paid Spots	Bonus Spots	Total Spots
ENGLISH	\$30,690.10	1,159	1,206	2,365
SPANISH	\$2,512.60	114	114	228
<b>TOTALS</b>	<b>\$33,202.70</b>	<b>1,273</b>	<b>1,320</b>	<b>2,593</b>

# Motorcycle Safety

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## Media Buy Summary for 2014 Statewide Motorcycle Safety Campaign

Radio Flight Dates (Beach Rallies): May 9-18; 23-26, 2014

Radio Flight Dates Statewide: April 28-May 11, 2014; July 14-27, 2014; September 8-21, 2014  
Campaign Overview

Motorcycle deaths statewide rose in 2013 compared to 2012, with 121 vs. 110 fatalities, respectively. The preliminary figure of 121 motorcycle fatalities in 2013 was the highest total since 2007, when there were 122 motorcycle fatalities statewide. With this in mind, the Office of Highway Safety and Justice Programs (OHSJP) implemented a six-month-long (spring-summer) comprehensive paid media campaign that complemented enforcement efforts throughout the year and the outreach efforts conducted during the following Myrtle Beach motorcycle rallies in May:

Myrtle Beach Bike Week      May 9-18, 2014  
Atlantic Beach Bike Fest      May 23-26, 2014

The sustained campaign kicked off in April and ran through September, with a focus on 15 counties that experienced the highest number of motorcycle fatalities in 2013: Horry, Charleston, Greenville, Richland, Aiken, Anderson, Dorchester, Sumter, Lexington, Orangeburg, York, Berkeley, Colleton, Kershaw, and Spartanburg. The campaign theme built upon the “Look!” messaging used successfully in past campaigns. In addition, all outreach efforts incorporated a “Share the Road” message targeting both motorists and motorcyclists.

### A. 15-Counties Outreach

- Billboards were produced with a motorcycle safety message for display in the 15 priority counties from April to September. The billboards featured the “Look!” slogan/logo and a “Share the Road” message to emphasize motorcycle awareness on the part of four-wheel operators (for example, “Look! Motorcycles are everywhere.”).
- A 60-second radio spot with a “Share the Road” message was produced to air during the six-month safety campaign. This was a cross buy, tapping into all listening audiences in the 15 counties.
- A Trooper from the SC Highway Patrol (SCHP) was used in both print and broadcast media as the spokesman for the safety campaign to address concerns related to motorists and motorcyclists.

### B. Motorcycle Rallies in May

- In addition to paper billboards cited in Section A, digital billboards in the Myrtle Beach area were secured for display during the May 2014 motorcycle rallies in Horry County to specifically reference the rallies. The billboards featured the “Look!” slogan and a “Share the Road” message.

In addition to radio spots cited in Section A, radio ads were produced and aired on local radio stations in the Myrtle Beach market with “Share the Road” messages to the motoring public during the rallies. The ads concluded with an invitation to stop by the SCHP booth (indicating the location of the booth) during the Myrtle Beach Bike Week and the Atlantic Beach Bike Fest.

The total paid media expenditures for the 2014 Bike Week/Bike Fest Motorcycle Safety campaign were \$163,060.30. The Outdoor Advertising Association of South Carolina (OAASC, statewide printed billboard campaign) and Lamar Outdoor (Myrtle Beach digital billboard campaign) reported a total circulation of over 1.9 million for the 210 total billboards posted over the course of the campaign.

**Outdoor Advertising/Alternative Media Cost: \$50,330.75**

**Campaign: SCDPS 2014 Motorcycle Safety Radio**

**Flight Dates: Apr 28-May 11; Jul 14-27; Sep 8-21**

**Campaign Overview**

<b>Media</b>	<b>Cost</b>	<b>Paid Spots</b>	<b>Bonus Spots</b>	<b>Total Spots</b>
RADIO	\$84,959.20	3,006	2,978	5,984
SPANISH-LANGUAGE CAMPAIGN	\$12,785.70	572	572	1,144
<b>CAMPAIGN TOTALS</b>	<b>\$97,744.90</b>	<b>3,578</b>	<b>3,550</b>	<b>7,128</b>

**Campaign: SCDPS 2014 Bike Rallies – Myrtle Beach**

**Flight Dates: May 9-10, 12-18, 23-26**

**Campaign Overview**

<b>Media</b>	<b>Total Cost</b>	<b>Paid Spots</b>	<b>Bonus Spots</b>	<b>Total Spots</b>
RADIO	\$14,984.65	768	761	1,529

## 2014 Vulnerable Roadway Users Billboard Campaign

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### Media Buy Summary for 2014 Vulnerable Roadway Users Billboard Campaign

Flight Dates: Spring 2014

#### Campaign Overview

Billboard advertising remains an effective method for reaching motorists and other roadway users when they are highly likely to see a message—while traveling on roadways. The Office of Highway Safety and Justice Programs (OHSJP) launched a highway safety media campaign for 2014 using billboards to focus on safety issues related to vulnerable roadway users – motorcyclists, moped riders, bicyclists, and pedestrians. The campaign encompassed several focus counties and supported public outreach and enforcement efforts by the SC Highway Patrol to address the increase in deaths occurring in South Carolina among these vulnerable groups. The billboard campaign featured a unified and cohesive series of billboards, with each focusing on one vulnerable roadway group. The billboards began in April and ran through June 2014 with messages appropriate for both motorists and vulnerable roadway users.

Billboard placement focused predominately on the following counties, which experienced high rates of deaths among vulnerable roadway groups during the four-year period from 2009 to 2013: Greenville, Horry, Charleston, Spartanburg, Lexington, Richland, Anderson, York, Florence, Sumter, Aiken, Orangeburg, and Beaufort. The billboard messages were designed to appeal to the diverse traveling public.

The billboard campaign incorporated a color scheme and logo that illustrated the four (4) main vulnerable roadway user groups: motorcyclists, moped riders, bicyclists, and pedestrians. The unified color scheme helped roadway users recognize the billboards as a series linked by the same theme. The billboards incorporated the *Target Zero* initiative and featured previously used slogans, such as “Ride Smart,” “Share the Road,” and “Look!”

The total outdoor advertising/alternative media expenditures for the 2014 Vulnerable Roadway Users Billboard Campaign were \$39,791.60. The Outdoor Advertising Association of South Carolina (OAASC) estimated a total circulation of over 1.7 million for the 144 total billboards posted over the course of the campaign.

## 2014 High School Ticket Campaign

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### Media Buy Summary for 2014 High School Ticket Campaign Flight Dates: 2013-2014 Academic Year Campaign Overview

Sports marketing is an effective method to reach targeted audiences where they are most attentive and engaged. The Office of Highway Safety and Justice Programs (OHSJP) has utilized sports marketing on the college level and high school level, and seeks to continue to do so when cost-effective. Tickets for most high school sporting events and other activities in South Carolina are produced by one company, Huddle Tickets of Georgia. The OHSJP had the opportunity to place a highway safety message on approximately 5,000,000 tickets expected to be printed and used by the majority of high schools statewide (approximately 200) for sporting and other events during the 2013-2014 academic year. Sponsor logos/messaging, along with the name of the school, appear on the front of the ticket, and each sponsor gets half the space on the back for a message and/or coupon. The tickets are printed in four (4) colors on both sides. Thus, the OHSJP had the opportunity to print several messages throughout the year both on the front and back of the tickets. The message on the tickets reached students at events before and after which they were most likely to engage in risky driving behavior, such as football, basketball, and baseball games, proms, concerts, plays, etc. In addition, the message on the tickets was also put in front of parents and other adults who attended many of these events in support of their students.

Artwork was designed and printed by Huddle Tickets to deliver to teen drivers four (4) messages about highway safety, including impaired driving, safety belt usage, speeding, and distracted driving (cell phones, texting, etc.). The tickets were printed and instructions were given so as to ensure that the highway safety message remained intact and unmarred on the portion of the ticket retained by ticket buyers. Messages were also provided for schools to air over their public address systems during games, and artwork was provided for print advertising in game programs. The announcements and program ads were generalized to appeal to a variety of age groups, including parents. Additionally, a series of posters was produced that complemented the tickets. The posters were distributed by the SC Highway Patrol Community Relations Officers prior to the start of the 2013-2014 academic school year. A total of 1,000 posters were produced to ensure that each high school received at least one set (four [4] posters). Any remaining posters were made available to driving schools and businesses.

Expenditures from the 2013-2014 academic year were \$63,000, and expenditures for August/September of the 2014-2015 academic year were \$14,500. The total expenditures for the two years were \$77,500.

Approximately five (5) million tickets are expected to be printed in the course of this campaign.

## Game Over: It Can Wait Texting 2013 Challenge Campaign

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### Media Buy Summary for Game Over: It Can Wait Texting Challenge Campaign

Flight Dates: November 11-16 and 18-23, 2013

#### Campaign Overview

Distracted driving (specifically, texting while driving) is a growing problem nationwide and across South Carolina. Collisions, injuries, and deaths resulting from distracted driving are on the rise in South Carolina. To combat this trend, the South Carolina Department of Public Safety's (SCDPS) Office of Highway Safety and Justice Programs (OHSJP) joined an effort to encourage drivers to take a pledge not to text while driving. The campaign was referred to as the *Game Over: It Can Wait Texting Challenge* and contained public information and education components, including paid and earned media. This effort included a radio spot that was aired in November 2013 to support the overall campaign and focused on two collegiate football weekends in South Carolina, at the University of South Carolina (USC) and at Clemson University. The paid media component presented the distracted driving educational message to the public during and leading up to the football games on November 16, 2013, in Columbia, South Carolina, and November 23, 2013, in Clemson, South Carolina. Education about the dangers of texting while driving, as well as an opportunity to take the pledge not to text while driving, was the primary focus of this campaign, which included participation from the SCDPS, the South Carolina Department of Insurance (SCDOI), National Safety Council, and private sponsors. Paid media components in this effort were used to support the educational efforts of the entities mentioned above.

A thirty-second radio spot was developed for use during November 2013 focusing on anti-texting-while-driving-educational messages and the pledge competition between USC and Clemson University. The spot was aimed toward reaching the 15-25-year-old demographic, as well as fans and students of USC and Clemson University. The radio spot targeted minority and non-minority markets. The spot was produced in English. Airtime for the radio spot was purchased and secured in key markets, focusing on the Columbia, SC, and Clemson, SC, areas. The spot issued a challenge to take the pledge not to text while driving, which could be signed either at the campus events or online and encouraged participation in the pledge competition between the two schools.

The spot was aired for six days in each area, including those leading up to the USC-Florida and Clemson-Citadel games in November 2013.

#### SCDPS It Can Wait Texting 2013 Challenge Radio Campaign

Columbia Market Placement (Nov 11-16, 2013)

Greenville/Spartanburg Market Placement (Nov 18-23, 2013)

#### Campaign Overview

Radio Campaign	Cost	Spots
IT CAN WAIT TEXTING CHALLENGE	\$8,866.00	504

# ATTITUDINAL SURVEY RESULTS

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Throughout each year, the South Carolina Department of Public Safety (DPS) spearheads multiple enforcement and educational campaigns to promote national highway safety initiatives. Results from the attitudinal surveys conducted during FFY 2014 will be utilized by OHSJP staff members in the development of future campaigns. Public perception data collected during pre- and post-campaign surveys shows that the state is making progress in educating its citizens on how certain occupant behavior in vehicles can negatively affect traffic safety.

## Impaired Driving

**In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?**

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Yes	287	70.9	299	74.3
No	110	27.2	98	24.3
Don't know	8	1.9	6	1.4

A large percentage of respondents were aware of alcohol impaired driving or drunk driving enforcement by police. The percentage who had read, seen or heard anything in the past 30 days about this effort by police was 70.9% in the pre-campaign survey and 74.3% post-campaign.

**What do you think the chances are of someone getting arrested if they drive after drinking?**

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Always	80	19.9	73	18.5
Most of the time	125	31.3	137	34.8
Half of the time	128	31.9	136	34.3
Rarely	63	15.6	44	11.1
Never	5	1.3	6	1.4

Those surveyed generally believed that someone who drives after drinking is likely to get arrested. The percentage who believed that a person who drives after drinking will always be arrested was 19.9% in the pre-campaign and 18.5% in the post-campaign survey; 31.3% (pre-) and 34.8% (post-) thought they would be arrested most of the time; 31.9% (pre-) and 34.3% (post-) said they would be arrested about half the time; 15.6% (pre-) and 11.1% (post-) felt they would rarely be arrested; and only 1.3% (pre-) and 1.4% (post-) believed they would never be arrested.

## **Safety Belts**

**How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick up truck?**

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Always	371	91.6	370	92.0
Most of the time	20	5.0	27	6.8
Half of the time	7	1.8	3	0.8
Rarely	5	1.1	1	0.3
Never	2	0.6	1	0.2

South Carolina drivers report a high level of usage of safety belts. Over 91% of those interviewed in both the pre-campaign and post-campaign survey report that they always use seat belts, while only 0.6% (pre-) and 0.2% (post-) report that they never use them.

**In the past 30 days, have you read, seen or heard anything about seat belt law enforcement by police?**

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Yes	77	19.1	167	41.6
No	324	80.0	227	56.4
Do not know	3	0.9	8	2.0

In the pre-campaign survey, 19.1% said that they had read, seen or heard anything about seat belt law enforcement by police. This percentage increased significantly to 41.6% in the post-campaign survey.

**What do you think the chances are of getting a ticket if you don't wear your safety belt?**

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Always	67	16.8	79	20.0
Most of the time	94	23.7	116	29.4
Half of the time	95	23.8	89	22.7
Rarely	131	32.9	96	24.4
Never	11	2.8	14	3.4

Public perceptions of the likelihood of being stopped by the police for not wearing a safety belt increased slightly between the pre- and post-campaign surveys. In the pre- and post- surveys the percentages who said the chances of getting a ticket if you don't wear your safety belt were as follows: always, 16.8% and 20.0%; most of the time, 23.7% and 29.4%; half of the time, 23.8% and 22.7%; rarely 32.9% and 24.4%; and never, 2.8% and 3.4%.



## **Speeding**

**On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?**

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Always	23	5.7	13	3.3
Most of the time	72	17.9	64	16.0
Half of the time	83	20.5	88	22.0
Rarely	163	40.3	161	40.2
Never	63	15.7	74	18.5

In terms of driving above the speed limit, the percentages in the pre- and post-campaign surveys who said that they always drove above 35 miles per hour on a local road with a speed limit of 30 MPH were 5.7% and 3.3%; drove above 35 MPH most of the time, 17.9% and 16.0%; did so about half the time, 20.5% and 22.0%; rarely drove above this speed, 40.3% and 40.2%; and never drove above 35 MPH on a local road with a speed limit of 30 MPH, 15.7% and 18.5%.

**On a local road with a speed limit of 65 mph, how often do you drive faster than 70 mph?**

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Always	11	2.8	18	4.4
Most of the time	52	12.9	55	13.6
Half of the time	60	14.8	62	15.4
Rarely	181	44.7	163	40.6
Never	100	24.8	105	26.0

A number of South Carolina drivers also report driving above the speed limit on a road with a speed limit of 65 miles per hour. The percentages who said they drove above 70 miles per hour on such on a road (pre- and post-campaign) were as follows: always, 2.8% and 4.4%; most of the time, 12.9% and 13.6%; half of the time, 14.8% and 15.4%; rarely, 44.7% and 40.6%; and never, 24.8% and 26.0%.

**In the past 30 days, have you read, seen or heard anything about speed enforcement by police?**

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Yes	189	46.7	169	42.1
No	214	52.7	223	55.6
Do not know	2	0.6	10	2.4

Slightly less than 47% of those surveyed in both the pre- (46.7%) and post-campaign (42.1%) surveys reported that they had seen, heard, or read anything in the past 30 days about speed enforcement by police.

**What do you think the chances are of getting a ticket if you drive over the speed limit?**

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Always	39	9.7	40	10.1
Most of the time	120	29.9	143	36.0

Half of the time	143	35.4	131	32.9
Rarely	93	23.0	81	20.4
Never	8	2.0	2	0.5

Drivers' perceptions of their chances of getting a ticket if they drive over the speed limit are much lower than the perceived likelihood that a person who drives after drinking alcohol will get arrested. Pre-campaign, 9.7% thought they would always get a ticket if they were speeding; this percentage increased, but not significantly, to 10.1% in the post-campaign survey.

# Federal Funds Expended on Projects

GRANT NUMBER	GTS Project Code	PROJECTS AWARDED FOR FY14	FED.FUNDS AWARDED TO PROJECTS	EXPENDITURES PRIOR CLAIMS	TOTAL EXPEND. REIMB.
<b>PLANNING &amp; ADMINISTRATION</b>					
PA-2014-HS-01-14	HS-01-14	HWY. SAFETY PLANNING & ADM.	\$ 141,637.00	\$ 95,821.99	\$ 95,929.02
		HWY SAFETY P & A STATE MATCH	141,637.00	95,821.99	95,929.02
			-	-	-
			<b>\$ 141,637.00</b>	<b>\$ 95,821.99</b>	<b>\$ 95,929.02</b>
<b>402 ALCOHOL</b>					
AL-2014-HS-26-14	HS-26-14	CJA-Impaired Driving Countermeasures Training	\$ 130,185.00	94,372.48	126,399.94
AL-2014-HS-27-14	HS-27-14	SC Commission Traffic Safety Resource Prosecutor	161,570.00	67,429.03	102,059.05
			-	-	-
			<b>\$ 291,755.00</b>	<b>\$ 161,801.51</b>	<b>\$ 228,458.99</b>
<b>OCCUPANT PROTECTION</b>					
OP-2014-HS-02-14	HS-02-14	OCCUPANT PROTECTION PROGRAM MGMT	\$ 129,511.00	85,607.85	\$ 85,547.83
OP-2014-HS-17-14	HS-17-14	SCDHEC - Travel Safe South Carolina	143,422.00	65,162.71	115,766.92
			-	-	-
			<b>\$ 272,933.00</b>	<b>\$ 150,770.56</b>	<b>\$ 201,314.75</b>
<b>PEDESTRIAN/BICYCLE SAFETY</b>					
PS-2014-HS-04-14	hs-04-14	PUBLIC INFORMATION, OUTREACH & TRAINING	\$ 40,000.00	33,141.60	\$ 39,791.60
			-	-	-
			<b>\$ 40,000.00</b>	<b>\$ 33,141.60</b>	<b>\$ 39,791.60</b>
<b>POLICE TRAFFIC SERVICES</b>					
PT-2014-HS-05-14	HS-05-14	P.T.S. PROGRAM MANAGEMENT	\$ 116,440.00	83,797.31	\$ 83,769.05
PT-2014-HS-06-14	HS-06-14	LAW ENFORCEMENT COORDINATION	844,798.00	476,438.74	665,601.96
PT-2014-HS-07-14	HS-07-14	CJA - Traffic Safety Officer Program	401,702.00	314,363.30	356,766.00
PT-2014-HS-11-14	HS-11-14	City of Columbia Police Department	119,546.00	104,900.00	118,399.00
PT-2014-HS-12-14	HS-12-14	Rock Hill Police Department	129,371.00	93,025.00	124,747.00
PT-2014-HS-13-14	HS-13-14	Dorchester County Sheriff's Office	157,214.00	124,185.00	124,185.00
PT-2014-HS-14-14	HS-14-14	Summerville Police Department	122,883.00	89,590.00	122,703.00
PT-2014-HS-15-14	HS-15-14	Lexington Police Department	177,372.00	117,756.00	159,580.00
PT-2014-HS-16-14	HS-16-14	Lexington County Police Sheriff's Office-Radar	15,100.00	6,673.00	11,702.00
PT-2014-HS-21-14	HS-21-14	Kershaw County Sheriff's Department-Radar	3,542.00	3,542.00	3,542.00
PT-2014-HS-31-14	HS-31-14	York County Sheriff's Office-Radar	2,700.00	2,641.00	2,641.00
PT-2014-HS-35-14	HS-35-14	Lancaster County Sheriff's Office-Radar	4,500.00	2,479.00	2,479.00
PT-2014-HS-41-14	HS-41-14	Greenville County Sheriff's Office-Radar	1,480.00	-	-
			<b>\$ 2,096,648.00</b>	<b>\$ 1,419,390.35</b>	<b>\$ 1,776,115.01</b>
<b>TRAFFIC RECORDS</b>					
TR-2014-HS-03-14	HS-03-14	TRAFFIC RECORDS IMPROVEMENTS	\$ 30,539.00	20,611.82	\$ 20,526.32
			-	-	-
			<b>\$ 30,539.00</b>	<b>\$ 20,611.82</b>	<b>\$ 20,526.32</b>
<b>SAFE COMMUNITIES</b>					
SA-2014-HS-04-14	HS-04-14	PUBLIC INFORMATION, OUTREACH & TRAINING	\$ 734,000.00	512,882.27	\$ 539,918.71
			-	-	-
			<b>\$ 734,000.00</b>	<b>\$ 512,882.27</b>	<b>\$ 539,918.71</b>
					\$ -
<b>NHTSA 402 Total</b>			<b>\$ 3,607,512.00</b>	<b>\$ 2,394,420.10</b>	<b>\$ 2,902,054.40</b>

# Federal Funds Expended on Projects

GRANT NUMBER	GTS Project Code	PROJECTS AWARDED FOR FY14	FED.FUNDS AWARDED TO PROJECTS	EXPENDITURES PRIOR CLAIMS	TOTAL EXPEND. REIMB.
restricted K2-2014-HS-02-14	HS-02-14	<b>OCCUPANT PROTECTION 405</b> OCCUPANT PROTECTION PROGRAM MGMT.	\$ 68,342.12	65,310.86	\$ 68,342.12
			\$ 68,342.12	\$ 65,310.86	\$ 68,342.12
<b>NHTSA 405 Total</b>			<b>\$ 68,342.12</b>	<b>\$ 65,310.86</b>	<b>\$ 68,342.12</b>
		<b>408 DATA PROGRAM Funds</b>			
K9-2014-HS-03-14	HS-03-14	TRAFFIC RECORDS IMPROVEMENTS	\$ 528,840.28	243,124.25	\$ 243,124.25
			\$ 528,840.28	\$ 243,124.25	\$ 243,124.25
<b>NHTSA 408 Total</b>			<b>\$ 528,840.28</b>	<b>\$ 243,124.25</b>	<b>\$ 243,124.25</b>
		<b>410 ALCOHOL</b>			
K8-2014-HS-25-14	HS-25-14	IMPAIRED DRIVING COUNTERMEASURES	\$ 164,854.00	98,754.79	\$ 98,694.77
K8-2014-HS-16-14	HS-16-14	Lexington County Sheriff's Office	255,447.00	164,909.00	203,146.00
K8-2014-HS-21-14	HS-21-14	Kershaw County Sheriff's Department	207,699.00	138,380.00	164,144.00
K8-2014-HS-22-14	HS-22-14	City of Charleston Police Department	227,950.00	150,858.00	189,257.00
K8-2014-HS-28-14	HS-28-14	Richland County Sheriff's Office	128,291.00	96,337.00	120,782.00
K8-2014-HS-31-14	HS-31-14	York County Sheriff's Office	158,461.00	121,883.00	156,675.00
K8-2014-HS-33-14	HS-33-14	Berkeley County Sheriff's Office	60,364.00	50,374.00	60,364.00
K8-2014-HS-34-14	HS-34-14	Orangeburg Department of Public Safety	61,526.00	34,403.00	44,622.00
K8-2014-HS-35-14	HS-35-14	Lancaster County Sheriff's Office	169,124.00	110,008.00	147,253.00
K8-2014-HS-41-14	HS-41-14	Greenville County Sheriff's Office	92,856.00	-	46,473.00
K8-2014-JC-39-14	JC-39-14	Fifth Circuit Solicitor's Office-DUI Court (Pilot)	115,649.00	40,433.00	57,578.00
K8-2014-JC-40-14	JC-40-14	Twelfth Circuit Solicitor's Office-Pilot DUI Court	74,558.00	38,483.00	56,601.00
			\$ 1,716,779.00	\$ 1,044,822.79	\$ 1,345,589.77
<b>NHTSA 410 Total</b>			<b>\$ 1,716,779.00</b>	<b>\$ 1,044,822.79</b>	<b>\$ 1,345,589.77</b>
		<b>410 FATALITY RATE</b>			
K8FR-2014-HS-09-14	HS-09-14	Charleston County Sheriff's Office	\$ 161,313.00	119,294.00	\$ 159,841.00
K8FR-2014-HS-30-14	HS-30-14	SCHP-Spartanburg County DUI Enforcement Team	\$ 175,045.00	165,757.10	161,844.00
K8FR-2014-HS-32-14	HS-32-14	SCHP-Anderson County DUI Enforcement Team	175,045.00	158,871.39	160,705.87
			\$ 511,403.00	\$ 443,922.49	\$ 482,390.87
<b>NHTSA 410 FR Total</b>			<b>\$ 511,403.00</b>	<b>\$ 443,922.49</b>	<b>\$ 482,390.87</b>
		<b>410 HIGH VISIBILITY</b>			
K8HV-2014-HS-25-14	HS-25-14	IMPAIRED DRIVING COUNTERMEASURES	\$ 676,683.58	537,994.44	\$ 676,683.58
			\$ 676,683.58	\$ 537,994.44	\$ 676,683.58
<b>NHTSA 410 HV Total</b>			<b>\$ 676,683.58</b>	<b>\$ 537,994.44</b>	<b>\$ 676,683.58</b>

# Federal Funds Expended on Projects

GRANT NUMBER	GTS Project Code	PROJECTS AWARDED FOR FY14	FED.FUNDS AWARDED TO PROJECTS	EXPENDITURES PRIOR CLAIMS	TOTAL EXPEND. REIMB.
		<b>2010 MOTORCYCLE Funding</b>			
K6-2014-HS-04-14	HS-04-14	PUBLIC INFORMATION, OUTREACH AND TRAINING	\$ 155,420.58	126,519.23	\$ 155,420.58
			<b>155,420.58</b>	\$ 126,519.23	\$ 155,420.58
<b>NHTSA 2010 Total</b>			<b>\$ 155,420.58</b>	<b>\$ 126,519.23</b>	<b>\$ 155,420.58</b>
		<b>405b OP LOW HVE</b>			
M2HVE-2014-HS-02-14	HS-02-14	OCCUPANT PROTECTION PROGRAM MGMT.	\$ 331,657.88	264,899.56	\$ 318,368.30
			-	-	-
			<b>331,657.88</b>	<b>264,899.56</b>	<b>318,368.30</b>
<b>MAP 21 405b OP Low Total</b>			<b>\$ 331,657.88</b>	<b>\$ 264,899.56</b>	<b>\$ 318,368.30</b>
		<b>405c DATA PROGRAM</b>			
M3DA-2014-HS-03-14	HS-03-14	TRAFFIC RECORDS IMPROVEMENTS	\$ 451,951.72	-	\$ -
			-	-	-
			<b>451,951.72</b>	<b>\$ -</b>	<b>\$ -</b>
<b>MAP 21 405c Data Program Total</b>			<b>\$ 451,951.72</b>	<b>\$ -</b>	<b>\$ -</b>
		<b>405d HIGH HVE</b>			
M4HVE-2014-HS-06-14	HS-06-14	LAW ENFORCEMENT COORDINATION	\$ 500,000.00	301,010.48	\$ 301,010.48
			-	-	-
			<b>500,000.00</b>	<b>301,010.48</b>	<b>301,010.48</b>
		<b>405d HIGH PAID/EARNED MEDIA</b>			
M4PEM-2014-HS-25-14	HS-25-14	IMPAIRED DRIVING COUNTERMEASURES	\$ 623,316.42	357,847.66	\$ 366,074.32
			-	-	-
			<b>623,316.42</b>	<b>357,847.66</b>	<b>366,074.32</b>
<b>MAP 21 405d Impaired Driving High Total</b>			<b>\$ 1,123,316.42</b>	<b>\$ 658,858.14</b>	<b>\$ 667,084.80</b>
		<b>405f MOTORCYCLE AWARENESS</b>			
M9MA-2014-HS-04-04	HS-04-14	PUBLIC INFORMATION, OUTREACH & TRAINING	\$ 44,579.42	-	\$ -
			-	-	-
			<b>44,579.42</b>	<b>\$ -</b>	<b>\$ -</b>
<b>MAP 21 405f Data Program Total</b>			<b>\$ 44,579.42</b>	<b>\$ -</b>	<b>\$ -</b>
<b>TOTAL NHTSA &amp; Incentive Funds</b>			<b>\$ 9,216,486.00</b>	<b>\$ 5,779,871.86</b>	<b>\$ 6,859,058.67</b>
402 LOCAL BENEFIT INFORMATION:			356,897.92	LOCAL BENEFIT	
			506,117.54	TOTAL EXPEND.	