



**south carolina**  
**DEPARTMENT *of* PUBLIC SAFETY**  
**PROTECT. EDUCATE. SERVE.**

**OFFICE *of* HIGHWAY SAFETY AND JUSTICE PROGRAMS**

**Highway Safety Grant Program**

**ANNUAL EVALUATION REPORT**

**FFY 2024**

Prepared by:

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South Carolina Department of Public Safety**

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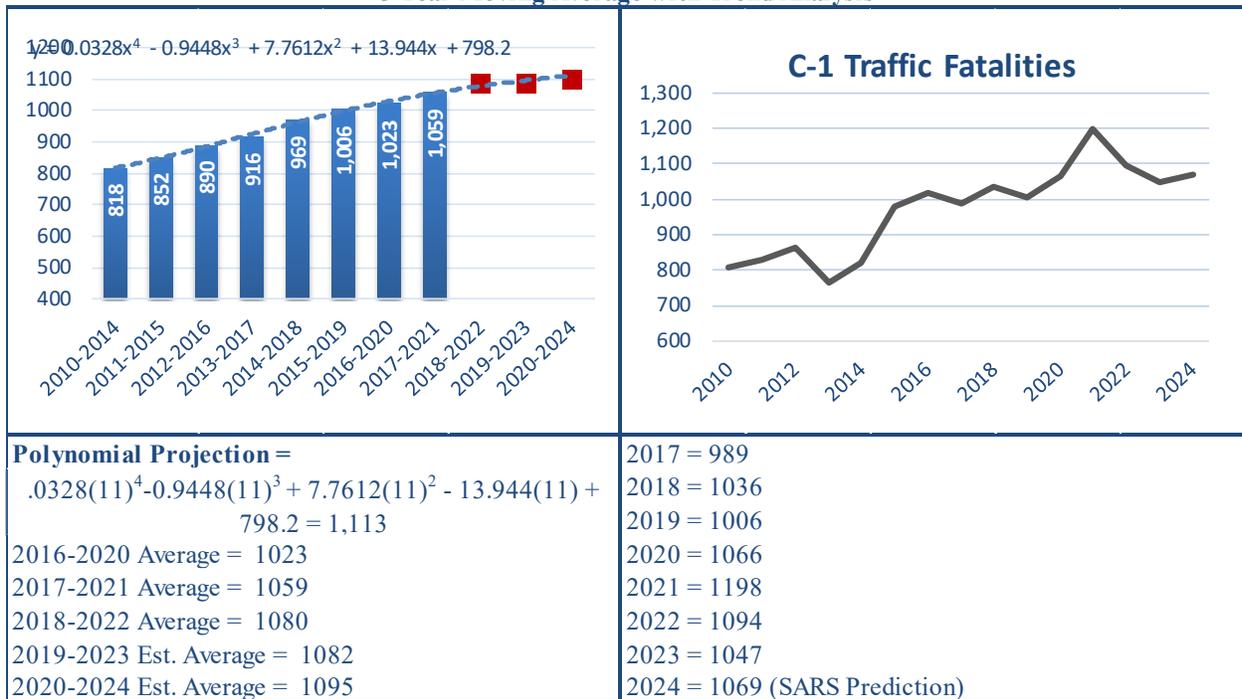
## Performance Report

FFY 2024- 2026 Triennial HSP					
Performance Measure:	Target Period	Target Year(s)	Target Value FY24-26 3HSP	Data Source*/ FY24 Progress Results	On Track to Meet FY24 Target YES/NO/In-Progress (Must be Accompanied by Narrative**)
C-1) Total Traffic Fatalities	5 year	2020-2024	1,059	2018-2021 FARS; 2022-2023 State Data 1,080	No
C-2) Serious Injuries in Traffic Crashes	5 year	2020-2024	2,549	2018-2021 FARS; 2022-2023 State Data 2,621	No
C-3) Fatalities/VMT	5 year	2020-2024	1.87	2018-2021 FARS; 2022-2023 State Data 1.86	Yes
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	2024	336	2022-2023 State Data 321	Yes
C-5) Alcohol-Impaired Driving Fatalities	Annual	2024	317	2022 State Data 2023 State Estimate 370	No
C-6) Speeding-Related Fatalities	Annual	2024	436	2022-2023 State Data 352	Yes
C-7) Motorcyclist Fatalities	Annual	2024	142	2022-2023 State Data 156	No
C-8) Unhelmeted Motorcyclist Fatalities	Annual	2024	102	2022-2023 State Data 105	No
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	Annual	2024	118	2022-2023 State Data 136	No
C-10) Pedestrian Fatalities	Annual	2024	171	2022-2023 State Data 167	Yes
C-11) Bicyclist Fatalities	Annual	2024	19	2022-2023 State Data 20	No
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2024	91.0	202 NHTSA-Certified State Survey 93.2	Yes
C-3R) Fatalities/VMT (Rural) (FARS, FHWA)	5 Year	2020-2024	2.01	*	*
C-3U) Fatalities/VMT (Urban) (FARS, FHWA)	5 Year	2020-2024	1.26	*	*
C-12) Number of Moped Fatalities	Annual	2024	25	2022-2023 State Data 31	No

\* This statistical information is currently unavailable via the online reporting of NHTSA/FARS data; the state has no projections at this time.

**C-1:** To maintain total fatalities at 1,059 from a current safety level of 1,059.

**Figure C-1: South Carolina Total Traffic Fatalities  
5 Year Moving Average with Trend Analysis**



Note: 2009-2022 Final FARS, 2023 ARF FARS, and 2024 SC State Prediction

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience a five-year average number of 1,080 traffic fatalities by December 31, 2024. Based on current projections, the state is not expected to meet its 2020-2024 average fatality goal of 1,059, although total fatalities have declined consistently since 2021. This suggests that some of the efforts the state has implemented and adjustments made in previous years have been effective though there is still more work to be done.

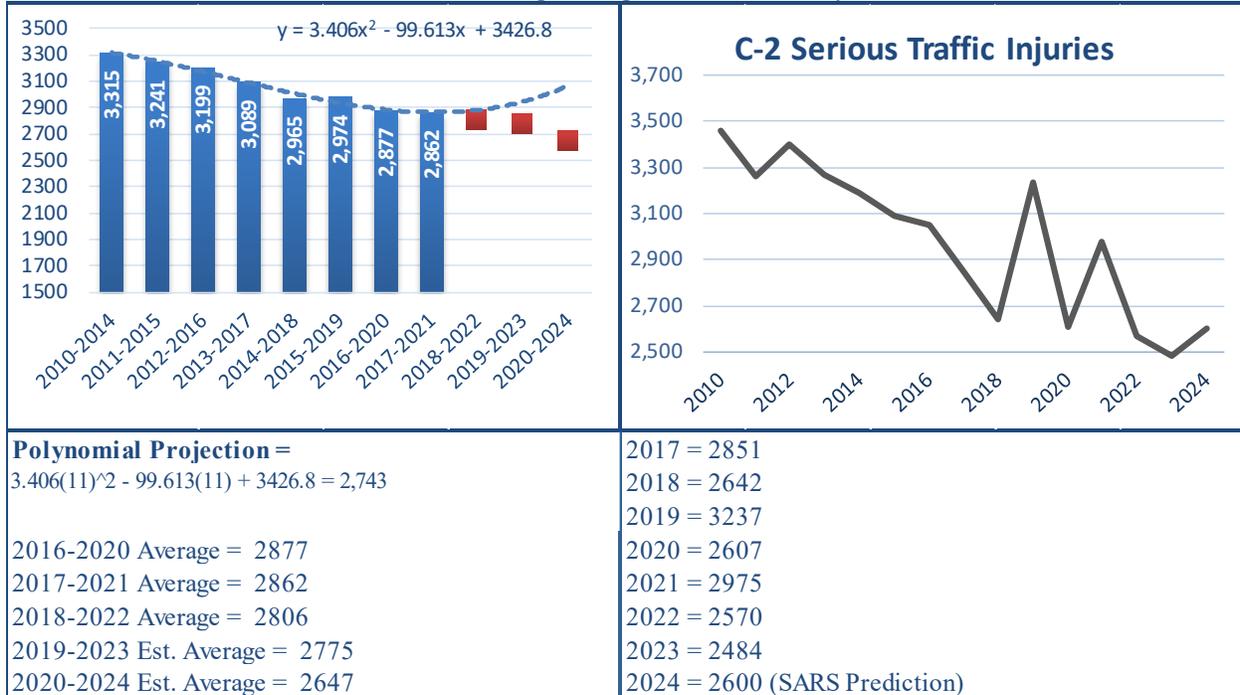
Qualitative data from law enforcement partners regarding the state’s FFY 2024 pilot program for overtime enforcement grant projects was used to inform the types of projects solicited in FFY 2025. In FFY 2025, the state began a pilot of Law Enforcement Challenge Grants. These projects were intended to provide resources for enhanced enforcement activity throughout the challenge period of December 1, 2024- Labor Day 2025. The purpose of the pilot program for Law Enforcement Challenge Grant Projects is to ensure the performance of sufficient enforcement activities each month and during four required statewide/national campaign mobilizations. Other adjustments made in FFY 2025 include the selection of additional countermeasure strategies and reallocation of funds, based on feedback collected during PP&E efforts, to assist in the state’s achievement of our performance targets. Feedback was also used to identify and assist strategic partners with project development and to develop new campaign materials/messaging.

As the FFY 2026 Annual Grant Application (AGA) is developed, the OHSJP will continue using feedback obtained through PP&E to adjust our strategy for programming funds and will build

upon our existing efforts to enhance the solicitation and project development processes. The OHSJP will seek opportunities to develop and strengthen relationships with community groups and other non-traditional partners that are underserved and overrepresented in order to address areas where vulnerable users are most at risk. Additionally, the development and implementation of programming for mature drivers, and enhanced programming for youth and college-age populations and rural road users will also be prioritized. The state aims to further increase the total number of subrecipients for the FFY 2026 grant period.

**C-2:** To reduce serious traffic injuries by 10.9% from a current safety level of 2,862 to 2,549 by 2024.

**Figure C-2: South Carolina Serious Traffic Injuries  
5 Year Moving Average with Trend Analysis**



Note: 2009-2022 Final FARS, 2023 ARF FARS, and 2024 SC State Prediction

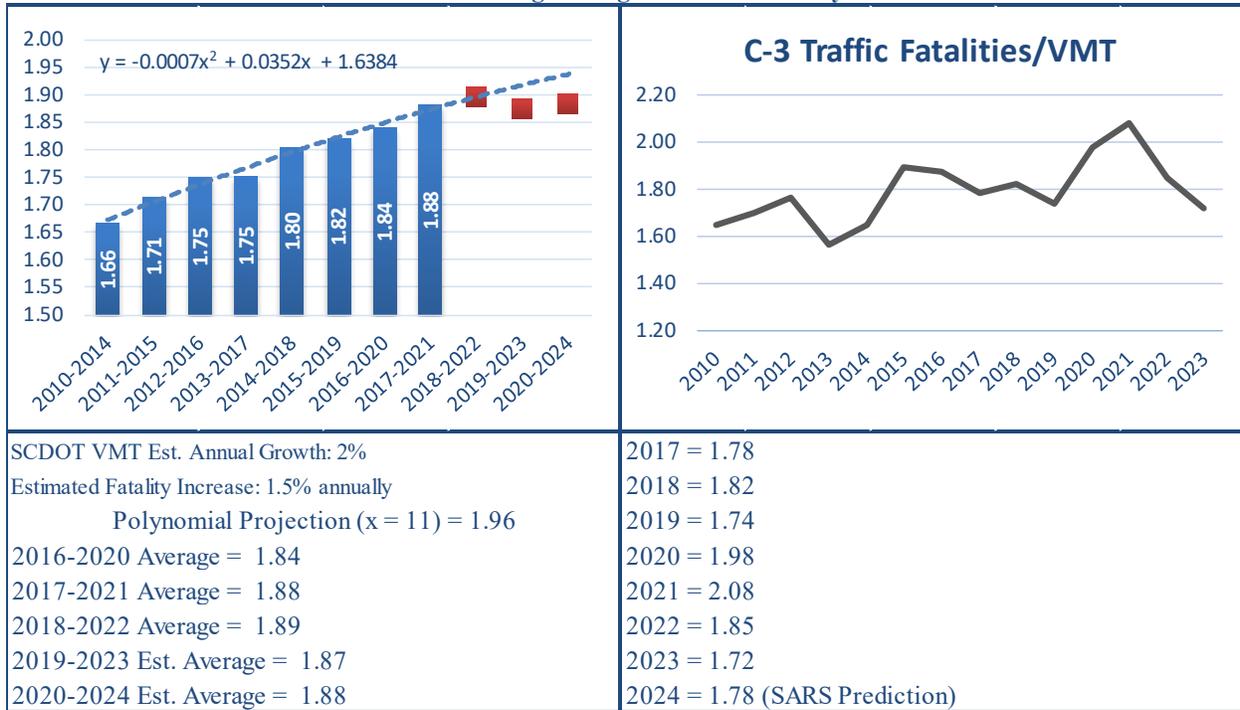
The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience a five-year average number of 2,621 serious traffic injuries by December 31, 2024. Based on current projections, the state is not expected to meet its 2020-2024 average fatality goal of 2,549; however, serious traffic injuries have declined consistently since 2021. This suggests that some of the efforts the state has implemented and some of the adjustments made in previous years have been effective, though there is more work to be done.

The state will continue its work to form partnerships with both traditional and non-traditional partners for the comprehensive implementation of the Safe Systems Approach (SSA) in order to prevent/reduce collisions and/or lessen the likelihood of serious injury or death. The state will continue working with its law enforcement partners to address the SSA model's *safer people* and *safer speeds* objectives and will also seek the assistance of other partners, such as those with a vested interest in mobility and/or public health, to identify and implement other strategies to protect all road users, especially those not utilizing motor vehicles.

In FFY 2026, the state hopes to identify and begin working closely with school districts in overrepresented areas to address school bus safety, child passenger safety, and pedestrian safety among students, and to expound upon its relationship with the South Carolina Department of Transportation (SCDOT) through continued participation in Road Safety Audits, Community meetings, and providing education for road users when new infrastructure projects are unveiled.

**C-3:** To reduce fatalities/VMT by 0.5% from a current safety level of 1.88 in 2017-2021 to 1.87 by 2024.

**Figure C-3: South Carolina Traffic Fatalities/VMT  
5 Year Moving Average with Trend Analysis**



Note: 2009-2022 Final FARS, 2023 ARF FARS, and 2024 SC State Prediction

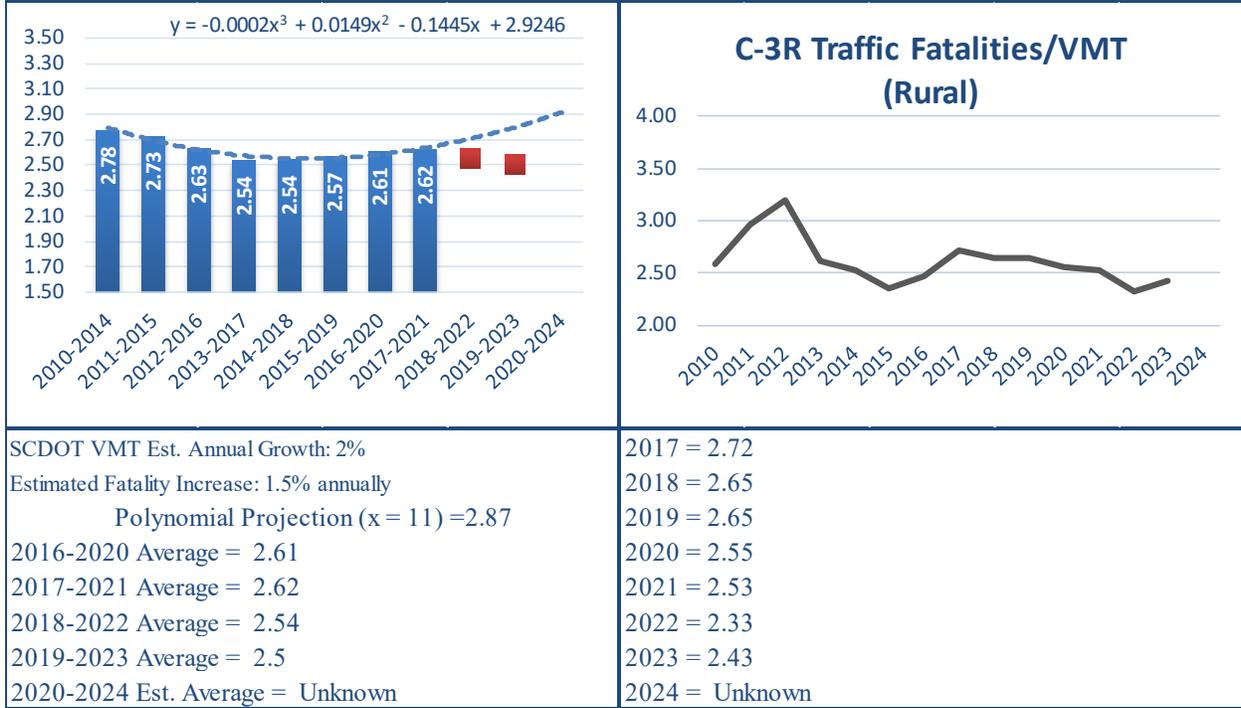
The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience a five-year average number of 1.86 traffic fatalities/VMT by December 31, 2024. Based on current projections, the state is expected to meet its 2020-2024 average fatality rate goal of 1.87 by 2024.

The state’s achievement of this highway safety performance target can be attributed to some of the activities conducted under the FFY 2024 AGA. For example, in FFY 2024, the state achieved a 29% increase in enforcement activity over the 2024 Law Enforcement Target Zero Challenge period and a 13% increase in the number of traffic enforcement subrecipients compared to FFY 2023. This led to enhanced enforcement activity throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities. In addition, the state saw a 12% average increase in campaign mobilization participation compared to FFY 2023.

In FFY 2024, the state continued to share high-collision corridor data with enforcement subgrantees to focus enforcement efforts in the locations in which fatal and serious injury collisions occur. Resources were provided for all new FFY 2024 subgrantees to assist them in the implementation of their programs, and the FFY 2023 Annual Report and approval letter were shared with subgrantees, which was believed to increase the collective buy-in of subrecipients.

**C-3R:** To decrease traffic fatalities/VMT in rural areas by 23.3% from the 2017-2021 baseline average of 2.62 to 2.01 for 2024.

**Figure C-3R: South Carolina Traffic Fatalities/VMT(Rural)  
5 Year Moving Average with Trend Analysis**

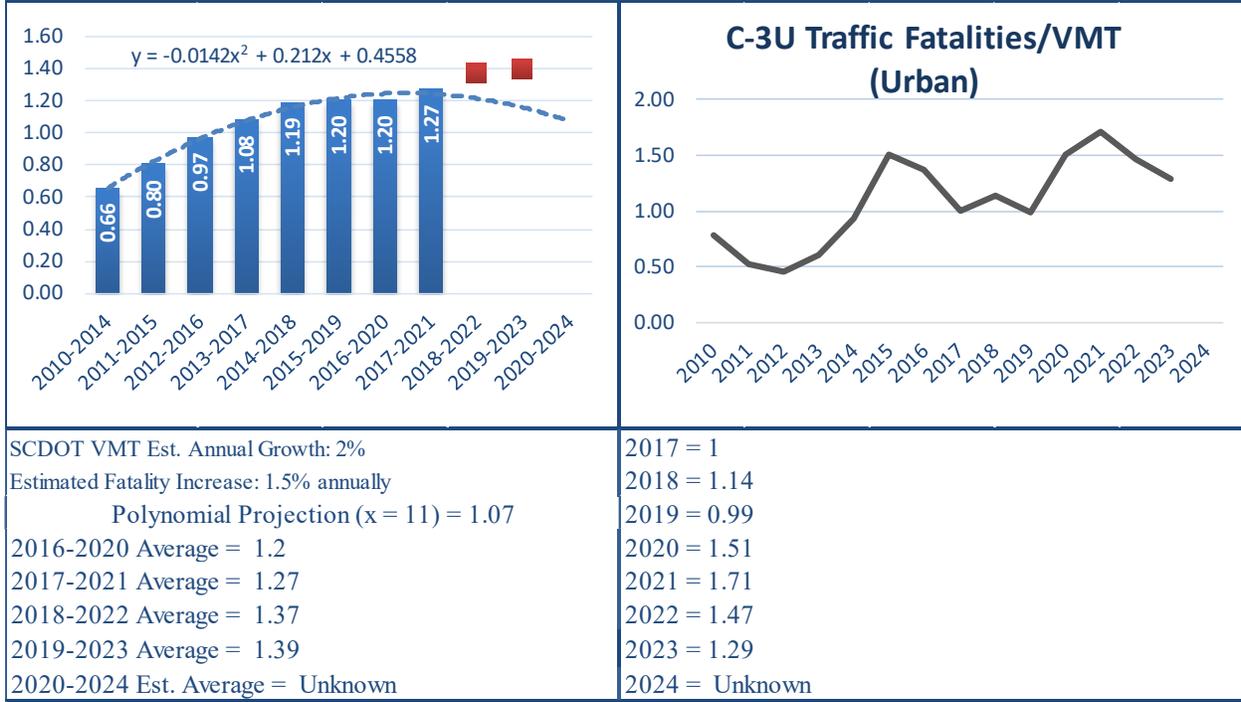


Note: 2009-2022 Final FARS, 2023 ARF FARS, and 2024 SC State Prediction

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

**C-3U:** To decrease traffic fatalities/VMT in urban areas by 0.8% from the 2017-2021 baseline average of 1.27 to 1.26 for 2024.

**Figure C-3U: South Carolina Traffic Fatalities/VMT(Urban)  
5 Year Moving Average with Trend Analysis**

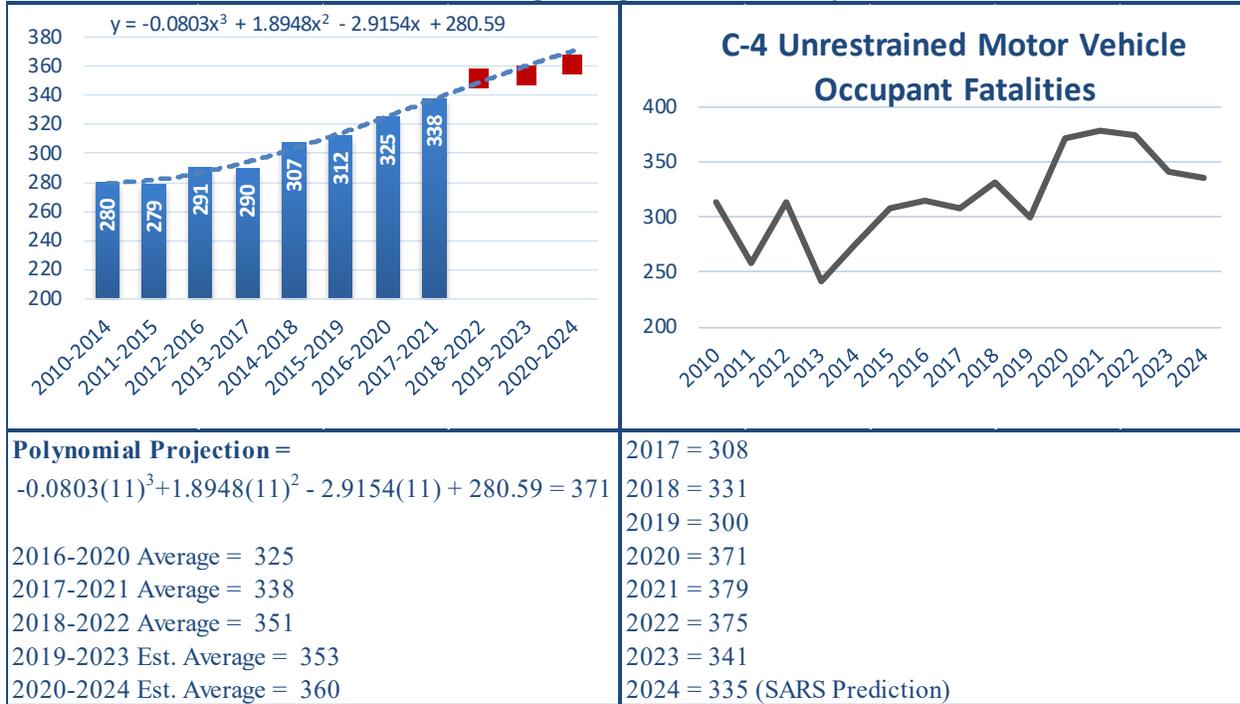


Note: 2009-2022 Final FARS, 2023 ARF FARS, and 2024 SC State Prediction

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

**C-4:** To reduce unrestrained passenger vehicle occupant fatalities 0.6 percent from 338 (2017-2021 rolling average) to 336 for 2024.

**Figure C-4: South Carolina Unrestrained Motor Vehicle Occupant Fatalities  
5 Year Moving Average with Trend Analysis**



Note: 2009-2022 Final FARS, 2023 ARF FARS, and 2024 SC State Prediction

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience an annual number of 321 unrestrained passenger vehicle occupant fatalities by December 31, 2024. Based on current projections, the state is expected to meet its 2024 goal of 336.

The state’s achievement of this highway safety performance target can be attributed to the activities conducted under the FFY 2024 AGA. For example, in FFY 2024 the state achieved a 29% increase in enforcement activity over the 2024 Law Enforcement Target Zero Challenge period and a 13% increase in the number of traffic enforcement subrecipients compared to FFY 2023. Occupant protection enforcement programs were piloted in FFY 2024, statewide participation in the *Buckle Up, South Carolina* mobilization increased approximately 11%, and overall enforcement activity during the campaign period increased 78% compared to FFY 2023. Each of these activities/initiatives led to enhanced enforcement activity throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities.

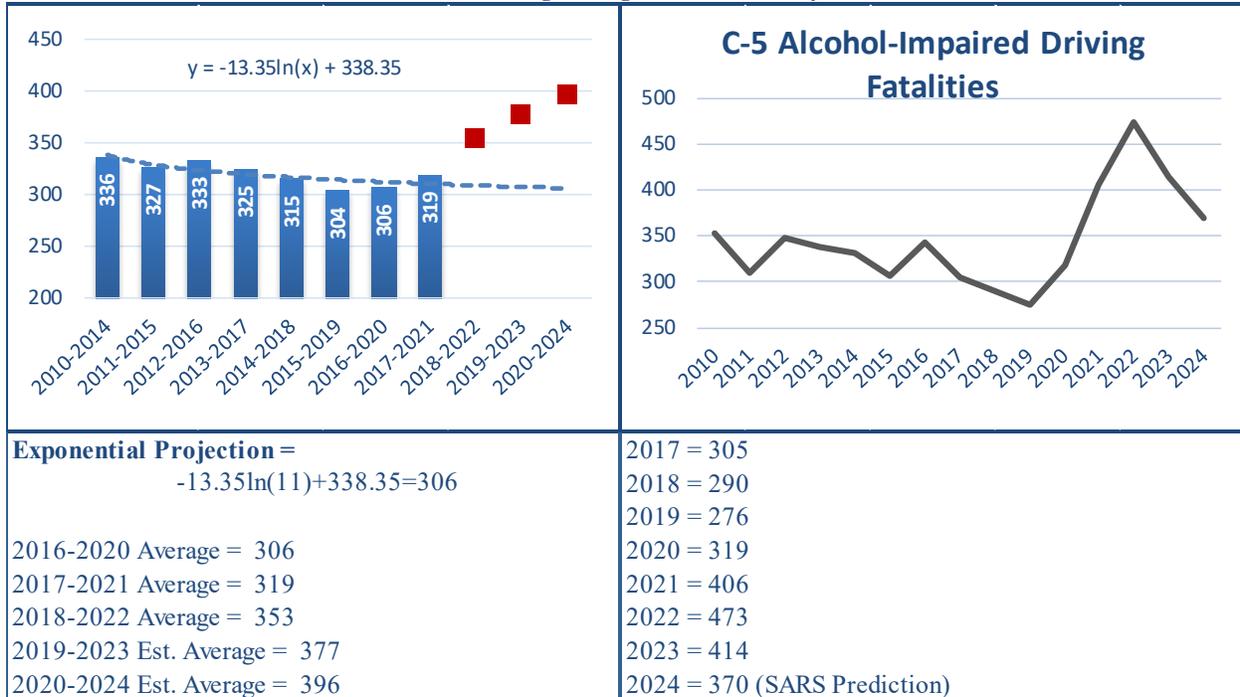
In addition, the *Highways or Dieways* campaign, originally launched over 30 years ago, returned in FFY 2024. As in the original campaign, a ticking clock and distinct voice narrated the ads, and the campaign focused on personal responsibility behind the wheel. The campaign included a series of television commercials that showed the stark consequences of bad driving choices and

each ad ended with the reminder that the “Choice is Yours” whether our roads are *Highways or*

In FFY 2024, the state continued to share high-collision corridor data with enforcement subgrantees to focus enforcement efforts in the locations in which fatal and serious injury collisions occur. Resources, which included best practices, were provided for all new FFY 2024 subgrantees to assist them in the implementation of their programs, and the state shared the FFY 2023 Annual Report and approval letter with subgrantees, which was believed to increase the collective buy-in among subrecipients.

**C-5:** To reduce alcohol impaired driving fatalities 0.3 percent from 318 (2017-2021 rolling average) to 317 for 2024.

**Figure C-5: South Carolina Alcohol-Impaired Driving Fatalities  
5 Year Moving Average with Trend Analysis**



Note: 2009-2022 Final FARS, 2023 ARF FARS, and 2024 SC State Prediction

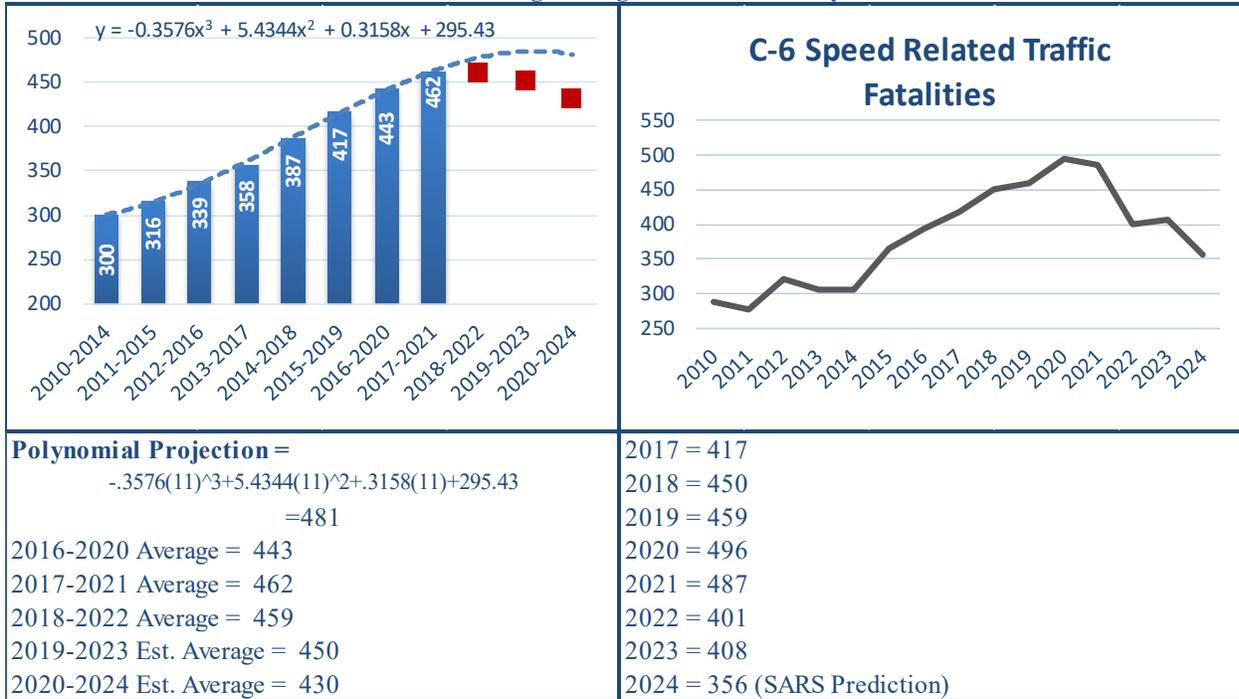
The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience an annual number of 370 alcohol-impaired driving fatalities by December 31, 2024. Based on current projections, the state is not expected to meet its 2024 goal of 317.

In an effort to meet this target in FFY 2025, the state adjusted its funding allocations to revamp campaign messaging and to increase enforcement activity efforts throughout the state. In FFY 2025, Target Zero Challenge grant projects were piloted. These projects fund activity hours for monthly proactive traffic enforcement efforts (checkpoints, saturation/directed patrols) during the Challenge period, to include specialized enforcement activities during the four major mobilization periods: *Christmas/New Year's Sober or Slammer! (SOS!)*, *Buckle Up, South Carolina (BUSC)*, *Operation Southern Slow Down*, and *Labor Day SOS!* Allocating additional funds for high visibility enforcement, especially during holiday periods in which drinking is prevalent, will enable officers to spend additional time actively enforcing traffic laws, including those related to driving while impaired. Funding was also allocated to increase youth programming efforts to educate youth on the dangers of underage drinking and to promote safe driving behaviors, including the avoidance of driving while impaired. Other adjustments made in FFY 2025 include the selection of additional countermeasure strategies and reallocation of funds, based on feedback from PP&E efforts, to assist in the state's achievement of our performance targets. Feedback was also used to identify and assist strategic partners with project development and to develop new campaign materials/messaging.

As the FFY 2026 Annual Grant Application (AGA) is developed, the OHSJP will continue executing the recommendations from the Impaired Driving Assessment and use the assessment results to develop evidence-based enforcement and educational programs throughout the state. The OHSJP will continue using feedback obtained through PP&E to adjust strategies for programming funds and will build upon existing efforts to enhance the solicitation and project development processes. The OHSJP will seek opportunities to develop and strengthen relationships with community groups and other non-traditional partners in order to address impaired driving in the state and hopes to increase the total number of subrecipients for the FFY 2026 grant period, particularly those implementing impaired driving countermeasures.

**C-6:** To reduce speeding-related fatalities by 5.6 percent from 462 (2017-2021 rolling average) to 436 for 2024.

**Figure C-6: South Carolina Speed Related Traffic Fatalities**  
5 Year Moving Average with Trend Analysis



Note: 2009-2022 Final FARS, 2023 ARF FARS, and 2024 SC State Prediction

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience an annual number of 352 speed related traffic fatalities by December 31, 2024. Based on current projections, the state is expected to meet its 2024 goal of 436.

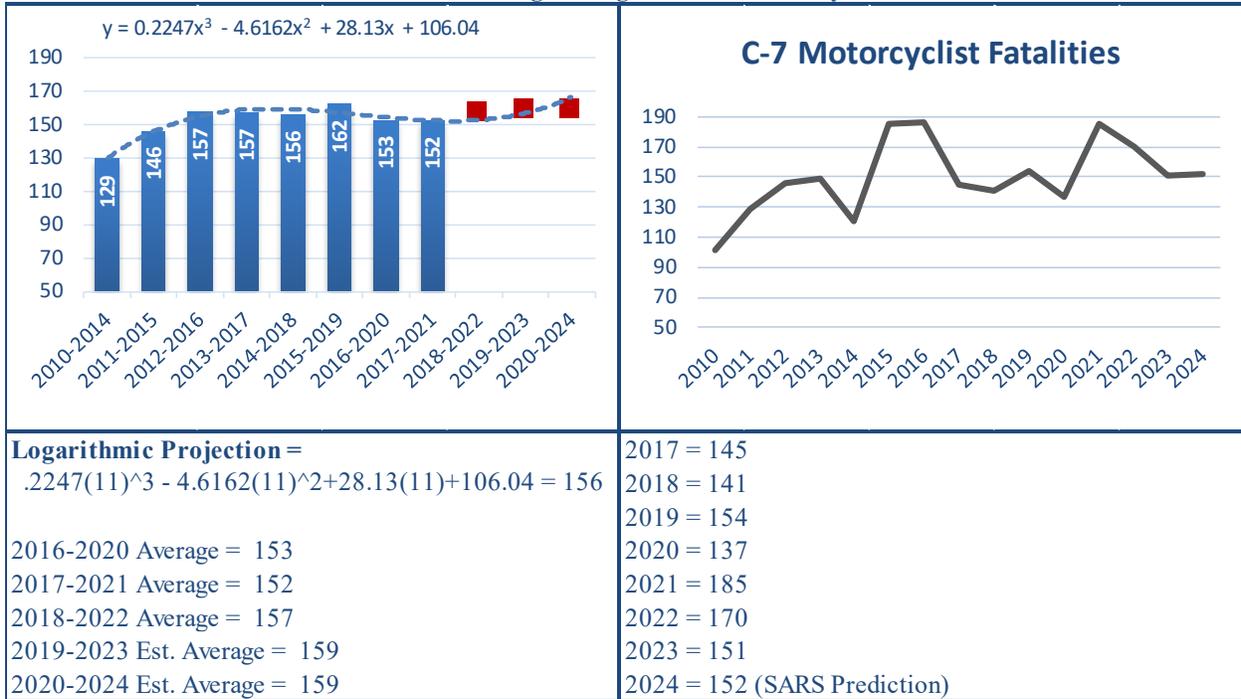
The state’s achievement of this highway safety performance target can be attributed to activities conducted under the FFY 2024 AGA, such as the state’s achievement of a 29% increase in enforcement activity over the 2024 Law Enforcement Target Zero Challenge and a 13% increase in the number of traffic enforcement subrecipients compared to FFY 2023. This led to enhanced enforcement activity throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities. In addition, the state saw a 15% increase in participation in the *Operation Southern Slow Down* mobilization and a 5% increase in total enforcement activity compared to FFY 2023.

In addition, the *Highways or Dieways* campaign, originally launched over 30 years ago, returned in FFY 2024. As in the original campaign, a ticking clock and distinct voice narrated the ads, and the campaign focused on personal responsibility behind the wheel. The campaign included a series of television commercials that showed the stark consequences of bad driving choices and each ad ended with the reminder that the “Choice is Yours” whether our roads are *Highways or Dieways*. While much has changed since the ads first aired, the message remains the same: poor choices while driving lead to tragic results.

In FFY 2024, the state continued to share high-collision corridor data with enforcement subgrantees to focus enforcement efforts in the locations in which fatal and serious injury collisions occur. Resources, which included best practices, were provided for all new FFY 2024 subgrantees to assist them in the implementation of their programs, and the state shared the FFY 2023 Annual Report and approval letter with subgrantees, which was believed to increase collective buy-in.

**C-7:** To reduce motorcyclist fatalities by 6.0 percent from 151 (2017-2021 rolling average) to 142 for 2024.

**Figure C-7: South Carolina Motorcyclist Fatalities  
5 Year Moving Average with Trend Analysis**



Note: Moped operators and motorcyclists are included in the FARS count of motorcyclist fatalities.

Note: 2009-2022 Final FARS, 2023 ARF FARS, and 2024 SC State Prediction

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience an annual number of 156 motorcyclist traffic fatalities by December 31, 2024. Based on current projections, the state is not expected to meet its 2024 goal of 142. Although this performance target has not been met, the state achieved a 29% increase in enforcement activity over the 2024 Law Enforcement Target Zero Challenge and a 13% increase in the number of traffic enforcement subrecipients compared to FFY 2023. This led to enhanced enforcement activity overall throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities.

Although the state is working to impact positive change, South Carolina does not have a universal helmet law and has strong legislative grass-roots lobbying efforts in place to fight against helmet law changes. This presents challenges in improving motorcycle safety in general and in saving motorcyclists' lives on the highways in particular. With no legislation in place to require the use of helmets for individuals 21 and over, it is expected that reducing the number of motorcycle fatalities will continue to be a challenge for the state.

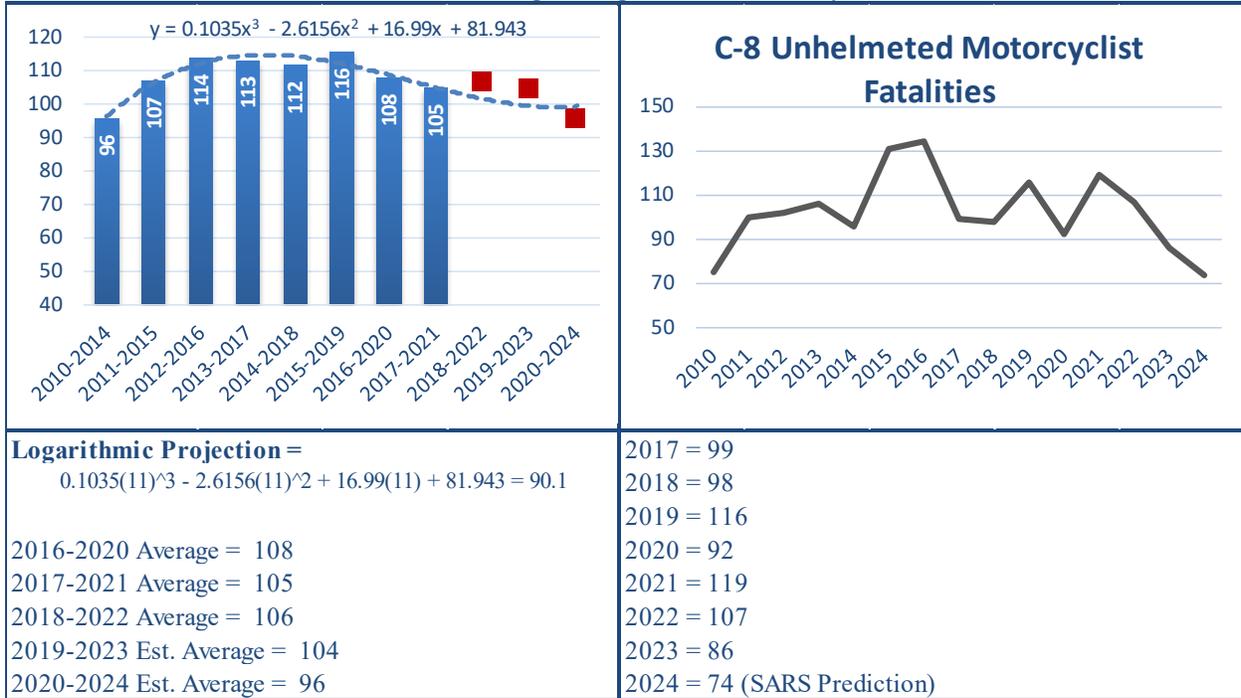
In an effort to meet this target in FFY 2025, the state adjusted its funding allocations to revamp campaign messaging and to increase enforcement activity efforts throughout the state. In FFY 2025, Target Zero Challenge grant projects were piloted. These projects fund activity hours for monthly proactive traffic enforcement efforts (checkpoints, saturation/directed patrols) during

the Challenge period, to include specialized enforcement activities during the four major mobilization periods: *Christmas/New Year's Sober or Slammer! (SOS!)*, *Buckle Up, South Carolina (BUSC)*, *Operation Southern Slow Down*, and *Labor Day SOS!* Funding was allocated for aerial advertising during two motorcycle rallies in Myrtle Beach, SC during FFY 2024, and it will be done again during FFY 2025.

As the FFY 2026 Annual Grant Application (AGA) is developed, the OHSJP will continue using feedback obtained through PP&E to adjust strategies for programming funds and will build upon existing efforts to enhance the solicitation and project development processes. The OHSJP will seek opportunities to develop and strengthen relationships with community groups and other non-traditional partners in order to address areas where vulnerable users are most at risk.

**C-8:** To reduce unhelmeted motorcyclist fatalities 1.0 percent from 103 (2017-2021 rolling average) to 102 for 2024.

**Figure C-8: South Carolina Unhelmeted Motorcyclist Fatalities**  
5 Year Moving Average with Trend Analysis



Note: Moped operators and motorcyclists are included in the FARS count of motorcyclist fatalities.

Note: 2009-2022 Final FARS, 2023 ARF FARS, and 2024 SC State Prediction

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience an annual number of 105 unhelmeted motorcyclist traffic fatalities by December 31, 2024. Based on current projections, the state is not expected to meet its 2024 goal of 102. Although this performance target has not been met, the state achieved a 29% increase in enforcement activity over the 2024 Law Enforcement Target Zero Challenge and a 13% increase in the number of traffic enforcement subrecipients compared to FFY 2023. This led to enhanced enforcement activity throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities.

Despite the state’s efforts to impact positive change, South Carolina does not have a universal helmet law and has strong legislative grass-roots lobbying efforts in place to fight against helmet law changes. This presents challenges in improving motorcycle safety in general and in saving motorcyclists’ lives on the highways in particular. With no legislation in place to require the use of helmets for individuals 21 and over, it is expected that reducing the number of motorcycle fatalities will continue to be a challenge for the state.

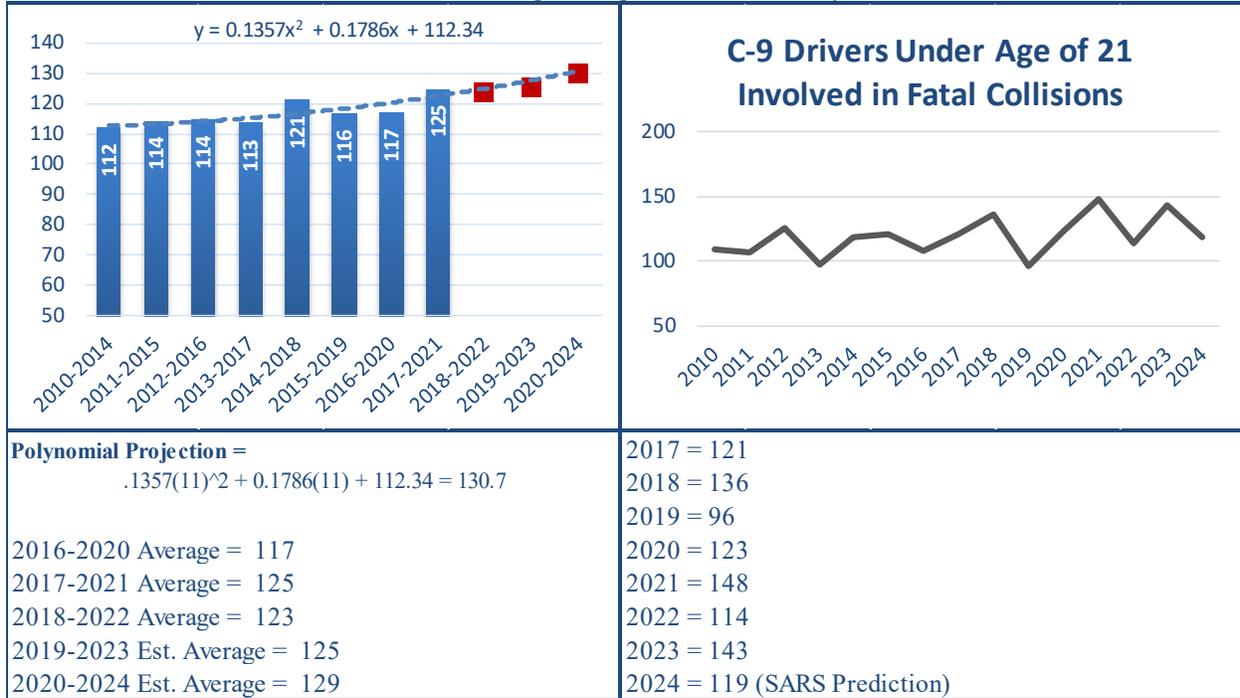
In an effort to meet this target in FFY 2025, the state adjusted its funding allocations to revamp campaign messaging and to increase enforcement activity efforts throughout the state. In FFY 2025, Target Zero Challenge grant projects were piloted. These projects fund activity hours for

monthly proactive traffic enforcement efforts (checkpoints, saturation/directed patrols) during the Challenge period, to include specialized enforcement activities during the four major mobilization periods: *Christmas/New Year's Sober or Slammer! (SOS!)*, *Buckle Up, South Carolina (BUSC)*, *Operation Southern Slow Down*, and *Labor Day SOS!* Funding was allocated for aerial advertising during two motorcycle rallies in Myrtle Beach, SC during FFY 2024, and it will be done again during FFY 2025. Funding was also allocated for "Ride Smart" billboard advertising to encourage the use of motorcycle safety gear. These billboards were launched ahead of Daytona Bike Week and Sturgis Bike Weeks as travel on SC highways was required to reach these destinations. Billboard advertising was also placed ahead of the state's bike rallies, held in Myrtle Beach, SC.

As the FFY 2026 Annual Grant Application (AGA) is developed, the OHSJP will continue using feedback obtained through PP&E to adjust strategies for programming funds and will build upon existing efforts to enhance the solicitation and project development processes. The OHSJP will seek opportunities to develop and strengthen relationships with community groups and other non-traditional partners in order to address areas where vulnerable users are most at risk.

**C-9:** To reduce drivers age 20 and younger involved in fatal crashes by 5.6 percent from 125 (2017-2021 rolling average) to 118 for 2024.

**Figure C-9: South Carolina Drivers Age 20 and Under Involved in Fatal Collisions**  
5 Year Moving Average with Trend Analysis



Note: 2009-2022 Final FARS, 2023 ARF FARS, and 2024 SC State Prediction

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience an annual number of 136 young driver- involved fatalities by December 31, 2024. Based on current projections, the state is not expected to meet its 2024 goal of 118. Although this performance target has not been met, the state achieved a 29% increase in enforcement activity over the 2024 Law Enforcement Target Zero Challenge and a 13% increase in the number of traffic enforcement subrecipients compared to FFY 2023.

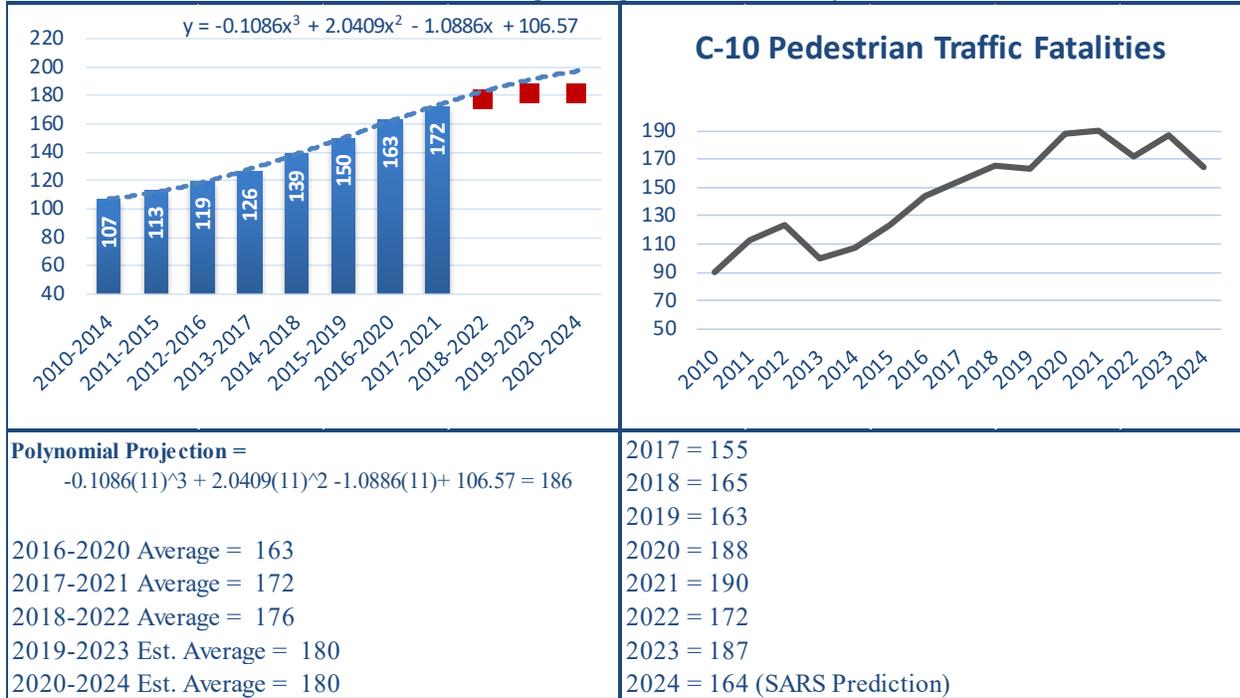
In an effort to meet this target in FFY 2025, the state adjusted its funding allocations to revamp campaign messaging and to increase youth programming efforts throughout the state. In FFY 2025, two youth driving education projects are being piloted and funding was provided for SADD to continue the implementation of its statewide peer-to-peer traffic safety program. The two pilot programs, ThinkFast Interactive and South Carolina Highway Safety Education, will provide interactive, comprehensive educational driving safety awareness and simulated highway safety educational programming at public schools, colleges, and community events. These projects will reach current and future young drivers throughout the state, providing them with the knowledge necessary to reduce potentially harmful driving behaviors and promote those behaviors that enhance the safety of both drivers and passengers. Other adjustments made in FFY 2025 include the selection of additional countermeasure strategies and reallocation of funds, based on feedback from PP&E efforts, to assist in the state’s achievement of our performance targets. Feedback was also used to identify and assist strategic partners with project development and to

develop new campaign materials/messaging.

As the FFY 2026 Annual Grant Application (AGA) is developed, the OHSJP will use outcome data from the two pilot projects to make programming adjustments as necessary. Feedback obtained through PP&E will also be used to adjust strategies for programming funds and will build upon existing efforts to enhance the solicitation and project development processes. The state aims to further increase the total number of subrecipients for the FFY 2026 grant period, particularly those addressing young drivers.

**C-10:** To reduce pedestrian fatalities by 0.6 percent from 172 (2017-2021 rolling average) to 171 for 2024.

**Figure C-10: South Carolina Pedestrian Traffic Fatalities  
5 Year Moving Average with Trend Analysis**



Note: 2009-2022 Final FARS, 2023 ARF FARS, and 2024 SC State Prediction

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience an annual number of 167 pedestrian fatalities by December 31, 2024. Based on current projections, the state is expected to meet its 2024 goal of 171.

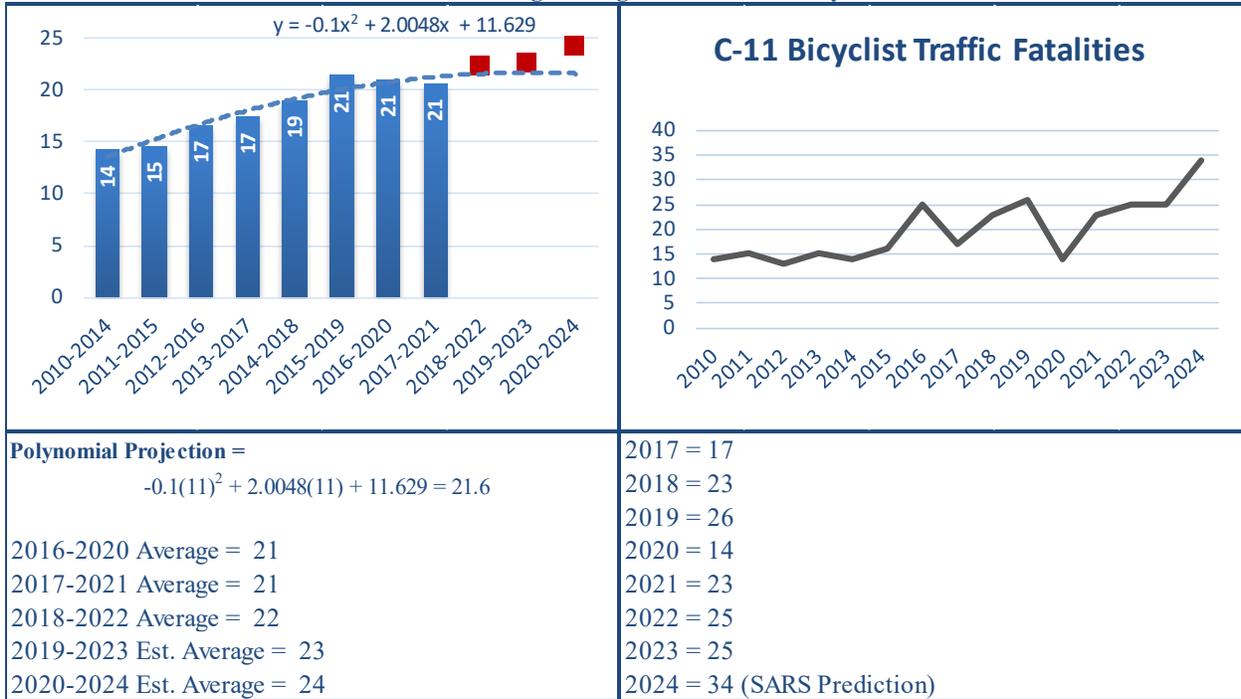
The state’s achievement of this highway safety performance target can be attributed to some of the activities conducted under the FFY 2024 AGA. For example, in FFY 2024 the state achieved a 29% increase in enforcement activity over the 2024 Law Enforcement Target Zero Challenge and a 13% increase in the number of traffic enforcement subrecipients compared to FFY 2023, all of which led to enhanced enforcement activity throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities. Additionally, pedestrian messaging was pushed to students on the campuses of the University of South Carolina and The Citadel throughout the year.

In addition, the *Highways or Dieways* campaign, originally launched over 30 years ago, returned in FFY 2024. As in the original campaign, a ticking clock and distinct voice narrated the ads, and the campaign focused on personal responsibility behind the wheel. The campaign included a series of television commercials that showed the stark consequences of bad driving choices and each ad ended with the reminder that the actions of individuals can create either safe or dangerous roadways (*Highways or Dieways*) - “The Choice is Yours”. While much has changed since the ads first aired, the message remains the same: poor choices while driving lead to tragic results.

In FFY 2024, the state continued to share high-collision corridor data with enforcement subgrantees to focus enforcement efforts in the locations in which fatal and serious injury collisions occur. Resources, which included best practices, were provided for all new FFY 2024 subgrantees to assist them in the implementation of their programs, and the state shared the FFY 2023 Annual Report and approval letter with subgrantees, which was believed to increase collective buy-in.

**C-11:** To reduce bicyclist fatalities 9.5 percent from 21 (2017-2021 rolling average) to 19 for 2024.

**Figure C-11: South Carolina Bicyclist Traffic Fatalities  
5 Year Moving Average with Trend Analysis**



Note: 2009-2022 Final FARS, 2023 ARF FARS, and 2024 SC State Prediction

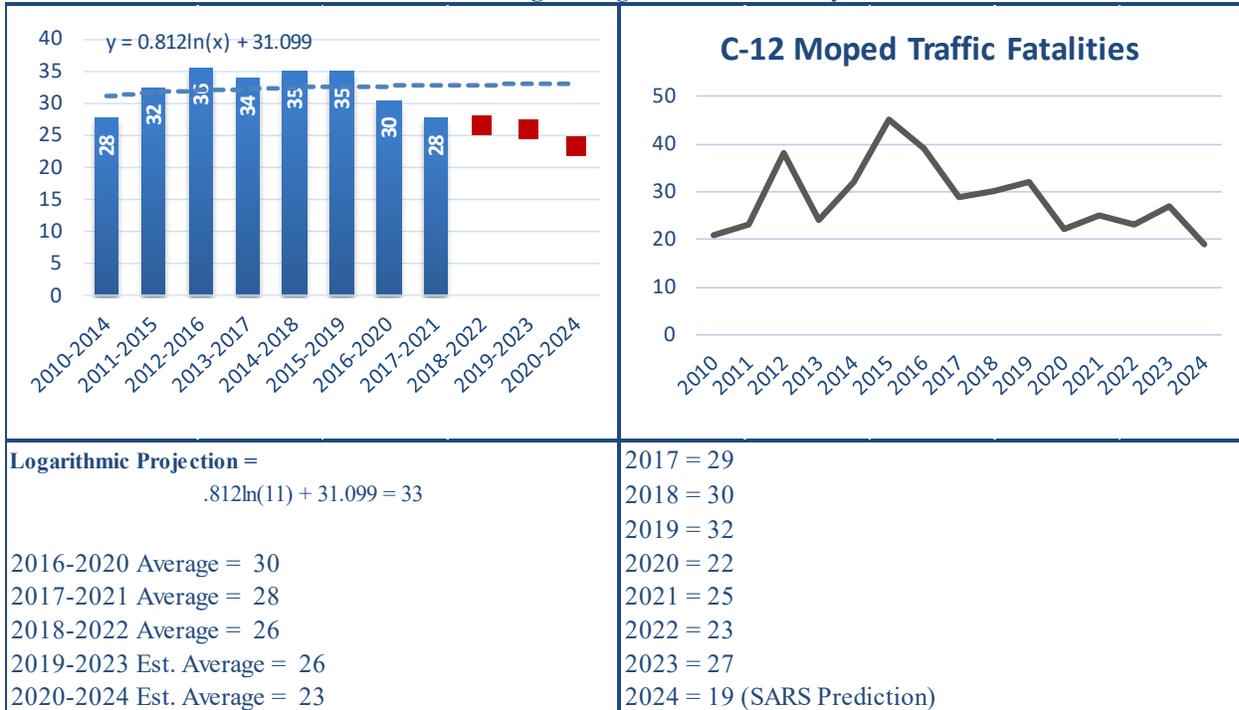
The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience an annual number of 20 bicyclist fatalities by December 31, 2024. Based on current projections, the state is not expected to meet its 2024 goal of 19. Although this performance target has not been met, the state achieved a 29% increase in enforcement activity over the 2024 Law Enforcement Target Zero Challenge and a 13% increase in the number of traffic enforcement subrecipients compared to FFY 2023. Bicyclist fatalities also reflect a downward trend compared to CY 2023.

In an effort to meet this target in FFY 2025, the state will conduct a NHTSA-facilitated Pedestrian and Bicyclist Safety Program Assessment. Other adjustments include the selection of additional countermeasure strategies and reallocation of funds.

As the FFY 2026 Annual Grant Application (AGA) is developed, the OHSJP will utilize the recommendations from the Pedestrian and Bicyclist Safety Assessment and implement programming accordingly.

**C-12:** To reduce moped traffic fatalities by 10.7 percent from the 2017-2021 baseline average of 28 to 25 for 2024.

**Figure C-12: South Carolina Moped Traffic Fatalities  
5 Year Moving Average with Trend Analysis**



Note: 2009-2022 Final FARS, 2023 ARF FARS, and 2024 SC State Prediction

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience an annual number of 31 moped fatalities by December 31, 2024. Based on current projections, the state is not expected to meet its 2024 goal of 25.

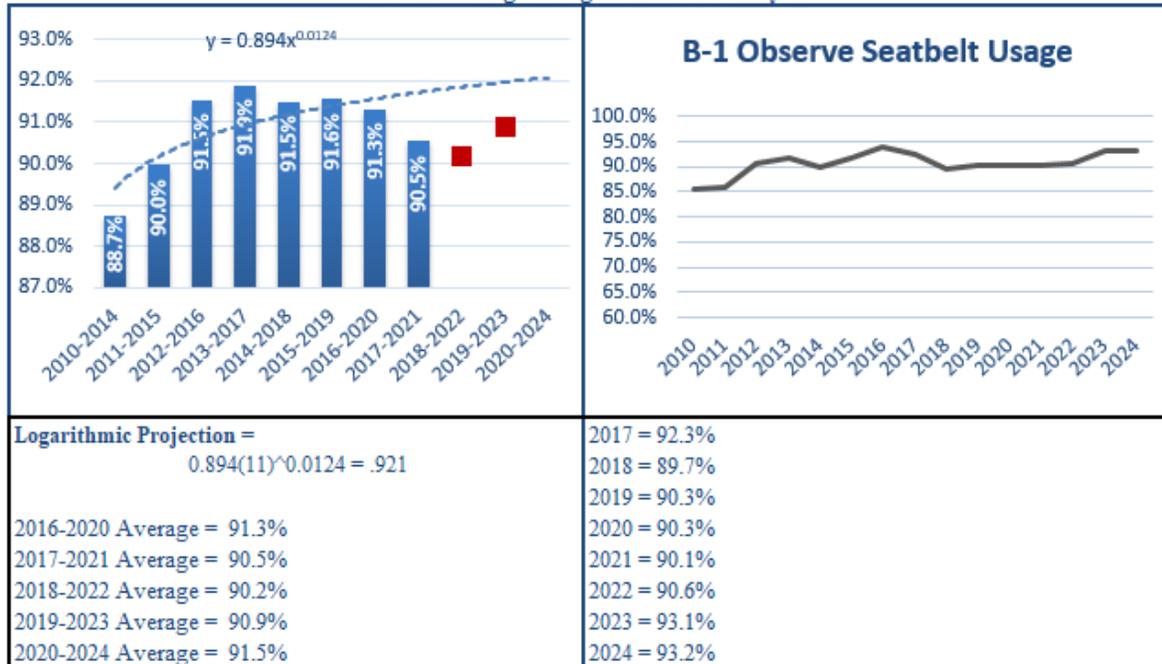
Although this performance target has not been met, the state achieved a 29% increase in enforcement activity over the 2024 Law Enforcement Target Zero Challenge and a 13% increase in the number of traffic enforcement subrecipients compared to FFY 2023. This led to enhanced enforcement activity throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities. Additionally, the flight dates for the vulnerable roadway user (VRU) campaign were extended in FFY 2024 compared to 2023 and messaging was expanded to reach the counties with the highest number of VRU fatalities and those counties identified as over-represented and/or underserved.

In an effort to meet this target in FFY 2025, the state adjusted its funding allocations to revamp campaign messaging, continue the expanded reach of messaging, and to increase enforcement activity efforts throughout the state.

As the FFY 2026 Annual Grant Application (AGA) is developed, the OHSJP will continue using feedback obtained through PP&E to adjust our strategies for programming funds and will build upon our existing efforts to enhance the solicitation and project development processes.

**B-1:** To increase the observed seat belt usage rate by 0.9 percentage points from 90.1 percent in 2021 to 91.0 percent by 2024.

**Figure B-1: South Carolina Observed Seatbelt Usage Rate  
5 Year Moving Average with Trend Analysis**



Note: 2009-2023 SC State Data, Waiver obtained for 2020 for observational seatbelt survey. 2020 rate estimated by 2019 rate.

The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will have an observed seat belt usage rate of 93.2% by December 31, 2024. Based on current projections, the state is expected to meet its 2024 goal of 91%. The state’s achievement of this highway safety performance target can be attributed to some of the activities conducted under the FFY 2024 AGA. For example, in FFY 2024 the state achieved a 29% increase in enforcement activity over the 2024 Law Enforcement Target Zero Challenge and a 13% increase in the number of traffic enforcement subrecipients compared to FFY 2023. Occupant protection enforcement programs were piloted in FFY 2024, and statewide participation in the *Buckle Up, South Carolina* mobilization increased approximately 11%. Overall enforcement activity during the campaign period increased 78% compared to FFY 2023. Each of these activities/initiatives led to enhanced enforcement activity throughout the state and an appropriate, corresponding increase in citations issued for traffic violations that contribute to traffic collisions and fatalities.

In addition, the *Highways or Dieways* campaign, originally launched over 30 years ago, returned in FFY 2024. As in the original campaign, a ticking clock and distinct voice narrated the ads, and the campaign focused on personal responsibility behind the wheel. The campaign included a series of television commercials that showed the stark consequences of bad driving choices and each ad ended with the reminder that the “Choice is Yours” whether our roads are *Highways or Dieways*. While much has changed since the ads first aired, the message remains the same: poor choices while driving lead to tragic results.

The projects funded in FFY 2024 contributed to the achievement of the following highway safety performance targets: C-3, C-4, C-6, C-10, and B-1. Outcomes for all project and activities conducted under the FFY 2024 AGA are detailed in the section titled “Project and Subrecipient Activity Results”.

## Project and Subrecipient Activity Results

### Highway Safety Program Management Projects

Highway Safety Program Management Projects	
<b><u>Project Name</u></b>	<b>Planning and Administration</b>
<b><u>Project agreement number</u></b>	PA-2024-HS-01-24
<b><u>Subrecipient(s)</u></b>	SCDPS, OHSJP
<b><u>Project Outcomes</u></b>	The Planning and Administration project provides the administrative functions for the operation of the Section 402 program. Under this grant project, all tasks necessary for the preparation of the state’s first triennial Highway Safety Plan (3HSP) and Annual Grant Application (AGA) were completed and the documents were submitted by the established FFY 2024 deadlines. Other activities completed during the FFY 2024 grant period included the preparation of the FFY 2023 Annual Evaluation Report; FFY 2025 project development activities; ongoing problem identification; preparation of the annual Funding Guidelines and grant project solicitation; grant monitoring; planning and conducting training programs for subgrantees; public participation and engagement; and the development and coordination of numerous public awareness activities with particular emphasis on impaired driving, occupant protection, speed reduction, and other similar efforts. Staff funded under this grant in FFY 2024 consisted of one (1) Director, one (1) Grants Administration Manager, and one (1) Grant Program Manager.
<b><u>Total FFY 2024 Funds Expended</u></b>	\$137,674.07

<b>Project Name</b>	<b>Public Information, Outreach and Training (PIOT)</b>
<b>Project agreement number</b>	CP-2024-HS-04-24, UNATTD-2024-HS-04-24, PM-2024-HS-04-24
<b>Subrecipient(s)</b>	SCDPS, OHSJP
<b>Project Outcomes</b>	<p>The OHSJP executed its <i>Sober or Slammer!</i> enforcement and education campaign for Halloween, Thanksgiving, Christmas/New Year's, and throughout CY 2024 leading up to Labor Day. Additional details are noted in the section titled "<i>Communications and Outreach Activities</i>".</p> <p>During National Distracted Driving Awareness Month, a distracted driving message was executed on paid social media and billboards. The newly produced video ad featured the message "leave it unread" and ended with the <i>Highways or Dieways</i> branding.</p> <p>The OHSJP also executed a new topic, as part of the <i>Public Information &amp; Education (PI&amp;E)</i> campaign, which focused on heatstroke awareness. In conjunction with National Heatstroke Prevention Day, the campaign ran May 1-15 on social media and May 1-31 on billboards. The animation demonstrated how quickly a hot car can turn dangerous and featured the message "never leave a child in a car".</p> <p>During FFY 2024, the "Move Over" law was added to the sustained <i>PI&amp;E</i> campaign as an emphasis. A new video ad was produced to run on social media June 16 – 30 and an accompanying billboard ad ran June 1 – 30. The new ad provided a stark reminder that the blue lights flashing on the side of the road represent at least one life and the tragic consequences of a motorist's failure to observe the "Move Over" law. The billboard ad featured the message "move over for my daddy".</p> <p>The OHSJP also continued its speed campaign, which ran in conjunction with NHTSA's speed campaign. The paid social media and billboard campaign ran July 1 – 31, which also included Region 4's enforcement effort, <i>Operation Southern Slow Down</i>. The ad featured the message "speeding catches up with you".</p> <p>School bus safety messaging ran from August 1 – September 15 on paid social media and September 1 – 30 on billboards to coincide with the beginning of the new school year. The paid media ads educated drivers on the importance of and the laws regarding stopping for a school bus.</p> <p>In addition to school bus safety, Child Passenger Safety and railroad safety were also emphasized in September of FFY 2024. The OHSJP participated in Child Passenger Safety Week September 15-21 through staffing an educational table at the Catawba Indian Nation Reservation, the SCDMV, Riverbanks Zoo, and Shaw Air Force Base. Paid social media also ran during that week emphasizing the importance of using the right car seat for different aged children. Railroad safety messaging was posted on paid social media in September in coordination with NHTSA's Rail Grade Crossing campaign and Operation Lifesaver's Rail Safety Week. The video reminded motorists that trains cannot stop quickly enough to avoid colliding with a vehicle.</p> <p>Additional campaigns that ran throughout the year included the Motorcycle Awareness campaign in May, a motorcycle safety gear campaign featuring the "Ride Smart" message, and the Vulnerable Roadway Users campaign. Each of these campaigns is further detailed in the "<i>Communications and Outreach Activities</i>" section of this report.</p>

	<p>Various messaging was also shared at numerous events throughout the year. At each event, SCDPS staff operated an educational booth and distributed materials with impaired driving, distracted driving, occupant restraint, and pedestrian safety messaging, which encouraged people to visit the booth for face-to-face interaction. Surveys were also created for every event. People visiting the booth were asked to complete the survey, which contained questions regarding driving habits in local communities and solicited feedback from respondents on their perceptions of what should be done to improve community safety. Booths were also set up at the Fall Jam at the Ballpark event in Columbia in October 2023 and September 2024; the Yap Ye Iswa Festival at the Catawba Reservation in Rock Hill; the Black Expo in Charleston and Columbia; the Carolina Cup in Camden, the Catawba Health Fair, the 2024 Fort Jackson Family Day, and the Spanglish Small Business Expo in Charleston, which provided an opportunity to begin efforts to engage Hispanic/Latino populations.</p> <p>Partnerships developed and/or strengthened during the grant period provided additional opportunities for education and engagement efforts. In partnership with Clemson University and the University of South Carolina (USC), a booth was set up at the Clemson vs. Notre Dame football game in Clemson, and the Carolina vs. Clemson and Carolina vs. LSU games in Columbia. These partnerships included a halftime videoboard video featuring Coach Beamer and Coach Swinney at each game, pre-game radio announcements featuring an impaired driving message recorded by each coach, banner ads on each university website, and digital banner ads in email blasts throughout the regular football season.</p> <p>The partnerships between the OHSJP, the State Transport Police (STP), and the Highway Patrol (HP) continued in FFY 2024, and this was key to the success of efforts to engage young drivers. The OHSJP, STP, and HP joined forces at White Knoll High School for its Prom Promise event. During the event, students had opportunities to drive the impaired/distracted driving simulator carts, participate in impaired-vision cornhole, and engage with staff. The SCDPS also hosted a joint partnership with NASCAR driver Ross Chastain at the Darlington County Institute of Technology. Activities similar to those that occurred at White Knoll High School were offered to the students and staff along with the additional opportunity to engage with Chastain. The SCDPS also operated a booth at the Carolina Country Music Festival in Myrtle Beach. Various messaging was shared via billboards, LED boards, stage announcements, and push notifications. In addition, another new partnership was formed with the Columbia Fireflies and a booth was sponsored during First Responders Night. Additional messaging could be seen on signage around the ball park for the entire season. The OHSJP also returned to Darlington Raceway to host an outreach event with Ross Chastain at West Florence High School.</p> <p>The OHSJP hosted an annual memorial service on April 27 to commemorate the people who lost their lives on South Carolina’s roadways during calendar year 2023 and to educate the public on ways to prevent future loss of life on state roadways. A DUI Enforcement/Target Zero Challenge Ceremony, hosted on June 20, recognized DUI enforcement efforts achieved by HP, STP and various other local law enforcement agencies throughout the year.</p>
<p><b><u>Total FFY 2024 Funds Expended</u></b></p>	<p>\$1,132,956.33</p>

<b><u>Project Name and Description</u></b>	<b>Impaired Driving Countermeasures Program Management</b>
<b><u>Project agreement number</u></b>	M5HVE-2024-HS-25-24
<b><u>Subrecipient(s)</u></b>	SCDPS, OHSJP
<b><u>Project Outcomes</u></b>	<p>The Impaired Driving Countermeasures Program Management grant project provides funding necessary for the proper administration of grants devoted to impaired driving countermeasures.</p> <p>Throughout the FFY 2024 grant year, the OHSJP worked with the agency contractor for the development and implementation of a statewide PI&amp;E campaign that emphasized impaired driving behaviors and issues. The agency contractor distributed PSAs that brought awareness to impaired driving behaviors and issues. The PSAs were issued to correspond with DUI enforcement weekends spearheaded by the SC Highway Patrol and to support the 2024 Law Enforcement Target Zero Challenge.</p> <p>The OHSJP's Law Enforcement Support Services section worked diligently during the FFY 2024 grant cycle to develop and implement the enforcement aspect of the 2023-2024 Christmas/New Year's and 2024 Labor Day <i>Sober or Slammer! (SOS!)</i> campaigns. The OHSJP gained the support of state and local law enforcement agencies for the duration of the sustained DUI enforcement effort. The SC Highway Patrol and the State Transport Police have statewide jurisdiction and have been strongly committed to the enforcement efforts of the campaign. The participation of local law enforcement agencies across the state also enhanced the efforts of the <i>SOS!</i> campaign.</p> <p>The South Carolina Impaired Driving Prevention Council held two meetings during the FFY 2024 grant period, one on February 16, 2024 and the second on June 18, 2024. During the June meeting, the Impaired Driving Countermeasures Plan (IDCP) was reviewed and unanimously approved.</p> <p>Throughout the FFY 2024 grant period, on-going technical assistance was provided to all Impaired Driving Countermeasures Program subgrantees, and each of the project's objectives were achieved.</p>
<b><u>Total FFY 2024 Funds Expended</u></b>	\$207,880.71

<b><u>Project Name and Description</u></b>	<b>Occupant Protection Program Management</b>
<b><u>Project agreement number</u></b>	OP-2024-HS-02-24, M1OP-2024-HS-02-24, B1CPS_US-2024-HS-02-24, CR-2024-HS-02-24
<b><u>Subrecipient(s)</u></b>	SCDPS, OHSJP
<b><u>Project Outcomes</u></b>	This project provided funding for the continued development and implementation of occupant protection programs statewide with an ultimate goal of increasing safety belt and child safety seat usage. Through this project, the <i>Buckle Up, South Carolina</i> and the <i>Child Passenger Safety Week</i> campaigns were planned, coordinated, and promoted. In partnership with the Occupant Protection subgrantee (SC Department of Public Health) and other state partners, the OHSJP was able to educate communities and increase the number of CPS fitting stations in the state of South Carolina. During the FFY 2024 grant year, project monitoring was completed for all occupant protection grant projects, and technical assistance was provided for subgrantees on an as-needed basis. The Occupant Protection Program Coordinator participated in four (4) CPS events during the grant period, and a CPS tool kit was developed and distributed during CPS week. The kit consists of a seat belt law card, child car seat ID card, booster seat card, car seat safety booklet, a keychain, and the SC Seat Belt Safety Fact Sheet. Work on the development of an Occupant Protection manual for School Resource Officers to distribute to elementary schools also began in FFY 2024.
<b><u>Total FFY 2024 Funds Expended</u></b>	\$352,941.30

<b><u>Project Name and Description</u></b>	<b>Police Traffic Services (PTS) Program Management</b>
<b><u>Project agreement number</u></b>	PT-2024-HS-05-24
<b><u>Subrecipient(s)</u></b>	SCDPS, OHSJP
<b><u>Project Outcomes</u></b>	The purpose of the PTS Program Management grant project is to reduce the number of traffic crashes, injuries, and fatalities during the project period through the development and implementation of PTS projects with an emphasis on speed, DUI, and occupant protection enforcement. Through the implementation of this Program Management project, specialized PTS enforcement units were developed, technical assistance was provided as requested, and activities of all awarded PTS projects were monitored to ensure compliance with grant terms and conditions and progress towards the performance of stated objectives.
<b><u>Total FFY 2024 Funds Expended</u></b>	\$211,879.56

<b><u>Project Name and Description</u></b>	<b>Law Enforcement Coordination</b>
<b><u>Project agreement number</u></b>	PT-2024-HS-06-24
<b><u>Subrecipient(s)</u></b>	SCDPS, OHSJP
<b><u>Project Outcomes</u></b>	<p>The primary purpose of the Law Enforcement Coordination grant project is to develop and maintain the Law Enforcement Network (LEN) system by establishing and maintaining relationships between the OHSJP and law enforcement agencies around the state. This grant project allows Law Enforcement Liaisons (LELs) to maintain communication and collaboration among law enforcement agencies in South Carolina by fostering multijurisdictional traffic enforcement activities, disseminating information regarding such activities, and securing participation in statewide enforcement initiatives.</p> <p>During FFY 2024, the project provided support grants to the 16 LENs around the state, coordinated and promoted law enforcement efforts statewide, and provided needed training for the more than 260 law enforcement agencies within the state. A total of 14 training opportunities were hosted during the FFY 2024 grant period in coordination with the South Carolina Criminal Justice Academy: Standardized Field Sobriety Testing Instructor (SFSTI), Speed Measurement Device Operator, Advanced Collision Investigation, Advanced Roadside Impaired Driving Enforcement (ARIDE), and Speed Measurement Device Operator Instructor.</p>
<b><u>Total FFY 2024 Funds Expended</u></b>	\$663,683.32

<b><u>Project Name and Description</u></b>	<b>Traffic Records Improvements</b>
<b><u>Project agreement number</u></b>	TR-2024-HS-03-24, M3DA-2024-HS-03-24, B3SA-2024-HS-03-24, B3TRP-2024-HS-03-24
<b><u>Subrecipient(s)</u></b>	SCDPS, OHSJP
<b><u>Project Outcomes</u></b>	<p>This project provides funding for the positions necessary to facilitate the requirements of the SC Traffic Records System (TRS). The project funds the Traffic Records Coordinating Committee (TRCC) Coordinator, who is responsible for managing the TRCC, the South Carolina Collision and Ticket Tracking System (SCCATTS), and the Crash Reporting Sampling System (CRSS) and is also responsible for Data Quality Control and other tasks associated with South Carolina's Traffic Records Systems. In FFY 2024, the project continued the implementation of SCCATTS and assisted the South Carolina Department of Motor Vehicles (SCDMV) in the integration of SCCATTS to the South Carolina Uniform Traffic Ticket Information Exchange System (SCUTTIES) and Case Management System (CMS) interfaces. The interfaces between these three systems allow for the maintenance of a centralized citation database and provide the state with the ability to track citations electronically, from issuance to disposition.</p> <p>Throughout the grant period, training was provided for staff, law enforcement officers, and court personnel on the use of the state's electronic forms program in order to phase out as much of the manual data entry process as possible. The</p>

	project also provided continued facilitation of the joint effort between the South Carolina Department of Transportation (SCDOT), South Carolina Judicial Branch (SCJB), South Carolina Department of Public Safety (SCDPS), and SCDMV in the development of the centralized citation database and associated systems during the grant period. From October 1, 2023 through September 30, 2024, 97.38% of collision reports were submitted electronically, representing an increase of 0.48% compared to the 96.90% submitted in FFY 2023.
<b>Total FFY 2024 Funds Expended</b>	\$697,640.83

### Law Enforcement Training Projects

<b>Project Name</b>	<b>Traffic Safety Officer Program</b>
<b>Project agreement number</b>	PT-2024-HS-07-24
<b>Subrecipient(s)</b>	The South Carolina Criminal Justice Academy
<b>Project Outcomes</b>	<p>The grant project maintained the employment of one (1) Training Director and three (3) Training Coordinator I/Instructors (TSIs). Grant staff provided comprehensive, advanced traffic enforcement and investigative training to state and local law enforcement officers throughout the state. During the grant period, the following classes were taught:</p> <ul style="list-style-type: none"> <li>• 17 Traffic Collision Investigation (TCI) courses with 216 students trained;</li> <li>• 68 DUI Detection and Breath Testing courses with 2,332 students trained;</li> <li>• 15 Speed Measurement Device Operator and Instructor courses with 160 students trained.</li> </ul> <p>Based on the number of students currently working towards the TSI certification, it is anticipated that approximately 50 individuals will be eligible to receive this certification by the completion of the FFY 2025 grant period, representing an approximate 30% increase in the number of certified TSI's in the state. Although the number of courses taught by the grant-funded TSIs during the FFY 2024 grant period declined 12% compared to the FFY 2023 period, the TSO program and the number of successfully trained traffic safety officers in the state continue to grow.</p>
<b>Total FFY 2024 Funds Expended</b>	\$405,422.06

<b>Project Name</b>	<b>Impaired Driving Countermeasures Training for Law Enforcement</b>
<b>Project agreement number</b>	M5TR-2024-HS-26-24
<b>Subrecipient(s)</b>	The South Carolina Criminal Justice Academy
<b>Project Outcomes</b>	<p>The grant project maintained the employment of a State Impaired Driving Coordinator (SIDC)/Impaired Driving Countermeasures Training Coordinator (IDCTC) to coordinate impaired driver detection training, including the DRE, ARIDE, and SFST programs, for SC law enforcement. Successes during the grant period include the following:</p> <ul style="list-style-type: none"> <li>• Two DRE schools conducted; 21 DREs and 6 DRE Instructors certified.</li> </ul>

	<ul style="list-style-type: none"> <li>• 16 ARIDE courses completed; 232 students certified</li> <li>• 5 DUI/SFST Instructor courses completed; 60 students</li> </ul> <p>During the FFY 2024 grant period, the number of students certified in ARIDE increased 23% compared to FFY 2023. Although the number of DREs certified in FFY 2024 decreased by 22% compared to FFY 2023, the number of certified DRE instructors increased 50%. The IDCTC collaborated with the LENS throughout the state in order to provide training in the more rural areas of South Carolina. These areas are generally underserved in terms of receiving the necessary training to reduce traffic-related injuries and fatalities. These efforts will continue in FFY 2025 to ensure greater access to training.</p>
<b>Total FFY 2024 Funds Expended</b>	\$188,995.73

### Enforcement Projects

Enforcement Projects		
Project Name	Police Traffic Services (PTS) Enforcement Units (24)	
<b><u>Project agreement number</u></b>	<b>Project Agreement Number</b>	<b>Agency</b>
	1. PT-2024-HS-08-24	City of Spartanburg Police Department
	2. PT-2024-HS-09-24	Town of Moncks Corner Police
	3. PT-2024-HS-10-24	Sumter County Sheriff's Office
	4. PT-2024-HS-11-24	Travelers Rest Police Department
	5. PT-2024-HS-13-24	Port Royal Police Department
	6. PT-2024-HS-14-24	Berkeley County
	7. PT-2024-HS-15-24	Town of Mount Pleasant Police Department
	8. PT-2024-HS-16-24	Lancaster Police Department
	9. PT-2024-HS-18-24	Marlboro County Sheriff's Office
	10. PT-2024-HS-19-24	Georgetown County
	11. PT-2024-HS-20-24	Berkeley County
	12. PT-2024-HS-21-24	York County Sheriff's Office
	13. PT-2024-HS-22-24	Town of Summerville
	14. PT-2024-HS-28-24	City of Goose Creek Police Department
	15. PT-2024-HS-30-24	Kershaw County Sheriff's Office
	16. PT-2024-HS-32-24	York County Sheriff's Office
	17. PT-2024-HS-33-24	Lancaster County Sheriff's Office
	18. PT-2024-HS-34-24	Chesterfield County Sheriff's Office
	19. PT-2024-HS-35-24	City of Laurens Police Department
	20. PT-2024-HS-55-24	City of North Myrtle Beach Police Department
	21. PT-2024-HS-57-24	City of York
	22. PT-2024-HS-58-24	City of Loris
	23. PT-2024-HS-59-24	Port Royal Police Department
24. PT-2024-HS-60-24	Anderson Police Department	
<b><u>Subrecipient(s)</u></b>	State and Local Law Enforcement Agencies	

<b><u>Project Outcomes</u></b>	<p>A total of twenty-four (24) PTS enforcement units were developed and implemented in counties identified as having a significant problem with speeding-related traffic collisions, serious injuries, and fatalities. The 26 projects, implemented by county sheriff's offices and municipal law enforcement agencies, provided funds for activity hours of general traffic, speed enforcement, and specialized enforcement activities in municipalities located in priority counties, or in jurisdictions that have had a significant increase in speed-related collisions over the previous year. Projects also included community collaboration efforts throughout the state.</p> <p>During the FFY 2024 grant period, PTS enforcement projects accomplished the following:</p> <ul style="list-style-type: none"> <li>• 13,214 speeding citations were issued</li> <li>• 156 high visibility enforcement efforts were conducted</li> <li>• 1,612 citations for seat belt and/or child safety seat violations were issued</li> <li>• Officers participated in 159 community collaboration efforts.</li> </ul> <p>The number of speeding citations and citations for seat belt and/or child safety seat violations issued in FFY 2024 were 14.5% and 25% higher, respectively, than the numbers issued in FFY 2023. It is likely that the enhanced enforcement activity during FFY 2024 contributed to the decrease in speed-related and unrestrained occupant fatalities during the grant period.</p>
<b><u>Total FFY 2024 Funds Expended</u></b>	\$1,681,825

<b><u>Project Name</u></b>	<b><u>Occupant Protection (OP) Enforcement Unit</u></b>
<b><u>Project agreement number</u></b>	OP-2024-HS-29-24
<b><u>Subrecipient(s)</u></b>	Chesterfield County Sheriff's Office
<b><u>Project Outcomes</u></b>	<p>The state contracted with the subrecipient to provide activity hours for overtime enforcement of the state's seat belt laws, with a particular emphasis on nighttime seat belt enforcement. An OP enforcement unit was developed and implemented in Chesterfield County, which was a county identified as having a significant problem with nighttime unrestrained occupant fatalities. During the grant period, the grant-funded OP enforcement unit conducted 164 hours of enforcement activity.</p>
<b><u>Total FFY 2024 Funds Expended</u></b>	\$3,149

Project Name		DUI Enforcement Units (9)	
<b><u>Project agreement number</u></b>	<b><u>Project Agreement Number</u></b>	<b><u>Project Title</u></b>	
	M5HVE-2024-HS-40-24	Lexington County Sheriff's Department	
	M5HVE-2024-HS-54-24	York County Sheriff's Office	
	M5HVE-2024-HS-39-24	Berkeley County	
	M5HVE-2024-HS-47-24	Town of Summerville	
	M5HVE-2024-HS-50-24	City of Goose Creek Police Department	
	M5HVE-2024-HS-45-24	City of Goose Creek Police Department	
	M5HVE-2024-HS-42-24	City of Easley Police Department	
	M5HVE-2024-HS-51-24	Chester County	
	M5HVE-2024-HS-53-24	North Augusta	
<b><u>Subrecipient(s)</u></b>	Local law enforcement agencies		
<b><u>Project Outcomes</u></b>	<p>A total of nine (9) DUI enforcement units were developed and implemented in counties identified as having a significant problem with alcohol and/or drug-related traffic collisions, serious injuries, and fatalities.</p> <p>During the FFY 2024 grant period, DUI enforcement projects conducted 243 impaired driving high visibility enforcement operations (saturation patrols and checkpoints) and made 429 arrests related to impaired driving. In addition, they were fully engaged in both the Labor Day and Christmas/New Year's <i>Sober or Slammer!</i> campaigns, contributing to the overall success of the enforcement crackdowns.</p>		
<b><u>Total FFY 2024 Funds Expended</u></b>	\$569,285		

### Court Monitoring

<b><u>Project Name</u></b>	<b>"MADD SC Court Monitoring Program"</b>
<b><u>Project agreement number</u></b>	B5CS-2024-HS-23-24
<b><u>Subrecipient(s)</u></b>	Mothers Against Drunk Driving (MADD) South Carolina
<b><u>Project Outcomes</u></b>	<p>The grant project continued the implementation of the South Carolina Court Monitoring Program in seven priority counties through the funding of two Court Monitoring Specialists and one Program Coordinator. Grant staff were responsible for monitoring cases, recruiting and orienting volunteers, and maintaining the DUI case outcome database. The Court Monitoring Report, summarizing key findings and progress for the seven selected counties, was released on July 30, 2024. Throughout the grant period, the project accomplished the following:</p> <ul style="list-style-type: none"> <li>• 26 methods were used to promote volunteering</li> <li>• 2,413 cases were monitored <ul style="list-style-type: none"> <li>- Berkeley County: 83;</li> <li>- Charleston County: 605;</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>- Greenville County: 438;</li> <li>- Horry County: 584;</li> <li>- Lexington County: 160;</li> <li>- Richland County: 253;</li> <li>- Spartanburg County: 290</li> <li>• 13 presentations were made to key groups to share progress and results of the program.</li> <li>• Three (3) stakeholder roundtables were hosted for 43 attendees.</li> </ul>
<b>Total FFY 2024 Funds Expended</b>	\$168,108

### Prosecution Projects

<b>Prosecution Projects</b>	
<b><u>Project Name</u></b>	<b>"Traffic Safety Resource Prosecutor"</b>
<b><u>Project agreement number</u></b>	B5CS-2024-HS-27-24
<b><u>Subrecipient(s)</u></b>	South Carolina Commission on Prosecution Coordination
<b><u>Project Outcomes</u></b>	<p>The grant project maintained the employment of a Traffic Safety Resource Prosecutor (TSRP) to address driving under the influence and highway safety prosecution issues, providing critical support to enhance the capability of the states' prosecutors/law enforcement to effectively pursue legal action against those charged with traffic safety violations.</p> <p>Throughout the grant period, the TSRP provided two trainings in the "Prosecuting the Impaired Driver" series for prosecutors and law enforcement officers and one TSRP-sponsored training for Summary Court Judges. Support was provided to local law enforcement agencies through attendance at LEN meetings, the Region IV Law Enforcement Summit, and "Hands Across the Border" events. The TSRP also disseminated case law updates and information about webinar training opportunities to the LENs across the state throughout the grant period. Lastly, the TSRP facilitated presentations related to DUI Prosecution, and provided support before and during various DUI prosecution workshops through assisting with the preparation of materials and participating as a faculty member on DUI workshop panels.</p>
<b>Total FFY 2024 Funds Expended</b>	\$155,661.26

<b>Project Name</b>		<b>Special DUI Prosecutor Projects (7)</b>	
<b><u>Project agreement number</u></b>	<b><u>Project Agreement Number</u></b>	<b><u>Agency Name</u></b>	
	B5CS-2024-HS-37-24	5th Circuit Solicitor's Office	
	B5CS-2024-HS-41-24	Town of Summerville	
	B5CS-2024-HS-43-24	Berkeley County	
	B5CS-2024-HS-44-24	Sixth Circuit Solicitor's Office	
	B5CS-2024-HS-46-24	Fifteenth Judicial Circuit Solicitor's Office	
	B5CS-2024-HS-48-24	11th Judicial Circuit Solicitors Office	
	B5CS-2024-HS-49-24	City of Goose Creek Police Dept.	
<b><u>Subrecipient(s)</u></b>	<b>Solicitors' Offices and Law Enforcement Agencies</b>		
<b><u>Project Outcomes</u></b>	<p>In FFY 2024, activity hours for DUI Prosecutors were funded in the Sixth Circuit Solicitor's Office, which serves Chester, Fairfield, and Lancaster counties; the Fifth Circuit Solicitor's Office, which serves Richland and Kershaw counties; the Eleventh Circuit Solicitor's Office, which serves Lexington, Edgefield, McCormick, and Saluda counties; and the Fifteenth Circuit Solicitor's Office, which serves Georgetown and Horry Counties. Special DUI Prosecutors were also funded in the Berkeley County Sheriff's Office, the City of Goose Creek Police Department, and the Summerville Police Department. Funding was provided to impact DUI recidivism and the conviction rate of DUI offenders in priority counties and/or judicial circuits where there is a backlog of cases, as well as a problem of effectively prosecuting DUI jury trials. Special DUI Prosecutors performed activity hours focused on the prosecution of DUI cases, and all Special DUI Prosecutors were prohibited from defending DUI cases while serving as the grant-assigned Special DUI Prosecutors. Activities included tasks associated with the day-to-day preparation of DUI-related cases: reviewing and analyzing case evidence; interviewing witnesses and crash victims; and obtaining criminal records and other investigative reports related to the prosecution of DUI cases.</p> <p>The ultimate goals of these projects are to increase the number of DUI convictions and decrease the number of DUI cases that are dismissed, reduced, or pled down to a lesser charge. As a result of previous and recent DUI arrests, the DUI Prosecutors involved in these projects successfully secured 910 convictions in FFY 2024 compared to 738 in FFY 2023. An increase in the DUI conviction rate was also achieved; in FFY 2024, the DUI conviction rate for the grant-funded Special DUI Prosecutors was 55% compared to 30% in FFY 2023.</p>		
<b><u>Total FFY 2024 Funds Expended</u></b>	\$603,439		

<b><u>Project Name</u></b>	<b>“SCDPS Paralegal Project”</b>
<b><u>Project agreement number</u></b>	B5CS-2024-HS-41-24
<b><u>Subrecipient(s)</u></b>	State law enforcement agency
<b><u>Project Outcomes</u></b>	<p>The grant project provided funding of activity hours for the South Carolina Highway Patrol (SCHP) Paralegal to continue working with SCHP Troop 6 (Beaufort, Berkeley, Charleston, Dorchester, Colleton, and Jasper Counties). These activity hours allowed the paralegal to track and process Rule 5/Brady requests from defense attorneys and to maintain a schedule of Office of Motor Vehicle Hearings (OMVH) appearances required for SCHP officers.</p> <p>In FFY 2024, the SCHP Paralegal continued to provide consistency to the Rule 5 process by maintaining a standard protocol and tracking system for the entirety of Troop 6, which created a centralized system for responding to these requests. The SCHP Paralegal also continued to maintain a calendar and tracking system of OMVH appearance dates, centralizing the scheduling process and ensuring that officers appeared when they were scheduled, thus reducing the number of administrative-related dismissals of DUI-related cases originating from Highway Patrol Troop 6 DUI-related arrests, which is the project’s primary goal. During FFY 2024, the number of administrative-related dismissals was 57. This represents a 38.71% decrease compared to the number of administrative-related dismissals in FFY 2023. This project allowed law enforcement officers and supervisory law enforcement personnel in the counties served by the paralegal to dedicate more time to conducting impaired driving enforcement, and had a significant impact on the number of administrative dismissals of impaired driving cases in Troop 6.</p>
<b><u>Total FFY 2024 Funds Expended</u></b>	\$62,786.40

<b><u>Project Name</u></b>	<b>“South Carolina Judicial Outreach Liaison”</b>
<b><u>Project agreement number</u></b>	B5CS-2024-HS-38-24, TC-2024-HS-38-24
<b><u>Subrecipient(s)</u></b>	South Carolina Judicial Branch Court Administration
<b><u>Project Outcomes</u></b>	<p>The grant project maintained the employment of a State Judicial Outreach Liaison (SJOL), who provided critical support to improve the delivery of justice in impaired driving. During the grant period, the SJOL provided support to state-level and summary court-level judges and stakeholders involved in traffic safety and impaired driving by providing technical assistance, disseminating materials, and providing education and training. The SJOL also provided webinars and live event programs to support judicial education, which included specific training for judges of all levels and targeted training for summary court level judges that handle the majority of the traffic related cases. The SJOL also served as a resource for other associations throughout the state by responding to their requests for assistance and county-level educational support.</p>
<b><u>Total FFY 2024 Funds Expended</u></b>	\$23,747.61

## Occupant Protection Training/Education Project

<b>Project Name</b>	<b>“South Carolina Buckles”</b>
<b>Project agreement number</b>	OP-2024-HS-17-24, CR-2024-HS-17-24
<b>Subrecipient(s)</b>	South Carolina Department of Public Health
<b>Project Outcomes</b>	<p>This project enabled the administration of the Child Passenger Safety (CPS) Technician Training Program, initiated efforts to recruit, train, and retain CPS Technicians, and facilitated efforts to increase the number of CPS Fitting Stations statewide.</p> <p>During FFY 2024, the project achieved the following outcomes:</p> <ul style="list-style-type: none"> <li>• 30 new fitting stations were established in 16 counties. <ul style="list-style-type: none"> <li>▪ Four were established in counties that did not previously have an inspection station</li> </ul> </li> <li>• Five (5) car seat distribution days provided seats for 51 agency partners <ul style="list-style-type: none"> <li>▪ 335 convertible car seats distributed</li> <li>▪ 118 booster seats distributed</li> </ul> </li> <li>• Educational materials were distributed statewide with a particular focus on ensuring that partners located in counties without inspection stations had access to materials for distribution among their communities.</li> <li>• CPS Summit was held <ul style="list-style-type: none"> <li>▪ The Summit provided an opportunity for all Techs in attendance to receive six Continuing Education Units (CEUs) needed for recertification so as to ensure sufficient retention of CPS Technicians throughout the state.</li> </ul> </li> <li>• 14 CPS certification courses were taught <ul style="list-style-type: none"> <li>▪ 216 new certified CPS Technicians</li> <li>▪ 10 previously certified CPSTs re-obtained their certifications.</li> </ul> </li> <li>• 15 Digital Checklist Trainings <ul style="list-style-type: none"> <li>▪ 273 people were trained, ensuring consistency at seat check events statewide.</li> </ul> </li> <li>• 41 Occupant Protection Safety Events <ul style="list-style-type: none"> <li>▪ Resulted in 275 seats checked</li> <li>▪ Four (4) of the 41 events were specifically designed to reach minority populations in counties and communities who did not have inspection stations.</li> </ul> </li> <li>• Four (4) CarFit events were conducted <ul style="list-style-type: none"> <li>▪ 35 checks were completed</li> </ul> </li> <li>• 45 Educational presentations on the primary seat belt law and proper seatbelt and child restraint devices were conducted <ul style="list-style-type: none"> <li>▪ 818 individuals were reached through these presentations</li> </ul> </li> </ul> <p>Through this project’s efforts in FFY 2024, education was provided throughout the state regarding the proper use of vehicle restraint systems including seat belts, air bags, and child safety seats. The number of permanent fitting stations in the state increased 30%, and the number of CPSTs trained increased 80% compared to FFY 2023.</p>
<b>Total FFY 2024 Funds Expended</b>	\$162,941.54

## Teen Traffic Safety Project

<b><u>Project Name</u></b>	<b>“Using Countermeasures that Work to Reduce Teen Crashes: South Carolina SADD”</b>
<b><u>Project agreement number</u></b>	TSP-2024-HS-31-24
<b><u>Subrecipient(s)</u></b>	Students Against Destructive Decisions (SADD), Inc.
<b><u>Project Outcomes</u></b>	<p>This project provided funding for the implementation of a statewide peer-to-peer, school-based teen traffic safety program designed to help teens identify those behaviors that cause them the greatest risk on the road and empower them to take positive action.</p> <p>During the FFY 2024 grant period, six new SADD chapters were established throughout the state and the total number of registered chapters in the state increased 25% compared to FFY 2023. Also, during this grant period, 25 peer-to-peer programming events were held in South Carolina and a total of 21 meaningful partnerships, an increase of 50% compared to FFY 2023, have been established. These partnerships enabled SADD to continue its efforts to expand reach in South Carolina and provided additional opportunities to train, educate, and engage with students.</p>
<b><u>Total FFY 2024 Funds Expended</u></b>	\$32,274

## Communications and Outreach Activities

<b><u>Project Name</u></b>	<b>“Occupant Protection Communication Campaign-<i>Buckle Up, South Carolina</i>”</b>
<b><u>Project agreement number</u></b>	M1HVE-2024-HS-02-24
<b><u>Subrecipient(s)</u></b>	SCDPS, OHSJP
<b><u>Project Outcomes</u></b>	<p>South Carolina again conducted a high-visibility statewide enforcement and education campaign during the Memorial Day 2024 holiday period, from May 10 through June 13, 2024, known as <i>Buckle Up, South Carolina (BUSC)</i>. <i>Click it, don't risk it. BUSC</i> is 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, and diversity outreach elements in order to increase safety belt and child restraint use among the state's minority populations. It focused on nighttime safety belt enforcement to reduce unrestrained traffic fatalities and injuries, especially during nighttime hours. The funding expended during the <i>BUSC</i> portion of the effort was utilized for advertising, which focused on the enforcement of safety belt and child passenger safety seat laws. The OHSJP focused placement of paid media during time slots that attract African American, youth, and rural male audiences. These demographic groups have shown statistically lower safety belt use rates than non-minority and female counterparts.</p> <p>Several media outreach techniques were used, including radio, paid social media, television, gas station television, and billboard advertising. During the <i>BUSC</i> campaign, the OHSJP used the previously-produced occupant restraint</p>

	<p>PSA's featuring Ross Chastain. Those ads were also displayed throughout the Darlington Racetrack for the Buckle Up, SC 200 race weekend May 10 -12.</p> <p>The OHSJP incorporated into its diversity outreach strategy a variety of media aimed at reaching teens, minority populations (African-American and Hispanic) and others (rural residents) which have traditionally shown a lower rate of safety belt and child passenger safety restraint usage comparatively, and other diverse populations across South Carolina including the Catawba Indian Nation. The goal of the outreach was to encourage safety on the roadways by highlighting the importance of using appropriate occupant restraints.</p>
<b>Total FFY 2024 Funds Expended</b>	\$489,130.79

<b>Project Name</b>	<b>"Impaired Driving Communication Campaign-Sober or Slammer!"</b>
<b>Project agreement number</b>	B5PEM-2024-HS-25-24
<b>Subrecipient(s)</b>	SCDPS, OHSJP
<b>Project Outcomes</b>	<p>The OHSJP used a variety of media – including social media, television, radio ads, digital media, and billboards – to alert citizens about the dangers and consequences of drinking and driving, particularly during time periods in which excessive drinking is likely: Halloween, Thanksgiving, Christmas/New Year's and St. Patrick's weekend. In addition to spreading this message through the agency contractor, Chernoff Newman, it was also shared with subgrantees and the Law Enforcement Network to ensure maximum awareness. An impaired driving message was also posted on the SCDPS-owned social media pages and disseminated through the subgrantees and Law Enforcement Network for Blackout Wednesday. A statewide Law Enforcement DUI Challenge continued in FFY 2024, combining high-visibility enforcement with a number of public information and education elements through Labor Day 2024. The messaging was focused in the priority counties identified in the FFY 2024 – FFY 2026 Triennial HSP and those counties identified as being over-represented (based on rates) and deemed economically underserved when compared to all South Carolina counties: Chester, McCormick, Colleton, Lee, Abbeville, Laurens, Clarendon, Hampton, Williamsburg, Allendale, and Barnwell.</p> <p>During the <i>Sober or Slammer Labor Day</i> campaign, the OHSJP used the previously-produced anti-impaired driving PSAs featuring Ross Chastain. Those ads were also displayed throughout the Darlington Racetrack for the Cook Out Southern 500 race weekend August 31 – September 1. Additionally, aerial billboards, which flew over Myrtle Beach in May and June, were used to display anti-impaired driving messaging. The OHSJP will continue this effort and promote anti-impaired driving messaging at various other outreach events throughout FFY 2025.</p>
<b>Total FFY 2024 Funds Expended</b>	\$1,438,028.31

<b><u>Project Name</u></b>	<b>“Motorcyclist Awareness Campaign”</b>
<b><u>Project agreement number</u></b>	M11MA-2024-HS-04-24
<b><u>Subrecipient(s)</u></b>	SCDPS, OHSJP
<b><u>Project Outcomes</u></b>	The OHSJP executed a paid media effort to complement enforcement activities by HP during the Myrtle Beach Bike Week and Atlantic Beach Bikefest rallies in Horry County in May for Motorcycle Safety Awareness Month. The media effort was conducted in counties that experienced the highest number of motorcyclist fatalities and collisions in 2021 (the latest final data available prior to submission of the FFY 2024 AGA). The campaign used a “share the road” awareness message to encourage motorists to look out for motorcycles and featured the slogan “look twice for motorcycles”. A new video ad was produced to run on social media, and an accompanying ad was produced for billboards. Additionally, a new radio ad was produced, featuring a Trooper reminding other motorists to check their blind spots when driving on South Carolina roads.
<b><u>Total FFY 2024 Funds Expended</u></b>	\$79,120.14

<b><u>Project Name</u></b>	<b>“Safety Gear Campaign”</b>
<b><u>Project agreement number</u></b>	MC-2024-HS-04-24
<b><u>Subrecipient(s)</u></b>	SCDPS, OHSJP
<b><u>Project Outcomes</u></b>	The OHSJP ran a <i>Motorcycle Safety Gear/Ride Smart</i> paid media campaign from March-August 2024 on billboards and social media. The campaign ran in conjunction with major bike rallies such as Daytona Bike Week, Myrtle Beach Spring Rally, Memorial Weekend Rally, and the Sturgis Bike Week, and encouraged motorcyclists to utilize appropriate protective gear while riding. The theme featured “Ride Smart” messaging in an effort to reduce the number of motorcyclist fatalities without protective pads and to educate and increase the safety awareness of motorcyclists.
<b><u>Total FFY 2024 Funds Expended</u></b>	\$29,233.81

<b><u>Project Name</u></b>	<b>“Vulnerable Road Users Campaign”</b>
<b><u>Project agreement number</u></b>	FHPE-2024-HS-04-24, PS-2024-HS-04-24
<b><u>Subrecipient(s)</u></b>	SCDPS, OHSJP
<b><u>Project Outcomes</u></b>	The OHSJP executed a Vulnerable Roadway Users (VRU) paid social media campaign in October for Pedestrian Safety Month, which ran from July through September 2024. Paid social media and billboard messaging were shared in counties that experienced the highest amount of pedestrian and bicyclist fatalities. Pedestrian messaging was also shared in counties identified as being over-represented (based on rates) and deemed economically underserved when compared to all South Carolina counties: Lee, McCormick, Allendale, Dillon, Bamberg, Hampton, Clarendon, Abbeville, Williamsburg, and Marlboro.
<b><u>Total FFY 2024 Funds Expended</u></b>	\$261,588.43

## Activity Report

### **Projects Not Implemented in FFY 2024**

In FFY 2024, three enforcement projects were not implemented. Jasper County Sheriff's Office declined their awarded traffic grant project. City of Camden and Lancaster Police Department (OP project) de-obligated their grant budgets without any expenditures due to lack of staffing available to complete grant goals and objectives.

### **Public Participation and Engagement Efforts Carried Out in FFY 2024**

During Year 1, PP&E efforts were carried out by leveraging existing partnerships to engage the affected populations of rural residents and young drivers, as well as the following potentially affected populations: members of the U.S. Military and members and/or allies of the LGBTQ+ community in various parts of the state. By leveraging these partnerships, the state was able to conduct engagement on CPS, pedestrian safety, impaired driving, distracted driving, and occupant protection through face-to-face interaction at non-traditional events throughout the state. The feedback from these efforts was utilized to select appropriate countermeasures and to implement projects in FFY 2025 to proactively address the identified issues.

Although the HSO's reach is statewide, anecdotal evidence suggests that many individuals are unaware of the HSO's existence. In addition, South Carolina's HSO's positioning within the Department of Public Safety does not always result in a warm-reception due to intense public scrutiny faced by the law enforcement community. For these reasons, along with the recognition that the affected and potentially affected populations were populations with whom the HSO had limited and/or no direct interactions, it would have been impractical and demonstrative of a lack of organizational accountability if the HSO were to immediately implement some of the more direct and/or formal engagement strategies. Thus, the state approached PP&E in Year 1 with a goal of establishing good rapport among the affected populations by utilizing the non-traditional event in-person engagement strategy. Strategic locations at which to sponsor educational booths throughout the year were identified and plans were made to engage individuals at these events. It was believed that this strategy would allow members of the targeted populations to learn about the state HSO and provide them with the opportunity to participate informally in the highway safety planning process during events in which they already planned to attend. The state found this to be an effective engagement strategy during Year 1. Further details, specific to each of the identified affected populations, are provided in the sections that follow.

#### **Affected Community:** Rural Road Users

During FFY 2024, the state used the non-traditional event in-person engagement strategy to engage rural residents. Opportunities for face-to-face interaction and participation in a feedback survey were provided during events known to draw a significant number of members of the affected community and hosted in the rural area of Darlington County. As identified through the Problem ID data, rural road users are overrepresented in collision statistics,

particularly as it relates to unrestrained occupant and impaired driving collision and fatality data, and have traditionally been underserved. Thus, feedback was solicited through the use of a survey regarding attitudes and beliefs about seat belt usage and seat belt law enforcement during a Darlington Race event in May 2024. Input was also sought at this time on strategies that should be implemented to enhance the state's seatbelt usage rate and to reduce unrestrained occupant collisions and fatalities. Feedback was also solicited through the use of a survey regarding attitudes and beliefs about impaired driving during a Darlington Race event in September 2024. During both events, paper and electronic copies of the survey using a QR code were provided. The SHSO also conducted surveys orally with the OHSJP staff recording participants' responses to ensure accessibility for the visually impaired and/or those with limited literacy. Several members of the affected community attended and participated in the engagement efforts. In fact, 42% of individuals with whom the state engaged during the events were members of the affected community.

#### **Affected Community: Young Drivers**

During FFY 2024, the state used the non-traditional event in-person engagement strategy to engage young drivers. Opportunities for face-to-face interaction and participation in a feedback survey were provided during events identified as those that would draw a significant number of members of the affected community in various locations throughout the state. As identified through the Problem ID data, young drivers are overrepresented in collision statistics, especially considering that they represent a comparatively small percentage of all of the state's licensed drivers. Thus, feedback was solicited through the use of a survey regarding driving beliefs and behaviors at a local high school's Prom Promise event, college football games, and the Carolina Country Music Festival (CCMF). The survey used for the Prom Promise event differed from the surveys used at college football games and the CCMF as it focused primarily on speed and distraction as data indicates that these are safety challenges specific to the youngest of the young driver population. To ensure that we were reaching the target population, only youth who are licensed drivers were allowed to complete the survey. However, the HSO communicated its willingness to receive qualitative feedback from all students. The survey used at college football games and the CCMF solicited feedback from respondents on the actions they feel would improve traffic safety within their communities. Paper copies of the survey were provided for the Prom Promise event as the HSO was unsure of whether students would be permitted to use their cell phones during the event. Paper and electronic copies of the survey using a QR code were provided at college football games and the CCMF. Surveys were conducted orally with the SHSO staff recording participants' responses to ensure accessibility for the visually impaired and/or those with limited literacy. During FFY 2024 PP&E efforts to reach young drivers, a total of 22% were members of the affected community.

Feedback from drivers 16-19 at the Prom Promise event suggests that although teen drivers are aware of the dangers associated with speeding, the overwhelming majority (85%) use their phones while driving and many feel their reasons for speeding and using their phones while driving justify engaging in these risky behaviors. Feedback obtained through engagement efforts targeting drivers 24 and younger at college football games and the CCMF revealed that

a significant number of young drivers feel that more visible/enhanced traffic signs/engineering would have the most impact on improving traffic safety issues within the community. This was followed closely by the suggestion that increased law enforcement would impact traffic safety within their community.

Overall, PP&E efforts with young drivers ultimately highlighted the importance of increasing youth safety programming throughout the state, particularly programming intended to address and/or change behavior through social norms. Feedback also provided further justification for continued utilization of the Safe Systems Approach and partnering with stakeholders from a variety of disciplines since this affected population indicates that the most impactful ways to improve traffic safety issues within communities are through engineering efforts and enhanced law enforcement. These efforts informed the HSO's decision to enhance project development activities and implement additional projects under the HVE countermeasure strategy for FFY 2025. "Mini-grants" were offered for agencies to enhance their enforcement efforts around major campaign mobilizations and other periods throughout the grant year. It is believed that the efforts being implemented in FFY 2025, as a result of feedback gathered through PP&E in FFY 2024, will enable the enhanced law enforcement presence that young drivers feel is critical to improving traffic safety issues.

Since the feedback from young drivers related to engineering and enhanced traffic signs is outside the HSO's purview, this information was shared by the HSO with its SCDOT partners. The relationship between the OHSJP and SCDOT grew by leaps and bounds in FFY 2024 as additional efforts were made to strengthen this partnership. These efforts primarily included participating in Road Safety Audits (RSAs) and subsequent Stakeholder meetings. Through the enhanced partnership, the HSO and SCDOT will implement a more cohesive approach to addressing traffic safety issues in FFY 2025. This will be achieved through the provision of education regarding the traffic safety benefits possible as a result of new infrastructure treatments being completed by SCDOT, and the HSO will also participate in the community meetings hosted by SCDOT as they seek input and share future plans related to new infrastructure.

**(Potentially) Affected Communities:** US Military and Members of the LGBTQ+ Community

During FFY 2024, the state used the non-traditional event in-person engagement strategy to reach the potentially affected populations of those who serve in the US Military and members of the LGBTQ+ community, respectively. Opportunities for face-to-face interaction and participation in a feedback survey were provided during events known to draw a significant number of members of the affected community: Family Day at Ft. Jackson Army base and the 2023 Famously Hot SC Pride Festival. Based on the Problem ID data, members of the military and LGBTQ+ communities have an increased risk of substance abuse which may contribute to impaired driving. Thus, feedback was solicited through face-to-face communication regarding impaired driving at Ft. Jackson and the Pride Festival. Feedback was also obtained from Pride Festival attendees through the use of a survey regarding driving attitudes and behaviors.

PP&E efforts with the identified potentially affected populations proved less fruitful for

obtaining feedback, but they were effective as a means to establish rapport and create an ongoing presence in these communities. They also provided insight on better ways in which the state should approach engagement with these populations. Community champions have been identified, and we have been welcomed by these communities. It is our hope that we will be able to use the lessons learned in FFY 2024 to implement more targeted engagement opportunities in year 2.

Overall, the state's PP&E efforts in FFY 2024 were vital in informing the projects and countermeasure strategies selected and being implemented during the FFY 2025 grant period. In FFY 2025, the state aims to continue this forward momentum. Efforts to complete the activities outlined in the 3HSP during years two and three are underway and the state aims to continue building upon its relationships with the populations engaged in FFY 2024. We look forward to evaluating our efforts and seeing positive outcomes in SC.

### **Evidence-based Enforcement Program Activities and Community Collaboration Efforts**

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. The state's evidence-based enforcement program activities combine highly visible traffic enforcement and public information, education, and training in order to reduce crash-related injuries and fatalities in South Carolina.

Grant funds are provided for enhanced, comprehensive traffic enforcement activity, which involves selective enforcement, public education activities, and community outreach and collaboration. Projects are selected based on an analysis of crashes and areas of high risk. Law enforcement resources are deployed based on this problem ID analysis and continually monitored for effectiveness with ongoing adjustments made as needed. These efforts create a noticeable improvement in highway safety. Throughout the grant period, law enforcement agencies implemented selective DUI enforcement, speed enforcement, and enforcement of the state's occupant protection laws. Law enforcement traffic officers also received training in radar operations, occupant protection issues, and specialized DUI enforcement (SFST, DRE, etc.), if necessary. In addition to ensuring speed, DUI, and safety belt/child restraint violation detection were incorporated as the major components of their traffic safety enforcement programs, the HSO added community collaboration and data collection/analysis requirements to its comprehensive PTS enforcement project subrecipients.

**HSO Facilitation of Law Enforcement Community Collaboration:** The HSO also requires all comprehensive PTS enforcement grant projects to conduct monthly traffic safety community collaboration activities during the grant year and to conduct education and enforcement activities in support of various campaign initiatives/mobilizations throughout the grant year. This is outlined in each project's grant agreement. Resources are provided to LEAs by the HSO to assist them in their education activities throughout the grant period. Though all comprehensive PTS enforcement projects are required to complete community collaboration activities, this section is meant only to provide a snapshot of those activities and does not include all activities completed by all projects.

**Grant-Funded Law Enforcement Community Collaboration:** All comprehensive PTS the Berkeley County Sheriff's Office, Georgetown County Sheriff's Office, and North Myrtle Beach Police Department conducted community collaboration events each month, and some of those efforts are detailed in the sections that follow.

#### Berkeley County Sheriff's Office

The grant-funded traffic officer regularly attends community meetings held throughout the grant period. The officer conducts traffic safety presentations, builds traffic safety relationships, and consults with community members on traffic safety issues. Community concerns relating to specific traffic issues (e.g., speeding on a particular roadway, drivers regularly failing to stop at a specific stop sign, teens driving erratically after exiting the high school at the end of the day) are relayed to the traffic team, which generally conducts grant funded traffic safety project efforts, and a deployment plan is developed and implemented.

The plan typically involves deploying officers and conducting enforcement for the particular issue over a few days. When speeding concerns are presented, a speed trailer is typically deployed to compile and record the traffic data. The results of the data collection are shared with the concerned community and strategies to address the issue (if the data supports the existence of an issue) are developed and implemented.

Traffic officers also conduct regular traffic safety presentations. Most memorable during the grant period was a presentation conducted at the Nucor Steel company at the request of the Operations Manager. Operations at the facility were suspended for two hours to ensure all employees had the opportunity to attend the presentation. During the presentation, the officers conducted a standard traffic safety presentation and asked attendees what they felt were the most pressing traffic concerns in the community. The floor was opened for attendees to respond and to provide their input on the best ways in which to address these concerns.

#### Georgetown County Sheriff's Office

The grant-assigned traffic officers of the Georgetown County Sheriff's Office (GCSO) take a proactive approach to traffic safety and recognize the importance of balancing education with enforcement to help drivers make smart choices before they get a ticket or have a collision. These grant officers devote part of every week to meeting with community members and young drivers to keep safe driving tips fresh in their minds. Through their meetings with the community and traffic safety presentations for local groups, including the Taxpayer Academy, the Rotary Club, and the Chamber of Commerce, community input on specific traffic concerns, such as congestion or speeding, is routinely solicited. Community feedback is then used to deploy special grant-funded saturation patrols and/or checkpoints in areas of need.

The traffic unit is also featured in videos that run on the agency's social media accounts, and officers attend every local parade and job fair. Their faces are familiar to residents, and they are often approached with traffic concerns and/or requests to talk to homeowners' associations and neighborhood watches.

## North Myrtle Beach Police Department (NMBPD)

The North Myrtle Beach Police Department's traffic unit works closely with its community services division to bring discussions on traffic safety to events around the city. Several communities within the jurisdiction have community watch meetings, and the agency uses these meetings as an avenue to share messaging during different traffic safety campaigns. Their involvement with and presence in the community has led to open lines of communication, and the traffic unit regularly receives information on traffic issues impacting their communities, such as motorists passing school buses, speeding during specific hours of the day, and bicyclists disregarding traffic laws. The unit uses this information to refine and refocus their grant-funded activities, placing officers in the appropriate areas to address the violations. Community members feel heard and are shown that their feedback is valuable.

Initiatives have also been developed by the traffic unit to educate motorists on hot button topics or topics about which there have been complaints during certain times of the year. North Myrtle Beach is a tourist community and is unique in that several different and large groups of motorists come into and out of the city weekly. As a result of input from local community members and local business owners, it became evident that certain issues seem to arise during specific times of the year as various groups of tourists travel in and out of the city. Through consultation with community champions and local leaders, the need to address certain issues during specific times of the year was highlighted and has been deemed crucial to ensuring both visitors to and residents of North Myrtle Beach receive the education needed to improve traffic safety during the appropriate times. For example, the department focuses much of its education efforts on motorcycles during Motorcycle Safety Month in May which also coincides with the occurrence of two bike weeks hosted in the Grand Stand.

After identifying an uptick in traffic collisions involving Hispanic pedestrians and bicyclists, the grant-funded officers requested a meeting with the local Hispanic church to discuss these trends and consult with church leaders regarding the best way to reach the population. Church leaders invited the grant-funded officers to provide education to the congregation on bicyclist and pedestrian safety as this was believed to be the best way to reach the largest number of individuals with the necessary information. The church also serves as the worship home for the Hispanic students participating in the J-1 visa program. The J-1 Visa provides opportunities for international candidates to come to the U.S. to teach, study, conduct research, demonstrate special skills or receive on-the-job training for periods ranging from a few weeks to several years. The City of North Myrtle Beach employs a number of J-1 students to work for the summer and learn about the United States. The vast majority of the J-1 students navigate the roadways as bicyclists or pedestrians. They are often unaccustomed to traffic laws, and the NMBPD's data analysis indicates that these students are often struck by vehicles as they ride on the sidewalks across driveways or side streets. It was determined that providing education for J-1 students on the safe operation of bicycles on the roadways would benefit the safety of both the students and city residents. To address these concerns, officers and the Hispanic church collaborated, enabling officers to provide an education session and educational materials in Spanish at this local church for members of the Hispanic community.

A Spanish-speaking Officer was also present to enhance equitable access and solicit community input. This feedback has been used by the grant funded-officers to enhance their education and outreach activities for the Hispanic community, ensuring that all have access to relevant safety information.

**Reporting Mechanism:** Local LEAs document participation in CC events on the Monthly Enforcement Data Report (MEDR) form, which is due each month by the 10<sup>th</sup> of the month for the previous month. Additional supporting documentation is submitted with the report and includes information about each event and a summary or synopsis of the outcomes. More detail is expected to be submitted along with the subgrantee's quarterly progress reports. Some agencies also detailed the ways in which they used the feedback they received to adjust their grant-funded projects. During the HSO's initial communications with LEAs regarding CC, the agencies were only informed of the requirement to document activities, but an additional report that included all requested information was not provided to LEA subgrantees for submission in FFY 2024. Thus, additional information was gleaned from subgrantees through follow-up calls and emails with pointed questions about the CC events reported. Based on the experiences with the reporting mechanism for LEA CC efforts in FFY 2024, procedures have changed for FFY 2025. An additional activity report, which includes information about the events, participants, synopsis, and description of the ways in which the feedback was used, must be submitted monthly for each agency indicating participation in a CC event on their MEDR.

**Results:** Through the HSO's requirement that all comprehensive PTS enforcement projects conduct community collaboration efforts, local LEAs completed a total of 159 events, which included conducting presentations, hosting/participating in community forums, and meetings with students, caregivers, and county residents to ensure transparency and solicit feedback for informing grant-funded traffic enforcement efforts throughout their jurisdictions.

**HSO Facilitation of Law Enforcement Data Collection & Analysis:** South Carolina law (SC Code requires law enforcement officers to collect data on traffic stops when a citation or arrest is not made. The data must include information regarding the age, gender, and race or ethnicity of the driver of the vehicle. This information is provided to the South Carolina Department of Public Safety (SCDPS), and a report is available on its website regarding

Though this is state law, the HSO provides direct support for this data collection and analysis by requiring all grant-funded enforcement projects to submit this information monthly as a condition of the grant award. This is outlined in each project's grant agreement, and HSO staff verify the submission of this data monthly to ensure all grant-funded enforcement projects are in compliance. Funds may be withheld for grant-funded agencies that do not submit this required information and consistent failure to submit is just cause for automatic cancellation of a grant award. HSO staff provide guidance to assist grant-funded agencies in fulfilling this requirement through monthly reminders and technical assistance when needed. The data is collected in order to ensure transparency and identify disparities in enforcement and may be used, along with collision data, as supplementary information to support education efforts in certain communities. A copy of this report, submitted by one of the state's grant-funded enforcement projects, has been

provided as Appendix A to the FFY 2024 Annual Report. In FFY 2025, the state will enhance its efforts to support data analysis in order to identify disparities in traffic enforcement among its highway safety grant subrecipients by reviewing and analyzing report data and discussing with the subgrantees the ways in which the data may be used to inform traffic enforcement policies, procedures, and activities. This will be completed as part of the recurring desk monitoring procedures conducted by Highway Safety Program Coordinators.

**Grant-Funded Law Enforcement Efforts for Data Collection & Analysis:** All enforcement projects funded under the FFY 2024 AGA complied with the requirements of Section 56 5 6560.

## Mobilization Participation

### 2024 Law Enforcement Target Zero Challenge Participation List

Cheraw PD	Blacksburg PD	Charleston County SO	Trenton PD	Walterboro PD
Chesterfield County SO	Campobello PD	Charleston PD	West Columbia PD	Yemassee PD
Darlington County SO	Cherokee County SO	Goose Creek PD	Coward PD	Atlantic Beach PD
Darlington PD	Chesnee PD	Isle of Palms PD	Florence County SO	Aynor PD
Dillon County SO	Duncan PD	Moncks Corner PD	Florence Regional Airport PD	Briarcliffe Acres PD
Dillon PD	Gaffney PD	Mt. Pleasant PD	Francis Marion University PD	Coastal Carolina University DPS
Hartsville PD	GSP Airport PD	North Charleston PD	Lake City PD	Conway PD
Lamar PD	Inman PD	Sullivan's Island PD	Marion County SO	Georgetown County SO
Latta PD	Lyman PD	Summerville PD	Marion PD	Georgetown PD
Marlboro County SO	Pacolet PD	Anderson PD	Nichols PD	Horry County PD
McBee PD	Spartanburg Community College PD	Belton PD	Olanta PD	Horry County SO
McCull PD	Spartanburg County SO	Iva Police Dept.	Scranton PD	Loris PD
Pageland PD	Spartanburg Methodist College Campus Safety	Oconee County SO	Sellers PD	Myrtle Beach PD
Society Hill PD	Spartanburg PD	Salem PD	Timmonsville PD	North Myrtle Beach DPS
SC Gov. School	USC-Upstate DPS	Walhalla PD	Central PD	Pawleys Island PD
Benedict College PD	Wellford PD	West Pelzer PD	Clemson PD	Surfside Beach PD
Camden PD	Woodruff PD	Williamston PD	Clemson University PD	Clover PD
Columbia PD	Abbeville PD	Batesburg-Leesville PD	Easley PD	Fort Mill PD
Elgin PD	Calhoun Falls PD	Cayce DPS	Fountain Inn PD	Jonesville PD
Forest Acres PD	Clinton PD	Chapin PD	Greenville County SO	Rock Hill PD
Kershaw County SO	Due West PD	Columbia Metropolitan Airport DPS	Greenville PD	Tega Cay PD
Richland County SD	Greenwood County SO	Edgefield County SO	Mauldin PD	Catawba Tribal Police
USC-Columbia PD	Greenwood PD	Edgefield PD	Allendale PD	Union PD
Chester County SO	Laurens County SO	Irmo Police Dept.	Edisto Beach PD	Winthrop University PD
Chester PD	Laurens PD	Lexington County SD	Estill PD	York County SO
Fairfield County SO	Newberry County SO	Lexington PD	Fairfax PD	York PD
Fort Lawn PD	Newberry PD	McCormick County SO	Hampton County SO	York Tech College PS
Great Falls PD	Piedmont Technical College DPS	McCormick PD	Hampton PD	Winnsboro DPS
Lancaster County SO	Presbyterian College PD	Saluda County SO	Hardeeville PD	Berkeley County SO
Lancaster PD	Prosperity PD	Saluda PD	Jasper County SO	Swansea PD
Ridgeway PD	Whitmire PD	South Congaree PD	Port Royal PD	Varnville PD

## FFY 2024 Grant Period Enforcement Report: 10/1/2023 – 9/30/2024

### Agencies Reporting\*:

State Agencies:	3	Federal Agencies:	0
Local Agencies:	118	County Agencies:	36
Other Agencies:	13		

### Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	3,319
Number of Saturation Patrols Conducted:	3,356

### Total Enforcement:

DUI Arrests:	18,368	Speeding:	326,916
Assisted DUI Arrests:	657	Reckless Driving:	7,260
Safety Belt Citations:	82,142	Other Violations:	427,223
Child Safety Citations:	5,242		

## 2024 Law Enforcement Target Zero Challenge Report: 12/1/2023-9/2/2024

### Agencies Reporting\*:

State Agencies:	3	Federal Agencies:	0
Local Agencies:	116	County Agencies:	36
Other Agencies:	13		

### Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	2,672
Number of Saturation Patrols Conducted:	2,912

### Total Enforcement:

DUI Arrests:	15,616	Speeding:	277,471
Assisted DUI Arrests:	570	Reckless Driving:	6,213
Safety Belt Citations:	69,991	Other Violations:	382,140
Child Safety Citations:	4,442		

## 2023-2024 Christmas/New Year’s SOS Enforcement Report: 12/15/2023-1/1/2024

### Agencies Reporting:

State Agencies:	3	Federal Agencies	0
Local Agencies:	89	County Agencies:	31
Other Agencies:	10		

### Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	81
Number of Saturation Patrols Conducted:	174

### Total Enforcement:

DUI Arrests:	945	Speeding:	13,167
Assisted DUI Arrests:	34	Reckless Driving:	219
Safety Belt Citations:	3,136	Other Violations:	11,873
Child Safety Citations:	231		

## 2023-2024 Sober or Slammer! Christmas/New Year’s Campaign

*Media Buy Summary for 2023-2024 Sober or Slammer! Christmas/New Year’s Campaign*

*Flight Dates: December 1, 2023 – January 1, 2024*

### **Campaign Overview**

The *Sober or Slammer!* campaign continued during the holiday season, which incorporated the 2024 Law Enforcement *Target Zero* Challenge. The campaign, in coordination with NHTSA’s *Drive Sober or Get Pulled Over* campaign, utilized 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. High visibility enforcement of the state’s DUI laws is a primary component of the *SOS* campaign and 2024 Challenge, which included participation from HP, STP, and local law enforcement agencies across the state. Paid and earned media components were used to support the enforcement effort.

Campaign expenditures included out-of-home media, social media, digital media, television, and radio ads. The primary target audience and focus counties for this campaign were those previously identified in the FFY 2024 – FFY 2026 Triennial HSP.

The *SOS! Christmas/New Year’s* campaign brought back the return of the *Highways or Dieways* initiative. A new social media spot, digital media spot, radio ad, and out-of-home ad were created featuring the slogan “Highways or Dieways. The choice is yours”. Additionally, a new video was created for social media. The video shows the

hands of a person finishing their glass of beer with car keys sitting next to the glass. As the empty beer glass hits the table, the video cuts to footage of a wrecked car and concludes with the “Highways or Dieways” message.

Pre- and post-campaign surveys were conducted to assess the public’s awareness of and reaction to campaign messages prior to and after the campaign, and survey results contained proper analysis. Pre-campaign surveys were conducted in November 2023. Post-campaign surveys were conducted in January 2024.

**Campaign Dates**

December 1, 2023 – January 1, 2024 | Out-of-Home Media  
 December 18, 2023 – January 1, 2024 | Social Media, Digital Media, Radio, Television

**New Campaign Ad**



(billboard ad)



(screenshots from video)

**Campaign Performance**

**Social Media Performance**

Amount Spent	Impression %	Click Through Rate %
\$27,090.89	7.8%	0.22%

**Digital Media Performance**

Amount Spent	Impression %	Click Through Rate %
\$95,726.57	51.2%	0.05%

**Radio Performance**

Amount Spent	Impression %	Click Through Rate %
\$113,039.00	35.0%	0.07%

**Television Performance**

Amount Spent	Impressions	# Stations Purchased	# Spots Ran
\$30,906.00	7,115,000	13	1,065

*Additional Notes: Standout stations included WCIV/ABC in Charleston, WSPA/CBS in GSA, and WPDE/ABC in Myrtle Beach. WLTX in Columbia ran over 60 additional spots.*

**Out-of-Home Media**

Amount Spent
\$99,603.88

**Expenses**

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$366,366.34 + \$25,931.00 (Campaign Surveys) = \$392,297.34	\$4,044.50	\$99,945.00	\$500,511.84

## 2024 BUSC Enforcement Report: 5/20/2024-6/2/2024

### Agencies Reporting:

State Agencies:	3	Federal Agencies	0
Local Agencies:	80	County Agencies:	30
Other Agencies:	10		

### Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	55
Number of Saturation Patrols Conducted:	120

### Total Enforcement:

DUI Arrests:	639	Speeding:	13,102
Assisted DUI Arrests:	18	Reckless Driving:	294
Safety Belt Citations:	4,432	Other Violations:	23,399
Child Safety Citations:	247		

### **2024 Buckle Up, South Carolina Campaign**

*Media Buy Summary for 2024 BUSC Campaign*

*Flight Dates: May 13 – June 13, 2024*

#### **Campaign Overview**

BUSC is a high visibility statewide safety belt enforcement, public information, and education campaign coordinated by SCDPS. This effort was conducted in conjunction with NHTSA's *Click It or Ticket* national and regional enforcement mobilization. The increased enforcement component of the BUSC 2024 blitz contained public information and educational components, including paid and earned media to position safety belt usage, as well as enforcement by SC Highway Patrol, as a key element of the SCDPS *Highways or Dieways* initiative. The enforcement component focused heavily on rural and night-time safety belt enforcement strategies aimed at increasing the use of safety belts and child restraints. The paid media strategies focused on African American, Hispanic, youth, and rural male audiences and were predominately shared in the counties that experienced the highest number of unrestrained fatalities and seriously injured occupants with access to a seatbelt from 2018 – 2022.

As part of the *Highways or Dieways* umbrella, the BUSC campaign recreated two previously produced video ads, each featuring the "Highways or Dieways, the choice is yours" message and the "Click it, don't risk it" logo. The videos illustrate the severe consequences of choosing not to wear a seatbelt (i.e. injury and death), and what the next 60 seconds of a person's life might look like following a serious collision in which the passenger was unrestrained.

The new ads ran on social media, television, and gas station television.

**Campaign Dates**

May 13 – June 2, 2024 | Social Media, Television, Streaming Television  
 May 13 – June 13, 2024 | Gas Station TV

**Campaign Performance****Paid Social Media Performance**

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$10,000.00	3,234,033	1,591,560	648,926	4,723	0.15%

**Television Performance**

Amount Spent	Stations	Reach by Market
\$96,356.00	NBC, ABC, CBS, Fox	29.6%- Charleston 96.9%- Columbia 80.5%- Greenville 64.0%- Myrtle Beach

**Streaming Television Performance**

Amount Spent
\$25,661.09

**Gas Station Television Performance**

Amount Spent
\$61,744.00

**Expenses**

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$193,761.09	\$10,000.00	\$45,000.00	\$248,761.09

**2024 Operation Southern Slow Down Enforcement Report: 7/14/2024-7/20/2024****Agencies Reporting:**

State Agencies:	3	Federal Agencies:	0
Local Agencies:	85	County Agencies:	31
Other Agencies:	9		

**Total Enforcement Activity:**

Number of Safety Checkpoints Conducted:	42
Number of Saturation Patrols Conducted:	120

**Total Enforcement:**

DUI Arrests:	304	Speeding:	6,829
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<b>Assisted DUI Arrests:</b>	19	<b>Reckless Driving:</b>	135
<b>Safety Belt Citations:</b>	1,447	<b>Other Violations:</b>	5,401
<b>Child Safety Citations:</b>	83		

## 2024 Sustained Highway Safety Public Information & Education Campaign

*Media Buy Summary for 2024 Sustained Highway Safety PI&E Campaign*

*Flight Dates: January 1 – September 30, 2024*

### Campaign Overview

Under the *Highways or Dieways* umbrella, the OHSJP continued a *Public Information and Education (PI&E)* campaign conducted during the first nine months of 2024. The primary focuses of this effort were: 1) education of the motoring public regarding several of the (lesser-publicized) leading causes of traffic collisions and how to avoid these types of incidents; 2) young drivers, and the deadly consequences they face when their inexperience behind the wheel is combined with bad driving habits and/or risk-taking tendencies; 3) the on-going issue of distracted driving in this state; 4) speeding; and 5) other highway safety-related issues.

Paid social media and billboards for the sustained campaign ran from January 1 through September 30, 2024. Paid media for the speeding campaign, Operation Southern Slow Down, ran from July 1-July 31.

Speeding ad placement was predominantly displayed in the counties that experienced the most speed-related fatal and serious injury collisions from 2018 – 2022: Greenville, Charleston, Spartanburg, Horry, Lexington, Richland, Orangeburg, Anderson, York, Berkeley, Florence, Aiken, Sumter, Laurens, Pickens, Beaufort, Darlington, Oconee, Kershaw, Lancaster, and Dorchester.

The table below provides more specific details surrounding the speeding PI&E campaign.

Flight Dates	Focus	Media Platform(s)	Campaign Ad
July 1 – 31	Speed (Operation Southern Slow Down)	Social Media, Billboards <i>Total Media Spend:</i> \$42,639.00	 <p>(Static Graphic)</p>

### Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$171,940.28	\$22,997.50	\$45,000.00	\$239,937.78

## 2024 Labor Day SOS Enforcement Report: 8/16/2024-9/2/2024

### Agencies Reporting:

<b>State Agencies:</b>	3	<b>Federal Agencies:</b>	0
<b>Local Agencies:</b>	76	<b>County Agencies:</b>	31
<b>Other Agencies:</b>	10		

### Total Enforcement Activity:

<b>Number of Safety Checkpoints Conducted:</b>	64
<b>Number of Saturation Patrols Conducted:</b>	152

### Total Enforcement:

<b>DUI Arrests:</b>	916	<b>Speeding:</b>	15,735
<b>Assisted DUI Arrests:</b>	12	<b>Reckless Driving:</b>	322
<b>Safety Belt Citations:</b>	4,824	<b>Other Violations:</b>	14,170
<b>Child Safety Citations:</b>	257		

## **2024 Sober or Slammer! Campaign**

*Media Buy Summary for 2024 Sober or Slammer Campaign*

*Flight Dates: March 1 – September 2, 2024*

### **Campaign Overview**

The OHSJP continued its *Sober or Slammer!* campaign from March – Labor Day, which incorporated the 2024 Law Enforcement *Target Zero* Challenge. The campaign, in coordination with NHTSA's *Drive Sober or Get Pulled Over* campaign, utilized 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. High visibility enforcement of the state's DUI laws is a primary component of the SOS campaign and the 2024 Challenge, 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 enforcement efforts.

Paid media efforts were focused in the target counties identified in the FFY 2024 – FFY 2026 Triennial HSP. Additionally, a portion of the budget was applied to billboard placements in over-represented/underserved focus counties. These counties were identified as being over-represented (based on rates) in impaired driving-related crashes resulting in a serious injury and/or fatality, and deemed economically underserved when compared to all South Carolina counties. Identified counties included: Chester, McCormick, Colleton, Lee, Abbeville, Laurens, Clarendon, Hampton, Williamsburg, Allendale, and Barnwell.

The table below provides more specific details surrounding the *Sober or Slammer!* campaign.

Flight Dates	Focus	Media Platform(s)	Campaign Ad
March – Labor Day	Over-Represented/ Underserved Focus Counties	Billboards, Radio	<p>March-April <b>DRUNK DRIVING KILLS</b> HIGHWAYS OR DIEWAYS THE CHOICE IS YOURS SOUTH CAROLINA DEPARTMENT OF PUBLIC SAFETY</p> <p>May-June <b>DUI: YOUR TICKET TO JAIL</b> HIGHWAYS OR DIEWAYS THE CHOICE IS YOURS SOUTH CAROLINA DEPARTMENT OF PUBLIC SAFETY</p> <p>July-August <b>DUI: A DEADLY CHOICE</b> HIGHWAYS OR DIEWAYS THE CHOICE IS YOURS SOUTH CAROLINA DEPARTMENT OF PUBLIC SAFETY</p>
March – Labor Day	Over-Represented/ Underserved Focus Counties	Billboards (Spanish Translation: “If you drink, don’t drive”)	<b>SI TOMAS, NO MANEJES</b> HIGHWAYS OR DIEWAYS THE CHOICE IS YOURS SOUTH CAROLINA DEPARTMENT OF PUBLIC SAFETY
March 13 – 17 March 1 – 30	St. Patrick’s	Social Media, Digital Display, Radio Billboards (I-26 Dedicated)	<b>LUCK WON'T PREVENT A DUI</b> HIGHWAYS OR DIEWAYS THE CHOICE IS YOURS SOUTH CAROLINA DEPARTMENT OF PUBLIC SAFETY
May 22 – 27	Memorial Day	Social Media	<b>RED, WHITE &amp; BLUE</b>   <b>DON'T SPEND MEMORIAL DAY IN JAIL</b>   <b>SOBER OR SLAMMER</b> SOUTH CAROLINA DEPARTMENT OF PUBLIC SAFETY <i>(screenshots from video)</i>
June 26 – July 4	Independence Day	Social Media, Radio	<p>CELEBRATE RESPONSIBLY   WE'LL BE LOOKING FOR THOSE WHO AREN'T</p> <p><b>SOBER OR SLAMMER</b> SOUTH CAROLINA DEPARTMENT OF PUBLIC SAFETY</p> <p><i>(screenshots from video)</i></p>
July 4 – 6	Independence Day	Aerial Banners	<b>DRUNK DRIVING KILLS</b> HIGHWAYS OR DIEWAYS THE CHOICE IS YOURS
August 14-September 2	Labor Day	Television, Social Media, Gas Station TV	<b>NOT THE RIDESHARE YOU WANT</b> SOBER OR SLAMMER SOUTH CAROLINA DEPARTMENT OF PUBLIC SAFETY

## Campaign Performance

### Social Media Performance

Amount Spent	Impressions	Clicks	Engagements
\$75,562.86	9,984,017	34,932	684,528

### Billboard Performance

Amount Spent
\$67,293.50

### Television Performance

Amount Spent	Impressions	Clicks	Engagements
\$162,316.55	9,984,017	34,932	684,528

### Radio Performance

Amount Spent
\$19,973.00

### Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$325,145.91	\$9,600.00	\$98,000.00	\$432,745.91

## Paid Media and Public Outreach Overview

### 2023 Vulnerable Roadway Users Campaign

*Media Buy Summary for 2023 Vulnerable Roadway Users Campaign*

*Flight Dates: October 9 – 17, 2023*

#### Campaign Overview

In an effort to decrease the number of pedestrian and bicyclist fatalities and injuries that result from crashes involving a motor vehicle, the OHSJP continued the Vulnerable Roadway Users campaign for October. The campaign focused on pedestrian and bicyclist safety and included social media in strategic locations throughout the state as a key element of the *Target Zero* initiative. The focus counties for this campaign were separated by a pedestrian and bicyclist component.

Pedestrian and bicyclist paid media efforts were each focused in the target counties identified in the FFY 2024 – FFY 2026 Triennial HSP.

The primary strategy of this campaign was to inform and educate the public about safe practices as a pedestrian, a bicyclist, and a driver. Two new graphics were created to encourage pedestrians to wear protective clothing when walking at night and for motor vehicle drivers and bicyclists to share the road with each other.

Campaign Dates	Focus	Media Platform(s)	Campaign Ad
October 9 – 17, 2023	Pedestrian Safety	Social Media	
October 9 – 17, 2023	Bicyclist Safety	Social Media	

### Campaign Performance

#### Social Media Performance

Amount Spent	Impressions	Clicks	Click Through Rate
\$27,124.31	5,424,861	2,642	0.05%

#### Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$27,124.31	\$5,985.00	\$6,856.25	\$39,965.56

### 2023 Sober or Slammer! Halloween Campaign

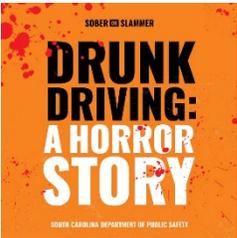
Media Buy Summary for 2023 Sober or Slammer! Halloween Campaign  
Flight Dates: October 17 – 31, 2023

#### Campaign Overview

The OHSJP desired to continue a statewide effort to reduce the number of alcohol-impaired driving traffic collisions with its *Sober or Slammer! (SOS!) Halloween* campaign. The *SOS! Halloween* campaign contained enforcement, public information, and education components, including paid and earned media, to position DUI enforcement as a key element of the SCDPS *Target Zero* initiative.

Campaign expenditures included out-of-home media, social media, and streaming radio ads. Paid media efforts were targeted to the audience identified in the FFY 2024 – FFY 2026 Triennial HSP, as well as the identified counties.

A new ad was designed featuring the message “Drunk Driving: A Horror Story” with the Sober or Slammer logo.

Campaign Dates	Media Platform(s)	Campaign Ad
October 17-31, 2023	Social Media, Out-of-Home Media, Streaming Radio	

#### Social Media Performance

Amount Spent	Impressions	Clicks
\$25,570.43	27%	56%

#### Streaming Radio Performance

Amount Spent	Impressions	Clicks
\$19,493.29	5%	4%

#### Out-of-Home Media

Amount Spent
\$39,936.28

#### Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$85,000.00	\$7,966.80	\$25,456.25	\$118,423.05

### 2023 Fall Jam at the Ballpark Outreach Event

*Media Buy Summary for 2023 Fall Jam at the Ballpark Outreach Event  
October 7, 2023*

#### Outreach Overview

According to the 2021 South Carolina Traffic Collisions Fact Book, in 2021, there were 976,736 licensed drivers in South Carolina aged 20- 34, representing 24.16 percent of the total number of licensed drivers in the state. With these statistics in mind, the OHSJP sought to reach underserved audiences and hard-to-reach populations and to increase efforts to reach young men, ages 20 – 34. In addition to reaching the general motoring public by participating in this outreach effort, the OHSJP reached other minority populations (African American, Hispanic, and rural white males) through highway safety messages at the Big Red Barn Retreat’s Fall Jam at the Ballpark in Columbia. The outreach included highway safety messages for DUI, designated drivers, safety belts, and distracted driving.

The contract for this event included one SCDPS video PSA for the SEGRA ballpark jumbotron, PR release, SCDPS mention in radio ads, SCDPS logo on The Big Red Barn Retreat website, SCDPS-specific social media posts co-branded with The Big Red Barn Retreat, priority placement on the sponsor slideshow at the event/SEGRA ballpark jumbotron, and a live stage mention during the event. An on-site safety information booth was also provided for outreach at the event and was staffed by OHSJP, Highway Patrol (HP), and State Transport Police (STP).

**Survey Results:** 6 Responses

### Expenses

Contract Amount	Agency Services	Total Event Expenditures
\$15,000.00	\$750.00	\$15,750.00

### 2023 Famously Hot SC Pride Festival Outreach Event

*Media Buy Summary for 2023 Famously Hot SC Pride Festival Outreach Event  
October 21, 2023*

#### Outreach Overview

In an effort to continue to reach diverse populations, the OHSJP began a partnership with Famously Hot SC Pride to set up an educational booth at the Famously Hot SC Pride Festival on October 21, 2023. In addition to the on-site interaction and education offered to festival goers, highway safety messaging was displayed on social media and shared through live stage announcements during the event.

**Survey Results:** 15 Responses

**Event Social Media Ad:**



### Expenses

Contract Amount	Agency Services	Total Event Expenditures
\$325.00	\$87.50	\$412.50

### 2023 University of South Carolina Athletics Community Outreach

*Media Buy Summary for 2023 USC Regular Football Season  
October – November, 2023*

#### Outreach Overview

Expanding the outreach effort first described under the Fall Jam at the Ballpark, the OHSJP continued its partnership with the University of South Carolina for their regular football season in Columbia, SC. The messaging included highway safety themes, specifically, those relating to DUI and designated drivers.

In FFY 2023, a new radio ad was produced featuring Coach Shane Beamer and the Commander of the South Carolina Highway Patrol, Colonel Chris Williamson. In the ad, Coach Beamer and Colonel Williamson remind fans to designate a sober driver before coming to football games. That radio ad was reused for this football season.

Additionally, a new video ad was produced once again featuring Coach Beamer and Colonel Williamson. The video closely resembled the message in the radio ad reminding motorists about the dangers of impaired driving and encouraging them to use a rideshare.

Methods of communication included one 30-second radio spot during the pre-and post-game shows of each football game broadcast, one pre-game videoboard ad, banner ad placement in one “Garnet Insider” e-blast, and one graphic shared through social media channels.

An on-site educational booth was also displayed at the Carolina/Clemson rivalry game on November 25, 2023 at USC’s Gamecock Village.

**Survey Results: 63 Responses**

**Expenses**

<b>Contract Amount</b>	<b>Agency Services</b>	<b>Total Event Expenditures</b>
\$63,875.00	\$3,281.25	\$67,156.25

**2023 Clemson University Athletics Community Outreach**

*Media Buy Summary for 2023 Clemson Regular/Post Football Season  
October – December, 2023*

**Outreach Overview**

The OHSJP continued its partnership with Clemson University for their regular football season in Pickens. The messaging included highway safety messages for DUI and designated drivers.

In FFY 2023, a new radio ad was produced featuring Coach Dabo Swinney and Colonel Williamson. Similar to the USC radio ad, Coach Swinney and Colonel Williamson reminds fans to designate a sober driver before they come to the game. That radio ad was reused for this football season.

Additionally, a new video ad was produced with Coach Swinney reminding motorists about the dangers of impaired driving and encouraging them to use a rideshare.

Methods of communication included one graphic, one 30-second radio spot during the pre-game show, one 10-second live read during the in-game broadcast, banner ad on ClemsonTigers.com, and digital banner ads in IPTAY’s *My Orange Update* emails.

An on-site educational booth was also displayed at the Clemson/Notre Dame game on November 4, 2023 at Clemson’s vendor village.

**Survey Results: 35 Responses**

**Expenses:**

<b>Contract Amount (Regular Season)</b>	<b>Post-Season Amount</b>	<b>Agency Services</b>	<b>Total Expenditures</b>
\$27,410.00	\$3,250.00	\$1,443.00	\$32,103.00

## 2023 Sober or Slammer! Thanksgiving Campaign

Media Buy Summary for 2023 Sober or Slammer! Thanksgiving Campaign

Flight Dates: November 1 – 30, 2023

### Campaign Overview

With the intent to continue the statewide effort that began this Federal Fiscal Year with *Sober or Slammer! Halloween*, and to reduce the number of alcohol-impaired driving traffic collisions, the OHSJP began the *Sober or Slammer! Thanksgiving* campaign; which was previously the *Thanksgiving Distracted Driving* campaign. The *SOS! Thanksgiving* campaign contained enforcement, public information, and education components, including paid and earned media, to position DUI enforcement as a key element of the SCDPS *Target Zero* initiative.

Campaign expenditures included out-of-home media and social media. Paid media efforts were targeted to the audience identified in the FFY 2024 – FFY 2026 Triennial HSP, as well as the identified counties.

A new ad was designed featuring the message, “Make it to the Thanksgiving table. Don’t drink and drive.”

Campaign Dates	Media Platform(s)	New Campaign Ad
November 1 – 30, 2023	Out-of-Home Media	
November 15 – 26, 2023	Social Media	

### Overall Campaign Performance

#### Social Media Performance

Amount Spent	Impressions	Clicks	Click Through Rate
\$43,797.06	3,970,052	3,889	0.10%

#### Out-of-Home Media

Amount Spent
\$71,122.33

#### Expenses

Media Spend	Agency Services	Total Campaign Expenditures
\$114,919.39	\$10,000.00	\$123,822.04

## **2023 Catawba Nation Yap Ye Iswa Festival Outreach Event**

*November 18, 2023*

### **Outreach Overview**

As a continued partner, the OHSJP set up an educational booth at the Catawba Nation Yap Ye Iswa Festival on November 18, 2023. Reservation residents and surrounding community members were encouraged to visit the booth and learn about how SCDPS can help their community to achieve safer driving habits.

No funds were expensed for this outreach event.

**Survey Results:** 7 Responses

## **2024 Sustained Highway Safety Public Information & Education Campaign**

*Media Buy Summary for 2024 Sustained Highway Safety PI&E Campaign*

*Flight Dates: January 1 – September 30, 2024*

### **Campaign Overview**

Under the *Highways or Dieways* umbrella, the OHSJP continued a *Public Information and Education (PI&E) campaign* conducted during the first nine months of 2024. The primary focuses of this effort were: 1) education of the motoring public regarding several of the (lesser-publicized) leading causes of traffic collisions and how to avoid these types of incidents; 2) young drivers, and the deadly consequences they face when their inexperience behind the wheel is combined with bad driving habits and/or risk-taking tendencies; 3) the on-going issue of distracted driving in this state; 4) speeding; and 5) other highway safety-related issues.

Paid social media and billboards ran from January 1 through September 30, 2024.

The target audience for the campaign was young drivers aged 15 – 24 who lived in the counties that experienced the most fatal and serious injury collisions involving young drivers from 2018 – 2022: Greenville, Charleston, Spartanburg, Horry, Richland, Lexington, Anderson, York, Berkeley, Florence, Orangeburg, Beaufort, Sumter, Pickens, Dorchester, Aiken, Laurens, Oconee, Darlington, and Greenwood.

Distracted driving ad placements were predominantly displayed in the counties that experienced the most fatal and serious injury collisions where distracted driving was a contributing factor during the five-year period from 2018 – 2022: Charleston, York Orangeburg, Cherokee, Spartanburg, Lancaster, Chester, Lexington, Greenville, Horry, Fairfield, Beaufort, Chesterfield, Jasper, Berkeley, Union, Kershaw, Richland, Calhoun, Aiken, and Dorchester.

Speeding ad placement was received predominantly in the counties that experienced the most speed-related fatal and serious injury collisions from 2018 – 2022: Greenville, Charleston, Spartanburg, Horry, Lexington, Richland, Orangeburg, Anderson, York, Berkeley, Florence, Aiken, Sumter, Laurens, Pickens, Beaufort, Darlington, Oconee, Kershaw, Lancaster, and Dorchester.

Heatstroke awareness ad placement was targeted towards the general motoring public and ran statewide, as well as the static I-26 dedicated billboard.

As part of this campaign, the OHSJP also participated in Child Passenger Safety Week, September 15 – 21. In addition to paid media, OHSJP staff, joined by the SC Department of Public Health and Safe Kids South Carolina, worked with local communities throughout the state all week. An educational booth was set up outside the SC Department of Motor Vehicles Headquarters in Blythewood as well as at the Riverbanks Zoo and Gardens in Columbia. Additionally, car seat check events were also held at the Catawba Reservation in Rock Hill and Shaw Air Force Base in Sumter.

The table below provides more specific details surrounding the *PI&E* campaign.

Flight Dates	Focus	Media Platform(s)	Campaign Ad
January 1 – January 31	Disregard to Sign/Signal	Social Media	<p><i>animation</i></p>
February 1 – February 29	Following Too Closely	Social Media	<p><i>screenshots from animation</i></p>
March 1 – March 31	Failure to Yield Right-of-Way	Social Media	<p><i>screenshots from animation</i></p>
April 1 – April 30	Distracted Driving	Social Media, Billboards (I-26 Dedicated)	<p><i>screenshots from animation &amp; static graphic</i></p>

<p>May 1 – 15 May 1 – 31</p>	<p>Heatstroke Awareness</p>	<p>Social Media, Billboards (I-26 Dedicated) <b>Amount Spent: \$14,695.06</b></p>	 <p>animation &amp; static graphic</p>
<p>May 16 – May 31</p>	<p>Youth Traffic Safety</p>	<p>Social Media</p>	 <p>static graphic</p>
<p>June 1 – June 15</p>	<p>Passing Unlawfully</p>	<p>Social Media</p>	 <p>screenshots from video</p>
<p>June 16 – 30 June 1 – 30</p>	<p>Move Over for First Responders</p>	<p>Social Media, Billboards (I-26 Dedicated)</p>	 <p>screenshots from video &amp; static graphic</p>
<p>July 1 – July 31</p>	<p>Speed (Operation Southern Slow Down)</p>	<p>Social Media, Billboards <b>Total Media Spend: \$42,639.00</b></p>	 <p>static graphic</p>
<p>August 1– September 15 August 1 – 31</p>	<p>School Bus Safety</p>	<p>Social Media, Billboards (I-26 Dedicated)</p>	 <p>screenshots from video &amp; static graphic</p>

September 15 – September 21	Child Passenger Safety	Social Media	 <p>screenshot from NHTSA animation</p>
September 16 – September 30	Rail Safety	Social Media	 <p>screenshot from NHTSA retagged video</p>

**Expenses**

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$171,940.28	\$22,997.50	\$45,000.00	\$239,937.78

**2024 Coastal Carolina University Athletics Community Outreach**

*Media Buy Summary for 2024 Coastal Carolina University Athletics Seasons*

*March – September, 2024*

**Outreach Overview**

The OHSJP began a partnership with Coastal Carolina University for their regular baseball, basketball, and football seasons in Conway. The messaging included highway safety messages for impaired driving, distracted driving, and buckling up.

Throughout the three sports seasons, *Highways or Dieways* messaging was displayed on signage at the Brooks Stadium, the baseball stadium, and in the basketball arena. Messaging was also seen on a rotating digital banner ad and read in a PA announcement per game during the football season, as well as on two radio spots during Coach Beck’s radio show, and one radio commercial during all broadcasts. The new graphics featured the message: “Life is short. Don’t make it shorter. Never drink and drive. Don’t drive distracted. Buckle up”.

**Campaign Ad**



**Expenses**

Contract Amount	Agency Services	Total Outreach Expenditures
\$24,750.00	\$1,237.50	\$25,987.50

## 2024 Motorcycle Safety Gear/Ride Smart Campaign & FFY 2025 Media Plan Development

Media Buy Summary for 2024 Motorcycle Safety Gear/Ride Smart Campaign

Media Plan Development for FFY 2025 Motorcycle Safety Gear/Ride Smart Campaign

Campaign Dates: March 1 – September 30, 2024

### Campaign Overview

According to SCDPS state data, of the 614 motorcycle fatalities from 2016 – 2020, only two were listed as wearing protective pads. For that reason, this campaign was designed to encourage motorcyclists to utilize appropriate protective gear while riding. The theme built upon “Ride Smart” messaging as part of the Highways or Dieways initiative in an effort to reduce the number of motorcyclist fatalities without protective gear and increase the safety awareness of motorcyclist.

This year, the Motorcycle Safety Gear/Ride Smart campaign was expanded to run in coordination with major bike rallies around the country, including the Daytona Bike Week, the Myrtle Beach Spring Rally, the Memorial Weekend Rally, and the Sturgis Bike Week.

A newly designed graphic was created for this campaign. Unique to every bike rally, billboard messaging featured the saying “Ride Smart to...” (ie: “Ride Smart to Daytona”). Social media featured the message: “1 out of 2 bikers killed in 2023 were not wearing helmets”.

The following table provides more details:

Flight Dates	Focus	Billboard Locations/ Social Media Placement
March 1 – 10, 2024	Daytona Bike Week	I-95 & Social Media Placement
May 10 – 19, 2024	Myrtle Beach Spring Rally	I-20 & Social Media Placement
May 24 – 27, 2024	Memorial Weekend Rally	I-20 & Social Media Placement
August 2 – 11, 2024	Sturgis Bike Week	I-26 & Social Media Placement
September 23 – 30, 2024	Myrtle Beach Fall Rally	I-20, HWY 17, HWY 501
September 25 – 30, 2024	Myrtle Beach Fall Rally	Social Media Placement

### Campaign Ads



### Media Plan Development for FFY 2025

The agency contractor, Chernoff Newman, was also tasked with submitting a media buy plan to the OHSJP for the Fall Bike Rally as part of the FFY 2025 Motorcycle Safety Gear/Ride Smart campaign. The media buy plan included social media and billboard buy recommendations to run in FFY 2025.

## Campaign Performance

### Paid Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$21,950.10	968,948	833,672	1,986	3,374	0.36%

### Billboard Performance

Amount Spent
\$3,600.00

### Expenses

Media Spend	Media Planning	Agency Services	Total Campaign Expenditures
\$25,550.10	\$14,257.00	\$9,100.00	\$48,907.10

## 2024 Black Expo South Outreach Event

Media Buy Summary for 2024 Black Expo South Outreach Event

March 9, 2024 & May 18, 2024

### Outreach Overview

The OHSJP began a new partnership with the Black Expo South. In addition to an on-site educational booth set up at both the Charleston location on March 9 and the Columbia location on May 18, the SCDPS logo was placed on printed and digital materials. Additionally, highway safety messaging was displayed on the Black Expo South website, social media page, email marketing, as well as a PA announcement at each event.

### Event Ad



screenshots of video PSA

### Event Photo



Survey Results: 2 Responses

### Expenses

Contract Total	Agency Services	Total Expenditures
\$15,000.00	\$750.00	\$15,750.00

## 2024 Carolina Cup Outreach Event

Media Buy Summary for 2024 Carolina Cup Outreach Event

March 30, 2024

### Outreach Overview

The OHSJP continued its partnership with the Carolina Cup at the 2024 race where OHSJP staff, along with a member from HP, STP, and Operation Lifesaver, operated a booth and distributed free educational materials.

The SCDPS logo and highway safety messaging was heard over the PA Announcement system and seen in the Carolina Cup program, on the Jumbotron, the Carolina Cup's website, and their email blasts. Previously produced banners were also placed along the outside fences. The banners featured rail safety, buckle up, distracted driving, motorcycle awareness, and designated sober driver messages.

**Total Event Expenditures: \$8,000.00**

**Event Photos:**



**Event Ads**



**SC DEPARTMENT OF PUBLIC SAFETY**

*program ad*



*Jumbotron ad*

**Survey Results: 15 Responses**

## 2024 All South Highway Safety Team Campaign

*Media Buy Summary for 2024 All South Highway Safety Team Campaign*

*Flight Dates March – September, 2024*

### Campaign Overview

The SCDPS continued its partnership with other states in the Southeast – Georgia, Tennessee, and North Carolina – to air a series of highway safety spots during the Atlanta Braves’ baseball games through the Bally Sports Southeast network.

Last year, a series of new ads were produced featuring all four states sharing a seatbelt message, an anti-impaired driving message, and a speeding message. Those ads were used again for this year, and were on In-Game billboards, as well as on the Bally Sports Southeast network. The effort was led by the Georgia Governor’s Office of Highway Safety.

**Total Campaign Expenditures: \$49,893.71**

## 2024 Columbia Fireflies Community Outreach

*Media Buy Summary for 2024 Columbia Fireflies Regular Baseball Season*

*April 9 – September 8, 2024*

### Outreach Overview

The OHSJP began a new partnership with the Columbia Fireflies for the 2024 regular season. The contract included right field outfield wall signage, 2 radio spots, message announcements for pitcher changes during all 66 home games, game day emails to all members, and messaging on exit signage at the three main gates.

Additionally, the OHSJP, along with SCHP and STP participated in First Responders Night. The OHSJP set up an educational table and engaged with the fans prior to the first pitch.

### Regular Season Ads



### First Responders Night Event Photos



**Survey Results: 2 Responses**

**Expenses**

<b>Contract Amount</b>	<b>Agency Services</b>	<b>Total Expenditures</b>
\$52,000.00	\$2,600.00	\$54,600.00

**2024 Prom Promise Outreach Event**

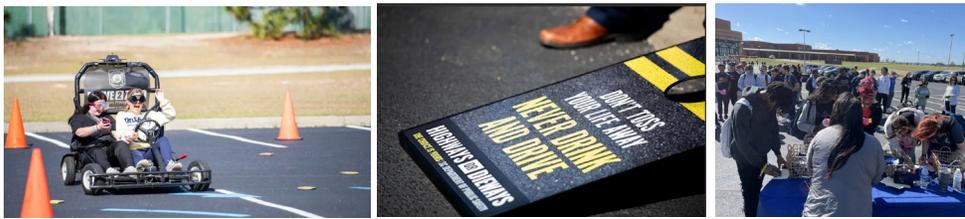
*April 12, 2024*

**Outreach Overview**

In an effort to reach young drivers, the OHSJP joined HP and STP to set up an educational booth at White Knoll High School in Lexington on April 12, 2024. During the event, students had the opportunity to drive a distracted/impaired driving simulated cart, participate in impaired vision cornhole, and engage with SCDPS staff about safe driving habits. Students were also encouraged to anonymously complete a written survey about their driving habits for further future research.

No funds were expensed for this outreach event.

**Event Photos**



**2024 Catawba Nation Health Fair Outreach Event**

*April 20, 2024*

**Outreach Overview**

As a continued partner, the OHSJP set up an educational booth at the Catawba Nation Health Fair on April 20, 2024. Reservation residents and surrounding community members were encouraged to visit the booth and learn about how SCDPS can help their community to achieve safer driving habits. Additionally, the OHSJP also partnered with the Department of Public Health to operate a car seat check event during the event. Parents and caregivers had the opportunity to have their car seat properly installed by a certified technician.

No funds were expensed for this outreach event.

**Event Photo**



## 2024 Fort Jackson Family Day Outreach Event

April 24, 2024

### Outreach Overview

The OHSJP began a partnership with Fort Jackson at the Family Day outreach event on April 24 in Columbia. OHSJP staff set up an educational booth for graduates and their families to visit outside of the stadium.

No funds were expensed for this outreach event.

### Event Photos



## 2024 Motorcycle Awareness Campaign

Media Buy Summary for 2024 Motorcycle Awareness Campaign

Campaign Dates: May 1 – 31, 2024

### Campaign Overview

There were 161 motorcycle rider fatalities on South Carolina’s roadways in 2021. The OHSJP continued to utilize a comprehensive paid media campaign that complemented enforcement efforts conducted during the Myrtle Beach motorcycle rallies in May.

The campaign featured a newly designed graphic featuring a “Look Twice for Motorcycles” message, encouraging motorists to look out for motorcycles. The *Highways or Dieways* umbrella campaign was also incorporated. A new radio ad was also produced featuring a SCHP Trooper reminding other motorists to check their blind spots when driving on South Carolina roads.

Media was executed with a focus on six priority counties with the highest number of motorcyclist fatalities and collisions: Horry, Greenville, Spartanburg, Richland, Anderson, and Charleston.

Campaign Dates	Media Platform(s)	Campaign Ad
May 1 – May 31, 2024	Out-of-Home	
May 10 – May 31, 2024	Social Media, Radio	

## Campaign Performance

### Paid Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$5,000.00	1,826,138	1,095,156	322,914	1,456	0.08%

### Radio Performance

Amount Spent
\$17,000.00

### Billboard Performance

Amount Spent
\$27,125.14

### Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$49,125.14	\$15,000.00	\$14,995.00	\$79,120.14

## 2024 Ross Chastain *Click It, Don't Risk It* Campaign and Darlington Raceway Outreach Event

*Media Buy Summary for 2024 Ross Chastain Click It, Don't Risk It Campaign and*

*Darlington Raceway Outreach Event*

*Flight Dates: May 10 – June 10, 2024*

### Campaign/Outreach Overview

*The OHSJP continued the partnership with Ross Chastain, Inc. and Darlington Raceway for the Buckle Up, SC 200 NASCAR Craftsmen Truck Series race weekend at Darlington Raceway in May, 2024.*

*The NASCAR contract included the 2024 Spring Truck Series Race Entitlement at Darlington Raceway, a full-page ad in the program, banner ad on website, social media posts, press release, PA announcements, marquee messaging, and scripts which were read during the Motor Racing Network. Additionally, Click it, don't risk it messaging was also displayed on on-site signage including the track walls, ticket entrance, SAFER barrier, starter stand, pace cars, Grand Marsha car, Victory Lane, car-topper, pre-race stage, media center, trackside billboard, grandstand banner, and parking area.*

*The Click it, don't risk it logo and messaging was also displayed as part of the Ross Chastain, Inc. contract. The logo could be seen on Ross' show car and truck. Messaging was also displayed on paid social media, radio, gas station tv, and billboards. A new video PSA, radio ad, and billboard graphic were produced last year and re-used for this campaign in 2024.*

*The OHSJP, along with HP, STP, and the Office of Public Affairs also joined Ross Chastain for an on-site educational day with students and staff at the Darlington County Institute of Technology (DCIT) on May 10. Students had the opportunity to step out of the classroom while still learning about highway safety.*

*The OHSJP also set up a table and offered free educational materials. Highway Patrol spent time interacting with the DCIT students through games of cornhole and discussions on alcohol impairment. The students attempted*

like when impaired or distracted. As they navigated the track, students learned the grave dangers of texting or drinking while driving, especially around commercial motor vehicles.

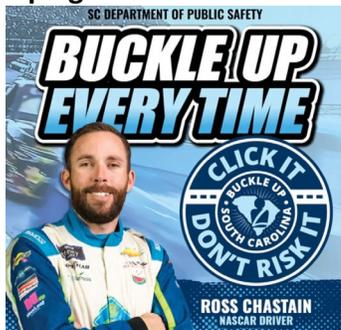
### Event Photos (DCIT Outreach)



### Event Photos (Darlington Raceway)



### Campaign Ad



### Campaign and Event Dates

May 10, 2024 | Community Outreach Event at DCIT

May 10 – June 2, 2024 | Social Media, Radio

May 10 – June 10, 2024 | Billboards

May 10 – 12, 2024 | Buckle Up, SC 200 NASCAR Craftsman Truck Series Race Weekend

**Survey Results:** 292 Responses

## Campaign Performance

### Paid Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$25,000.00	4,197,231	2,225,880	209,935	4,535	0.11%

### Radio

Amount Spent
\$29,750.00

### Billboards

Amount Spent
\$41,002.50

### Expenses

Media Spend	Ross Chastain, Inc. Contract Amount	NASCAR Contract Amount	Agency Services	Total Campaign Expenditures
\$95,752.50	\$98,000.00	\$100,000.00	\$26,500.00	\$320,252.50

## 2024 Buckle Up, South Carolina Campaign

Media Buy Summary for 2024 BUSC Campaign

Flight Dates: May 13 – June 13, 2024

### Campaign Overview

BUSC is a high visibility statewide safety belt enforcement, public information, and education campaign coordinated by SCDPS. This effort was conducted in conjunction with NHTSA's *Click It or Ticket* national and regional enforcement mobilization. The increased enforcement component of the BUSC 2024 blitz contained public information and educational components, including paid and earned media to position safety belt usage, as well as enforcement by SC Highway Patrol, as a key element of the SCDPS *Highways or Dieways* initiative. The enforcement component focused heavily on rural and night-time safety belt enforcement strategies aimed at increasing the use of safety belts and child restraints. The paid media focused on African American, Hispanic, youth, and rural male audiences and was received predominantly in the counties that experienced the highest number of SC unrestrained fatally and seriously injured occupants with access to a seatbelt from 2018 – 2022: Greenville, Charleston, Horry, Spartanburg, Richland, Orangeburg, Lexington, Anderson, Florence, York, Berkeley, Sumter, Aiken, Colleton, Dorchester, Pickens, Laurens, Beaufort, Georgetown, and Darlington.

As part of the *Highways or Dieways* umbrella, the BUSC campaign recreated two previously produced video ads, each featuring the "Highways or Dieways, the choice is yours" message and the "Click it, don't risk it" logo. The videos show the consequences of choosing to not buckle up and the next 60 minutes of your life resulting in a collision and ultimately, injury and death.

The new ads ran on social media, television, and gas station television.

### Campaign Dates

May 13 – June 2, 2024 | Social Media, Television, Streaming Television

May 13 – June 13, 2024 | Gas Station TV

## Campaign Performance

### Paid Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$10,000.00	3,234,033	1,591,560	648,926	4,723	0.15%

### Television Performance

Amount Spent	Stations	Reach by Market
\$96,356.00	NBC,	29.6%- Charleston
	ABC,	96.9%- Columbia
	CBS,	80.5%- Greenville
	Fox	64.0%- Myrtle Beach

### Streaming Television Performance

Amount Spent
\$25,661.09

### Gas Station Television Performance

Amount Spent
\$61,744.00

### Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$193,761.09	\$10,000.00	\$45,000.00	\$248,761.09

## 2024 Carolina Country Music Festival Outreach Event

*Media Buy Summary for 2024 Carolina Country Music Festival*

*June 6 – 9, 2024*

### Outreach Overview

In an effort to maximize community outreach, the SCDPS continued its partnership with the Carolina Country Music Festival in Myrtle Beach, SC.

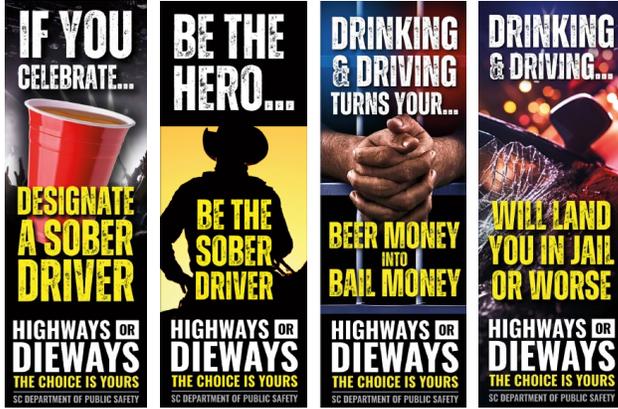
The SCDPS logo and highway safety messaging was heard and seen on festival billboards, electronic LED boards, festival guide, event map, festival phone app, festival website link, entrance/exit signage, stage announcements, tie-in with responsible drinking program, partnership announcement in the official CCMF press release, stand-alone promotions page on the CCMF website, and email blast.

An on-site educational booth was also set up and staffed by OHSJP, HP, STP, and the Office of Public Affairs (OPA).

The OHSJP also expanded messaging by displaying an impaired driving message over the festival grounds June 7 – 9. This banner was also displayed over the bike rallies detailed under “Motorcycle Awareness Campaign” May 17 – 19 and May 25 – 27.

The OHSJP also continued the outreach effort of aerial advertising by displaying an impaired driving message over the festival grounds June 7 – 9.

**Event Ads**



**Aerial Banner Ad**



Survey Results: 698 Responses

**Expenses**

CCMF Contract Amount	Aerial Advertising Amount	Agency Services	Total Campaign Expenditures
\$50,000.00	\$12,074.00	\$8,000.00	\$70,074.00

**2024 Vulnerable Roadway Users Campaign & Media Plan Development**

*Media Buy Summary for FFY 2024 VRU Campaign*

*Media Plan Development for FFY 2025 VRU Campaign*

*Flight Dates: July 1 – September 30, 2024*

**Campaign Overview**

Continuing the Vulnerable Roadway Users education effort, the OHSJP ran a paid social media and billboard campaign July 1 – September 30. The focus counties were those listed the “2023 Vulnerable Roadway Users Campaign”, with the addition of over-represented/underserved focus counties for billboards. Those counties included Lee, McCormick, Allendale, Dillon, Bamberg, Hampton, Clarendon, Abbeville, Williamsburg, and Marlboro.

Two new graphics were created to educate motorists to be aware of pedestrians and bicyclists.

**Campaign Dates:**

July 1 – September 30 | Bicyclist and Pedestrian Social Media

July 1 – September 30 | Pedestrian Billboards

**Campaign Ads**



**Media Plan Development for FFY 2025:**

The agency contractor, Chernoff Newman, was also tasked with submitting a media buy plan to the OHSJP as part of the FFY 2025 Vulnerable Roadway Users campaign. The media buy plan included social media, billboard, and digital media buy recommendations to run in FFY 2025.

**Campaign Performance**

**Paid Social Media Performance**

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$134,914.87	28,329,574	4,732,098	3,569,196	84,768	0.29%

**Billboards**

Amount Spent
\$21,708.00

**Expenses**

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$156,622.86	\$35,000.00	\$30,000.00	\$221,622.87

**2024 The Citadel Outreach**

*Media Buy Summary for 2024 Citadel Athletics Seasons  
July 1 – September 30, 2024*

**Outreach Overview**

Expanding the outreach effort to include more colleges and universities, the OHSJP began a partnership with the Citadel for their fall sports schedules in Charleston, SC. The messaging included highway safety messages for impaired driving, distracted driving, and buckling up.

Throughout the fall sports seasons, *Highways or Dieways* messaging was displayed on A-frame signage around the campus as well as on the home football games video board. Messaging could also be heard in the in-game PA announcements after every home football game. The new graphics featured the message: “Buzzed Driving is Drunk Driving” and also displayed the Sober or Slammer logo.

**Campaign Ad**



**Expenses**

Contract Amount	Agency Services	Total Outreach Expenditures
\$7,000.00	\$350.00	\$7,350.00

## 2024 Spanglish Small Business Expo Outreach Event

July 13, 2024

### Outreach Overview

In an effort to maximize diverse outreach, the OHSJP began a partnership with the Latina Bazaar Market for the Spanglish Small Business Expo on July 13, 2024. In addition to the on-site educational, the SCDPS logo was also included on the Latina Bazaar Market social media page. Bi-lingual staff from the OHSJP, as well as STP, were available for festival goers to be encouraged to visit the booth and learn more about safe driving practices in their communities.

### Event Photo:



**Survey Results:** 1 Response

**Total Expenditures:** \$725.00

## 2024 Ross Chastain *Sober or Slammer* Campaign and Outreach

*Media Buy Summary for 2024 Ross Chastain Sober or Slammer Campaign and Outreach*

*Flight Dates: August 1 – September 2, 2024*

### Campaign/Outreach Overview

The OHSJP continued the partnership with Ross Chastain, Inc. and Darlington Raceway for the 2024 Cook Out Southern 500 race weekend at Darlington Raceway.

The NASCAR contract included a full-page ad in the program, banner ad on website, social media posts, press release, PA announcements, and marquee messaging. Additionally, Sober or Slammer messaging was also displayed on on-site signage including the track walls, ticket entrance, trackside billboard, grandstand banner, and parking area.

The Sober or Slammer logo and messaging was also displayed as part of the Ross Chastain, Inc. contract. The logo could be seen on Ross' show car and racing car. Messaging was also displayed on paid social media, radio, and billboards. A new video PSA, radio ad, and billboard graphic were produced last year and re-used for this campaign in 2024.

The OHSJP, along with HP, STP, and the Office of Public Affairs also joined Ross Chastain for an on-site educational day with students and staff at the West Florence High School on August 30. Similar to the outreach event at DCIT detailed under "2024 Ross Chastain Click It, Don't Risk It Campaign and Outreach", students had the opportunity to visit the OHSJP table, talk with Ross, play impaired-vision cornhole, and drive the HP golf cart.

### Campaign and Event Dates:

August 1 – 31, 2024 | Billboards

August 14 – September 2, 2024 | Social Media, Radio

August 30, 2024 | Community Outreach Event at West Florence High School

August 31 – September 1, 2024 | 2024 Cook Out Southern 500 Race Weekend

**Event Photos (West Florence High School):**



**Event Photos (Darlington Raceway Outreach):**



**Campaign Ad**



**Survey Results:** 163 Responses

**Campaign Performance**

**Paid Social Media Performance**

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$8,000.00	2,910,447	2,622,218	447,127	11,648	0.40%

**Radio**

Amount Spent	Stations
\$49,284.70	WEZL (Country), WRFQ (Classic Rock), WXLY (Soft Rock), WCOS (Country), WNOK (Top 40), WLTY (Adult Hits), WEGX (Country), WJMX (Top 40), WRZE (Classic Rock), WESC (Country), WSSL (New Country), WMYI (Adult Hits), WGTR (Country), WWXM (Top 40), WYNA (Adult Hits), WRXZ (Classic Rock)

**Billboards**

Amount Spent
\$53,368.42

**Expenses**

Media Spend	NASCAR Contract Amount	Ross Chastain, Inc. Contract Amount	Agency Services	Total Campaign Expenditures
\$110,653.12	\$50,000.00	\$80,000.00	\$25,000.00	\$265,655.12

## 2024 Fall Jam at the Ballpark Outreach Effort

Media Buy Summary for 2024 Fall Jam at the Ballpark Outreach Effort  
September 28 2024

### Outreach Overview

The OHSJP continued the partnership with the Big Red Barn Retreat to promote highway safety messages at the Fall Jam at the Ballpark in Columbia, SC. The messaging included highway safety messages for DUI, designated drivers, safety belts, and distracted driving.

The contract included one SCDPS video PSA for the SEGRA ballpark jumbotron, PR release, SCDPS mention in radio ads, SCDPS logo on The Big Red Barn Retreat website, SCDPS- specific social media posts co-branded with The Big Red Barn Retreat, priority placement on sponsor slideshow at the event/SEGRA ballpark jumbotron, and live stage mention during the event. An on-site safety information booth was also provided for outreach at the event and was staffed by OHSJP, HP, and STP.

**Survey Results:** 32 Responses

#### Expenses

Contract Amount	Agency Services	Total Event Expenditures
\$15,000.00	\$750.00	\$15,750.00

## 2024 Clemson University Athletics Outreach Part I

Media Buy Summary for 2024 Clemson University Athletics Outreach Part I  
July 1 – September 30, 2024

### Outreach Overview

To continue outreach efforts throughout the state, including colleges and universities, the OHSJP continued the partnership with Clemson University. For this new year in the contract, the partnership was expanded from exclusively football to also include the baseball and basketball seasons as well. The messaging included *Highways or Dieways* branding, as well as the “buzzed driving” messaging detailed under “The Citadel”.

The contract includes one 30-second video to play on all videoboards of Memorial Stadium during one football game, LED ribbon boards during all regular season Clemson home football games, LED ribbon board during all regular season Clemson home women’s basketball games (in FFY 2025), LED ribbon boards during all regular season Clemson home men’s basketball games (in FFY 2025), campus digital network, social media, radio, post-season radio, digital banners on ClemsonTigers.com and *My Orange Update* emails, as well as an on-site activation, which will take place in FFY 2025.

#### Expenses

Contract Amount	Agency Services	Total Event Expenditures
\$57,160.00	\$2,858.00	\$60,018.00

## 2024 University of South Carolina Athletics Outreach Part I

*Media Buy Summary for 2024 University of South Carolina Athletics Outreach Part I*

*July 1 – September 30, 2024*

### Outreach Overview

To continue outreach efforts throughout the state, including colleges and universities, the OHSJP continued the partnership with the University of South Carolina. Similar to Clemson University, this contract was also expanded from exclusively football to also include the baseball and basketball seasons as well. The messaging included *Highways or Dieways* branding, as well as the “buzzed driving” messaging detailed under “The Citadel”.

The contract includes banner ad placement in the “Garnet Insider” e-blast for all sports. For football: a 30-second post-game radio show spot, a 30-second tailgate radio show spot, a 30-second pre-game video on the videoboard, and one Game Day Onsite Display. For the baseball season: signage on the dugout top, 5<sup>th</sup> inning entitlement, and one Game Day Onsite Display. For the men’s basketball season (in FFY 2025): signage on the courtside LED. For the women’s basketball season (in FFY 2025): signage on the courtside LED, a 30-second video on the videoboard, a 30-second game broadcast radio spot, and one Game Day Onsite Display.

An on-site educational booth was also displayed at the Carolina/LSU game on September 14, 2024 at USC’s Gamecock Village.

**Survey Results:** 46 Responses

#### Expenses

Contract Amount	Agency Services	Total Expenditures
\$84,500.00	\$4,225.00	\$88,725.00

## 2024 Sober or Slammer! Halloween Campaign Pt. I

*Media Plan Development for FFY 2025 Sober or Slammer! Halloween Campaign*

The agency contractor, Chernoff Newman, was tasked with submitting a media buy plan to the OHSJP as part of the FFY 2025 Sober or Slammer! Halloween campaign. The media buy plan included social media, billboard, and gas station television buy recommendations to run in FFY 2025.

#### Expenses

Media Plan	Agency Services	Total Campaign Expenditures
\$21,700.00	\$6,750.00	\$28,450.00

Appendix A

Georgetown County Sheriff's Office SCDPS Public Contact Report-012: October 2023-September 2024												
	15 and under	16-25	26-35	36-45	46-55	56-65	66-75	76-85	86-95	Over 95	Total	Percent
<b>African American Female</b>	0	239	127	83	62	41	8	0	0	0	560	13.83%
<b>African American Male</b>	0	386	208	135	123	61	26	1	0	0	940	23.22%
<b>Hispanic Female</b>	0	22	8	5	0	1	0	0	0	0	36	0.89%
<b>Hispanic Male</b>	0	39	13	23	11	2	1	0	0	0	89	2.2%
<b>White Female</b>	0	309	141	143	156	120	43	4	0	0	916	22.63%
<b>White Male</b>	0	487	216	238	282	177	99	5	2	0	1506	37.2%
<b>Other Female</b>	0	0	0	0	0	0	0	0	0	0	0	0%
<b>Other Male</b>	0	0	0	0	1	0	0	0	0	0	1	0.02%
<b>Total</b>	0	1482	713	627	635	402	177	10	2	0	4048	
<b>Percent</b>	0%	36.61%	17.61%	15.49%	15.69%	9.93%	4.37%	0.25%	0.05%	0%		
NOTE: Until all monthly reports for selected range are submitted, the values for this report may change.			<b>Months Submitted</b>			<b>Months Not Submitted</b>						
<b>Report Id</b>	SCDPS Public Contact Report-012		October-2023 November-2023 December-2023 January-2024 February-2024 March-2024 April-2024 May-2024 June-2024 July-2024 August-2024 September-2024									
<b>Report Run At</b>	Thursday, January 23, 2025											
<b>Start Month and Year</b>	October-2023											
<b>End Month and Year</b>	September-2024											
<b>Agency Name</b>	Georgetown Co. Sheriff's Office											

Berkeley County Sheriff's Office SCDPS Public Contact Report-012: October 2023-September 2024												
	15 and under	16-25	26-35	36-45	46-55	56-65	66-75	76-85	86-95	Over 95	Total	Percent
<b>African American Female</b>	1	341	355	265	150	86	56	8	1	1	1263	16.18%
<b>African American Male</b>	2	671	665	478	280	179	78	18	5	1	2377	30.44%
<b>Hispanic Female</b>	1	34	39	24	15	6	0	0	0	0	119	1.52%
<b>Hispanic Male</b>	6	157	114	76	43	12	2	0	0	0	410	5.25%
<b>White Female</b>	2	311	304	261	176	108	46	12	0	0	1220	15.62%
<b>White Male</b>	3	576	619	433	295	223	98	26	2	0	2275	29.14%
<b>Other Female</b>	0	20	15	14	5	3	3	0	0	0	60	0.77%
<b>Other Male</b>	0	36	20	17	4	3	3	1	0	0	84	1.08%
<b>Total</b>	15	2146	2131	1568	968	620	286	65	8	1	7808	
<b>Percent</b>	0.19%	27.48%	27.29%	20.08%	12.4%	7.94%	3.66%	0.83%	0.1%	0.01%		
NOTE: Until all monthly reports for selected range are submitted, the values for this report may change.			<b>Months Submitted</b>		<b>Months Not Submitted</b>							
<b>Report Id</b>	SCDPS Public Contact Report-012		October-2023 November-2023 December-2023 January-2024 February-2024 March-2024 April-2024 May-2024 June-2024 July-2024 August-2024 September-2024									
<b>Report Run At</b>	Thursday, January 23, 2025											
<b>Start Month and Year</b>	October-2023											
<b>End Month and Year</b>	September-2024											
<b>Agency Name</b>	Berkeley Co. Sheriff's Office											

**U.S. Department of Transportation National Highway Traffic Safety Administration  
Expenditure Close Out Report**

State: South Carolina

**2024-FINAL**  
Posted: 01/28/2025

Page: 1  
Report Date: 01/28/2025

Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded into Next FY	Total # Vouchers	Last Voucher #	Last Voucher Posted
<b>NHTSA</b>									
<b>FAST Act 405c Data Program</b>									
<b>405c Data Program</b>									
	M3DA-2024-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$ .00	0		
	M3DA-2024-00-00-00		\$ .00	\$ .00	\$ .00	\$ .00	0		
	M3DA-2024-HS-03-24	OHSJP Tr Rec Improvements M3DA	\$26,260.14	\$26,260.14	\$ .00	\$ .00	1	VOU-3	Apr-08-2024
	M3DA-2024-HS-03-24		\$26,260.14	\$26,260.14	\$ .00	\$ .00	1	VOU-3	Apr-08-2024
	<b>405c Data ProgramTotal</b>		<b>\$26,260.14</b>	<b>\$26,260.14</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>1</b>	<b>VOU-3</b>	<b>Apr-08-2024</b>
	<b>FAST Act 405c Data ProgramTotal</b>		<b>\$26,260.14</b>	<b>\$26,260.14</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>1</b>	<b>VOU-3</b>	<b>Apr-08-2024</b>
<b>FAST Act 405h Nonmotorized Safety</b>									
<b>405h Public Education</b>									
	FHPE-2024-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$ .00	0		
	FHPE-2024-00-00-00		\$ .00	\$ .00	\$ .00	\$ .00	0		
	FHPE-2024-HS-04-24	PIOT NONMOTORIZED SAFETY	\$182,925.15	\$182,925.15	\$ .00	\$ .00	2	VOU-16	Dec-20-2024
	FHPE-2024-HS-04-24		\$182,925.15	\$182,925.15	\$ .00	\$ .00	2	VOU-16	Dec-20-2024
	<b>405h Public EducationTotal</b>		<b>\$182,925.15</b>	<b>\$182,925.15</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>2</b>	<b>VOU-16</b>	<b>Dec-20-2024</b>
	<b>FAST Act 405h Nonmotorized SafetyTotal</b>		<b>\$182,925.15</b>	<b>\$182,925.15</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>2</b>	<b>VOU-16</b>	<b>Dec-20-2024</b>
<b>BIL NHTSA 402</b>									
<b>Planning and Administration</b>									
	PA-2024-HS-01-24	OHSJP PLANNING AND ADMINISTRAT	\$137,674.07	\$137,674.07	\$ .00	\$ .00	15	VOU-17	Jan-23-2025
	PA-2024-HS-01-24		\$137,674.07	\$137,674.07	\$ .00	\$ .00	15	VOU-17	Jan-23-2025
	<b>Planning and AdministrationTotal</b>		<b>\$137,674.07</b>	<b>\$137,674.07</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>15</b>	<b>VOU-17</b>	<b>Jan-23-2025</b>
<b>Safety Belts</b>									
	OP-2024-HS-02-24	OHSJP OCCUPANT PROTECTION	\$231,572.09	\$231,572.09	\$ .00	\$ .00	14	VOU-16	Dec-20-2024
	OP-2024-HS-02-24		\$231,572.09	\$231,572.09	\$ .00	\$ .00	14	VOU-16	Dec-20-2024
	OP-2024-HS-17-24	SC DHEC Operation Safe Ride	\$132,422.42	\$132,422.42	\$ .00	\$ .00	4	VOU-19	Jan-28-2025
	OP-2024-HS-17-24		\$132,422.42	\$132,422.42	\$ .00	\$ .00	4	VOU-19	Jan-28-2025
	OP-2024-HS-29-24	Chesterfield County S.O. OP OV	\$3,149.00	\$3,149.00	\$ .00	\$ .00	3	VOU-18	Jan-27-2025
	OP-2024-HS-29-24		\$3,149.00	\$3,149.00	\$ .00	\$ .00	3	VOU-18	Jan-27-2025
	<b>Safety BeltsTotal</b>		<b>\$367,143.51</b>	<b>\$367,143.51</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>17</b>	<b>VOU-19</b>	<b>Jan-28-2025</b>
<b>Traffic Enforcement Services</b>									
	PT-2024-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$7,984,070.21	0		

PT-2024-00-00-00		\$ .00	\$ .00	\$ .00	\$7,984,070.21	0		
PT-2024-HS-05-24	OHSJP POLICE TRAFFIC SERVICES	\$211,879.56	\$211,879.56	\$ .00	\$ .00	15	VOU-17	Jan-23-2025
PT-2024-HS-05-24		\$211,879.56	\$211,879.56	\$ .00	\$ .00	15	VOU-17	Jan-23-2025
PT-2024-HS-06-24	OHSJP LAW ENF COORD	\$663,683.32	\$663,683.32	\$ .00	\$ .00	17	VOU-18	Jan-27-2025
PT-2024-HS-06-24		\$663,683.32	\$663,683.32	\$ .00	\$ .00	17	VOU-18	Jan-27-2025
PT-2024-HS-07-24	SCCJA TSO PROGRAM	\$405,422.06	\$405,422.06	\$ .00	\$ .00	5	VOU-17	Jan-23-2025
PT-2024-HS-07-24		\$405,422.06	\$405,422.06	\$ .00	\$ .00	5	VOU-17	Jan-23-2025
PT-2024-HS-08-24	City of Spartanburg PTS	\$78,178.00	\$78,178.00	\$ .00	\$ .00	3	VOU-18	Jan-27-2025
PT-2024-HS-08-24		\$78,178.00	\$78,178.00	\$ .00	\$ .00	3	VOU-18	Jan-27-2025
PT-2024-HS-09-24	Moncks Corner PD PTS	\$98,725.00	\$98,725.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-09-24		\$98,725.00	\$98,725.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-10-24	Sumter County S.O. OVERTIME	\$64,708.00	\$64,708.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-10-24		\$64,708.00	\$64,708.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-11-24	Travelers Rest OVERTIME	\$24,532.00	\$24,532.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-11-24		\$24,532.00	\$24,532.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-13-24	Town of Port Royal PTS	\$82,295.00	\$82,295.00	\$ .00	\$ .00	3	VOU-18	Jan-27-2025
PT-2024-HS-13-24		\$82,295.00	\$82,295.00	\$ .00	\$ .00	3	VOU-18	Jan-27-2025
PT-2024-HS-14-24	Berkeley County S.O. PTS	\$82,124.00	\$82,124.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-14-24		\$82,124.00	\$82,124.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-15-24	Mount Pleasant PD PTS	\$82,669.00	\$82,669.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-15-24		\$82,669.00	\$82,669.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-16-24	Lancaster Police Dept PTS	\$77,818.00	\$77,818.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-16-24		\$77,818.00	\$77,818.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-18-24	Marlboro County PTS OVERTIME	\$4,777.00	\$4,777.00	\$ .00	\$ .00	3	VOU-18	Jan-27-2025
PT-2024-HS-18-24		\$4,777.00	\$4,777.00	\$ .00	\$ .00	3	VOU-18	Jan-27-2025
PT-2024-HS-19-24	Georgetown County S.O. PTS	\$136,385.00	\$136,385.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-19-24		\$136,385.00	\$136,385.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-20-24	Berkeley County S.O. PTS OVERT	\$23,423.00	\$23,423.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-20-24		\$23,423.00	\$23,423.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-21-24	York County S.O. PTS	\$101,633.00	\$101,633.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-21-24		\$101,633.00	\$101,633.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-22-24	Town of Summerville PTS	\$144,071.00	\$144,071.00	\$ .00	\$ .00	2	VOU-18	Jan-27-2025
PT-2024-HS-22-24		\$144,071.00	\$144,071.00	\$ .00	\$ .00	2	VOU-18	Jan-27-2025
PT-2024-HS-28-24	Goose Creek P.D. PTS	\$178,339.00	\$178,339.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-28-24		\$178,339.00	\$178,339.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-30-24	Kershaw County S.O. OVERTIME	\$84,669.00	\$84,669.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-30-24		\$84,669.00	\$84,669.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-32-24	York County S.O. PTS OVERTIME	\$47,636.00	\$47,636.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-32-24		\$47,636.00	\$47,636.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-33-24	Lancaster CO S.O. PTS	\$171,894.00	\$171,894.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-33-24		\$171,894.00	\$171,894.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-34-24	Chesterfield County S.O. PTS O	\$9,693.00	\$9,693.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-34-24		\$9,693.00	\$9,693.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
PT-2024-HS-35-24	City of Laurens P.D. PTS	\$48,946.00	\$48,946.00	\$ .00	\$ .00	3	VOU-18	Jan-27-2025
PT-2024-HS-35-24		\$48,946.00	\$48,946.00	\$ .00	\$ .00	3	VOU-18	Jan-27-2025
PT-2024-HS-55-24	City of North Myrtle Beach P.D	\$41,180.00	\$41,180.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025

PT-2024-HS-55-24		\$41,180.00	\$41,180.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
PT-2024-HS-57-24	City of York PD PTS OVERTIME	\$22,308.00	\$22,308.00	\$ .00	\$ .00	3 VOU-18	Jan-27-2025
PT-2024-HS-57-24		\$22,308.00	\$22,308.00	\$ .00	\$ .00	3 VOU-18	Jan-27-2025
PT-2024-HS-58-24	City of Lorris P.D. PTS OVERTIM	\$19,433.00	\$19,433.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
PT-2024-HS-58-24		\$19,433.00	\$19,433.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
PT-2024-HS-59-24	Town of Port Royal P.D. PTS OV	\$1,695.00	\$1,695.00	\$ .00	\$ .00	2 VOU-18	Jan-27-2025
PT-2024-HS-59-24		\$1,695.00	\$1,695.00	\$ .00	\$ .00	2 VOU-18	Jan-27-2025
PT-2024-HS-60-24	Anderson P.D. PTS OVERTIME	\$54,694.00	\$54,694.00	\$ .00	\$ .00	3 VOU-18	Jan-27-2025
PT-2024-HS-60-24		\$54,694.00	\$54,694.00	\$ .00	\$ .00	3 VOU-18	Jan-27-2025
<b>Traffic Enforcement ServicesTotal</b>		<b>\$2,962,809.94</b>	<b>\$2,962,809.94</b>	<b>\$ .00</b>	<b>\$7,984,070.21</b>	<b>18 VOU-18</b>	<b>Jan-27-2025</b>
<b>Traffic Records</b>							
TR-2024-HS-03-24	OHSJP TRAFFIC RECORDS IMPROVEM	\$19,227.25	\$19,227.25	\$ .00	\$ .00	14 VOU-17	Jan-23-2025
TR-2024-HS-03-24		\$19,227.25	\$19,227.25	\$ .00	\$ .00	14 VOU-17	Jan-23-2025
<b>Traffic RecordsTotal</b>		<b>\$19,227.25</b>	<b>\$19,227.25</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>14 VOU-17</b>	<b>Jan-23-2025</b>
<b>Community Traffic Safety Programs</b>							
CP-2024-HS-04-24	OHSJP PIOT CP	\$253,405.00	\$253,405.00	\$ .00	\$ .00	14 VOU-17	Jan-23-2025
CP-2024-HS-04-24		\$253,405.00	\$253,405.00	\$ .00	\$ .00	14 VOU-17	Jan-23-2025
<b>Community Traffic Safety ProgramsTotal</b>		<b>\$253,405.00</b>	<b>\$253,405.00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>14 VOU-17</b>	<b>Jan-23-2025</b>
<b>Judicial and Court Services</b>							
TC-2024-HS-38-24	SC Judicial Branch Court Admin	\$5,936.90	\$5,936.90	\$ .00	\$ .00	6 VOU-17	Jan-23-2025
TC-2024-HS-38-24		\$5,936.90	\$5,936.90	\$ .00	\$ .00	6 VOU-17	Jan-23-2025
<b>Judicial and Court ServicesTotal</b>		<b>\$5,936.90</b>	<b>\$5,936.90</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>6 VOU-17</b>	<b>Jan-23-2025</b>
<b>Child Restraint</b>							
CR-2024-HS-17-24	SC DHEC Operation Safe Ride	\$30,519.12	\$30,519.12	\$ .00	\$ .00	2 VOU-19	Jan-28-2025
CR-2024-HS-17-24		\$30,519.12	\$30,519.12	\$ .00	\$ .00	2 VOU-19	Jan-28-2025
<b>Child RestraintTotal</b>		<b>\$30,519.12</b>	<b>\$30,519.12</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>2 VOU-19</b>	<b>Jan-28-2025</b>
<b>Paid Advertising</b>							
PM-2024-HS-04-24	OHSJP PIOT PAID MEDIA	\$864,856.27	\$864,856.27	\$ .00	\$ .00	11 VOU-17	Jan-23-2025
PM-2024-HS-04-24		\$864,856.27	\$864,856.27	\$ .00	\$ .00	11 VOU-17	Jan-23-2025
<b>Paid AdvertisingTotal</b>		<b>\$864,856.27</b>	<b>\$864,856.27</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>11 VOU-17</b>	<b>Jan-23-2025</b>
<b>Teen Safety Program</b>							
TSP-2024-HS-31-24	SADD, Inc.	\$32,274.00	\$32,274.00	\$ .00	\$ .00	7 VOU-18	Jan-27-2025
TSP-2024-HS-31-24		\$32,274.00	\$32,274.00	\$ .00	\$ .00	7 VOU-18	Jan-27-2025
<b>Teen Safety ProgramTotal</b>		<b>\$32,274.00</b>	<b>\$32,274.00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>7 VOU-18</b>	<b>Jan-27-2025</b>
<b>Heatstroke/Unattended passenger education</b>							
UNATTD-2024-HS-04-24	OHSJP PIOT UNATTENDED/HEATSTRO	\$ .00	\$ .00	\$ .00	\$ .00	0	
UNATTD-2024-HS-04-24		\$ .00	\$ .00	\$ .00	\$ .00	0	
<b>Heatstroke/Unattended passenger educationTotal</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>0</b>	
<b>BIL NHTSA 402Total</b>		<b>\$4,673,846.06</b>	<b>\$4,673,846.06</b>	<b>\$ .00</b>	<b>\$7,984,070.21</b>	<b>19 VOU-19</b>	<b>Jan-28-2025</b>
<b>BIL 405b OP High</b>							
<b>405b High HVE</b>							
M1HVE-2024-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$1,216,143.76	0	
M1HVE-2024-00-00-00		\$ .00	\$ .00	\$ .00	\$1,216,143.76	0	

M1HVE-2024-HS-02-24	OP BUCKLE UP CAMPAIGN	\$489,130.79	\$489,130.79	\$ .00	\$ .00	4	VOU-17	Jan-23-2025
M1HVE-2024-HS-02-24		\$489,130.79	\$489,130.79	\$ .00	\$ .00	4	VOU-17	Jan-23-2025
<b>405b High HVETotal</b>		<b>\$489,130.79</b>	<b>\$489,130.79</b>	<b>\$ .00</b>	<b>\$1,216,143.76</b>	<b>4</b>	<b>VOU-17</b>	<b>Jan-23-2025</b>
<b>405b High OP Information System</b>								
M1OP-2024-HS-02-24	OHSJP OCCUPANT PROTECTION Sur	\$81,361.85	\$81,361.85	\$ .00	\$ .00	2	VOU-17	Jan-23-2025
M1OP-2024-HS-02-24		\$81,361.85	\$81,361.85	\$ .00	\$ .00	2	VOU-17	Jan-23-2025
<b>405b High OP Information SystemTotal</b>		<b>\$81,361.85</b>	<b>\$81,361.85</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>2</b>	<b>VOU-17</b>	<b>Jan-23-2025</b>
<b>BIL 405b OP HighTotal</b>		<b>\$570,492.64</b>	<b>\$570,492.64</b>	<b>\$ .00</b>	<b>\$1,216,143.76</b>	<b>5</b>	<b>VOU-17</b>	<b>Jan-23-2025</b>
<b>BIL 405c Data Program</b>								
<b>405c Data Program</b>								
M3DA-2024-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$1,136,398.31	0		
M3DA-2024-00-00-00		\$ .00	\$ .00	\$ .00	\$1,136,398.31	0		
M3DA-2024-HS-03-24	OHSJP Tr Rec Improvements M3D	\$652,153.44	\$652,153.44	\$ .00	\$ .00	13	VOU-16	Dec-20-2024
M3DA-2024-HS-03-24		\$652,153.44	\$652,153.44	\$ .00	\$ .00	13	VOU-16	Dec-20-2024
<b>405c Data ProgramTotal</b>		<b>\$652,153.44</b>	<b>\$652,153.44</b>	<b>\$ .00</b>	<b>\$1,136,398.31</b>	<b>13</b>	<b>VOU-16</b>	<b>Dec-20-2024</b>
<b>405c Traffic Records positions</b>								
B3TRP-2024-HS-03-24	OHSJP Tr Rec POSITIONS	\$ .00	\$ .00	\$ .00	\$ .00	0		
B3TRP-2024-HS-03-24		\$ .00	\$ .00	\$ .00	\$ .00	0		
<b>405c Traffic Records positionsTotal</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>0</b>		
<b>BIL 405c Data ProgramTotal</b>		<b>\$652,153.44</b>	<b>\$652,153.44</b>	<b>\$ .00</b>	<b>\$1,136,398.31</b>	<b>13</b>	<b>VOU-16</b>	<b>Dec-20-2024</b>
<b>BIL 405d Impaired Driving Mid</b>								
<b>405d Mid HVE</b>								
M5HVE-2024-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$2,638,795.30	0		
M5HVE-2024-00-00-00		\$ .00	\$ .00	\$ .00	\$2,638,795.30	0		
M5HVE-2024-HS-25-24	OHSJP Impaired Driving	\$207,880.71	\$207,880.71	\$ .00	\$ .00	14	VOU-18	Jan-27-2025
M5HVE-2024-HS-25-24		\$207,880.71	\$207,880.71	\$ .00	\$ .00	14	VOU-18	Jan-27-2025
M5HVE-2024-HS-39-24	Berkeley County S.O. Impaired	\$86,063.00	\$86,063.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
M5HVE-2024-HS-39-24		\$86,063.00	\$86,063.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
M5HVE-2024-HS-40-24	Lexington County S.O. Impaired	\$80,705.00	\$80,705.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
M5HVE-2024-HS-40-24		\$80,705.00	\$80,705.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
M5HVE-2024-HS-42-24	City of Easley P.D. Impaired D	\$70,049.00	\$70,049.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
M5HVE-2024-HS-42-24		\$70,049.00	\$70,049.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
M5HVE-2024-HS-45-24	City of Goose Creek Impaired D	\$10,874.00	\$10,874.00	\$ .00	\$ .00	3	VOU-18	Jan-27-2025
M5HVE-2024-HS-45-24		\$10,874.00	\$10,874.00	\$ .00	\$ .00	3	VOU-18	Jan-27-2025
M5HVE-2024-HS-47-24	Town of Summerville Impaired D	\$67,043.00	\$67,043.00	\$ .00	\$ .00	3	VOU-18	Jan-27-2025
M5HVE-2024-HS-47-24		\$67,043.00	\$67,043.00	\$ .00	\$ .00	3	VOU-18	Jan-27-2025
M5HVE-2024-HS-50-24	City of Goose Creek Impaired D	\$128,698.00	\$128,698.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
M5HVE-2024-HS-50-24		\$128,698.00	\$128,698.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
M5HVE-2024-HS-51-24	Chester County S.O. Impaired D	\$1,840.00	\$1,840.00	\$ .00	\$ .00	1	VOU-14	Oct-21-2024
M5HVE-2024-HS-51-24		\$1,840.00	\$1,840.00	\$ .00	\$ .00	1	VOU-14	Oct-21-2024
M5HVE-2024-HS-53-24	North Augusta DPS Impaired Dri	\$86,086.00	\$86,086.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
M5HVE-2024-HS-53-24		\$86,086.00	\$86,086.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
M5HVE-2024-HS-54-24	York County S.O. Impaired Driv	\$37,927.00	\$37,927.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025
M5HVE-2024-HS-54-24		\$37,927.00	\$37,927.00	\$ .00	\$ .00	4	VOU-18	Jan-27-2025

<b>405d Mid HVETotal</b>		<b>\$777,165.71</b>	<b>\$777,165.71</b>	<b>\$ .00</b>	<b>\$2,638,795.30</b>	<b>16 VOU-18</b>	<b>Jan-27-2025</b>
<b>405d Mid Court Support</b>							
M5CS-2024-HS-23-24	MADD Court Monitoring	\$169,108.00	\$169,108.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
M5CS-2024-HS-23-24		\$169,108.00	\$169,108.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
M5CS-2024-HS-24-24	SCDPS Paralegal	\$62,786.40	\$62,786.40	\$ .00	\$ .00	7 VOU-18	Jan-27-2025
M5CS-2024-HS-24-24		\$62,786.40	\$62,786.40	\$ .00	\$ .00	7 VOU-18	Jan-27-2025
M5CS-2024-HS-27-24	SC Comm on Prosecution Coord.	\$155,661.26	\$155,661.26	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
M5CS-2024-HS-27-24		\$155,661.26	\$155,661.26	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
M5CS-2024-HS-37-24	Fifth Judicial Circuit Solicit	\$82,686.00	\$82,686.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
M5CS-2024-HS-37-24		\$82,686.00	\$82,686.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
M5CS-2024-HS-38-24	SC Judicial Branch Court Admin	\$17,810.71	\$17,810.71	\$ .00	\$ .00	4 VOU-17	Jan-23-2025
M5CS-2024-HS-38-24		\$17,810.71	\$17,810.71	\$ .00	\$ .00	4 VOU-17	Jan-23-2025
M5CS-2024-HS-41-24	Town of Summerville DUI Prosec	\$96,892.00	\$96,892.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
M5CS-2024-HS-41-24		\$96,892.00	\$96,892.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
M5CS-2024-HS-43-24	Berkeley County S.O. DUI Proes	\$95,268.00	\$95,268.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
M5CS-2024-HS-43-24		\$95,268.00	\$95,268.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
M5CS-2024-HS-44-24	Sixth Circuit Solicitor's DUI	\$75,578.00	\$75,578.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
M5CS-2024-HS-44-24		\$75,578.00	\$75,578.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
M5CS-2024-HS-46-24	Fifteenth Circuit Solicitor's	\$101,190.00	\$101,190.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
M5CS-2024-HS-46-24		\$101,190.00	\$101,190.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
M5CS-2024-HS-48-24	Eleventh Judicial Circuit DUI	\$65,188.00	\$65,188.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
M5CS-2024-HS-48-24		\$65,188.00	\$65,188.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
M5CS-2024-HS-49-24	City of Goose Creek Prosecutor	\$86,637.00	\$86,637.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
M5CS-2024-HS-49-24		\$86,637.00	\$86,637.00	\$ .00	\$ .00	4 VOU-18	Jan-27-2025
<b>405d Mid Media/ID training/Enf Related exp.</b>							
M5PEM-2024-HS-25-24	ID Countermeasures PAID MEDIA	\$1,438,028.31	\$1,438,028.31	\$ .00	\$ .00	11 VOU-18	Jan-27-2025
M5PEM-2024-HS-25-24		\$1,438,028.31	\$1,438,028.31	\$ .00	\$ .00	11 VOU-18	Jan-27-2025
<b>405d Mid Media/ID training/Enf Related exp.Total</b>		<b>\$1,438,028.31</b>	<b>\$1,438,028.31</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>11 VOU-18</b>	<b>Jan-27-2025</b>
<b>405d Mid Court Support</b>							
B5CS-2024-HS-24-24	SCDPS DUI Paralegal Support	\$ .00	\$ .00	\$ .00	\$ .00	0	
B5CS-2024-HS-24-24		\$ .00	\$ .00	\$ .00	\$ .00	0	
<b>405d Mid Court SupportTotal</b>		<b>\$1,008,805.37</b>	<b>\$1,008,805.37</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>13 VOU-18</b>	<b>Jan-27-2025</b>
<b>BIL 405d Impaired Driving MidTotal</b>		<b>\$3,223,999.39</b>	<b>\$3,223,999.39</b>	<b>\$ .00</b>	<b>\$2,638,795.30</b>	<b>18 VOU-18</b>	<b>Jan-27-2025</b>
<b>BIL 405f Motorcycle Programs</b>							
<b>405f Motorcyclist Awareness</b>							
M11MA-2024-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$51,416.34	0	
M11MA-2024-00-00-00		\$ .00	\$ .00	\$ .00	\$51,416.34	0	
M11MA-2024-HS-04-24	PIOT MOTORCYCLE AWARENESS	\$74,264.56	\$74,264.56	\$ .00	\$ .00	2 VOU-13	Sep-19-2024
M11MA-2024-HS-04-24		\$74,264.56	\$74,264.56	\$ .00	\$ .00	2 VOU-13	Sep-19-2024
<b>405f Motorcyclist AwarenessTotal</b>		<b>\$74,264.56</b>	<b>\$74,264.56</b>	<b>\$ .00</b>	<b>\$51,416.34</b>	<b>2 VOU-13</b>	<b>Sep-19-2024</b>
<b>BIL 405f Motorcycle ProgramsTotal</b>		<b>\$74,264.56</b>	<b>\$74,264.56</b>	<b>\$ .00</b>	<b>\$51,416.34</b>	<b>2 VOU-13</b>	<b>Sep-19-2024</b>
<b>BIL 405h Nonmotorized Safety</b>							
<b>405h Public Education</b>							

FHPE-2024-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$681,220.90	0	
FHPE-2024-00-00-00		\$ .00	\$ .00	\$ .00	\$681,220.90	0	
FHPE-2024-HS-04-24	OHSJP NONMOTORIZED SAFETY	\$38,697.72	\$38,697.72	\$ .00	\$ .00	2	VOU-17 Jan-23-2025
FHPE-2024-HS-04-24		\$38,697.72	\$38,697.72	\$ .00	\$ .00	2	VOU-17 Jan-23-2025
<b>405h Public EducationTotal</b>		<b>\$38,697.72</b>	<b>\$38,697.72</b>	<b>\$ .00</b>	<b>\$681,220.90</b>	<b>2</b>	<b>VOU-17 Jan-23-2025</b>
<b>BIL 405h Nonmotorized SafetyTotal</b>		<b>\$38,697.72</b>	<b>\$38,697.72</b>	<b>\$ .00</b>	<b>\$681,220.90</b>	<b>2</b>	<b>VOU-17 Jan-23-2025</b>
<b>SUPPLEMENTAL BIL NHTSA 402</b>							
<b>Motorcycle Safety</b>							
MC-2024-HS-04-24	OHSJP Motorcycle Safety MC Sup	\$29,233.81	\$29,233.81	\$ .00	\$ .00	3	VOU-17 Jan-23-2025
MC-2024-HS-04-24		\$29,233.81	\$29,233.81	\$ .00	\$ .00	3	VOU-17 Jan-23-2025
<b>Motorcycle SafetyTotal</b>		<b>\$29,233.81</b>	<b>\$29,233.81</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>3</b>	<b>VOU-17 Jan-23-2025</b>
<b>Pedestrian/Bicycle Safety</b>							
PS-2024-HS-04-24	OHSJP Pedestrian Safety PS Sup	\$39,965.56	\$39,965.56	\$ .00	\$ .00	1	VOU-9 Jun-27-2024
PS-2024-HS-04-24		\$39,965.56	\$39,965.56	\$ .00	\$ .00	1	VOU-9 Jun-27-2024
<b>Pedestrian/Bicycle SafetyTotal</b>		<b>\$39,965.56</b>	<b>\$39,965.56</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>1</b>	<b>VOU-9 Jun-27-2024</b>
<b>Traffic Enforcement Services</b>							
PT-2024-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$852,739.77	0	
PT-2024-00-00-00		\$ .00	\$ .00	\$ .00	\$852,739.77	0	
<b>Traffic Enforcement ServicesTotal</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$852,739.77</b>	<b>0</b>	
<b>Heatstroke/Unattended passenger education</b>							
UNATTD-2024-HS-04-24	OHSJP PIOT UNATTENDED/HEATSTRO	\$14,695.06	\$14,695.06	\$ .00	\$ .00	1	VOU-16 Dec-20-2024
UNATTD-2024-HS-04-24		\$14,695.06	\$14,695.06	\$ .00	\$ .00	1	VOU-16 Dec-20-2024
<b>Heatstroke/Unattended passenger educationTotal</b>		<b>\$14,695.06</b>	<b>\$14,695.06</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>1</b>	<b>VOU-16 Dec-20-2024</b>
<b>SUPPLEMENTAL BIL NHTSA 402Total</b>		<b>\$83,894.43</b>	<b>\$83,894.43</b>	<b>\$ .00</b>	<b>\$852,739.77</b>	<b>4</b>	<b>VOU-17 Jan-23-2025</b>
<b>SUPPLEMENTAL BIL 405b OP High</b>							
<b>405b High HVE</b>							
M1HVE-2024-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$79,911.61	0	
M1HVE-2024-00-00-00		\$ .00	\$ .00	\$ .00	\$79,911.61	0	
<b>405b High HVETotal</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$79,911.61</b>	<b>0</b>	
<b>405b High OP Information System</b>							
M1OP-2024-HS-02-24	OHSJP OCCUPANT PROTECTION Sur	\$40,007.36	\$40,007.36	\$ .00	\$ .00	3	VOU-17 Jan-23-2025
M1OP-2024-HS-02-24		\$40,007.36	\$40,007.36	\$ .00	\$ .00	3	VOU-17 Jan-23-2025
<b>405b High OP Information SystemTotal</b>		<b>\$40,007.36</b>	<b>\$40,007.36</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>3</b>	<b>VOU-17 Jan-23-2025</b>
<b>SUPPLEMENTAL BIL 405b OP HighTotal</b>		<b>\$40,007.36</b>	<b>\$40,007.36</b>	<b>\$ .00</b>	<b>\$79,911.61</b>	<b>3</b>	<b>VOU-17 Jan-23-2025</b>
<b>SUPPLEMENTAL BIL 405c Data Program</b>							
<b>405c Data Program</b>							
M3DA-2024-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$135,773.14	0	
M3DA-2024-00-00-00		\$ .00	\$ .00	\$ .00	\$135,773.14	0	
<b>405c Data ProgramTotal</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$135,773.14</b>	<b>0</b>	
<b>SUPPLEMENTAL BIL 405c Data ProgramTotal</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$135,773.14</b>	<b>0</b>	

**SUPPLEMENTAL BIL 405d Impaired Driving Mid**

**405d Mid HVE**

M5HVE-2024-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$288,222.53	0	
M5HVE-2024-00-00-00		\$ .00	\$ .00	\$ .00	\$288,222.53	0	
<b>405d Mid HVE Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$288,222.53</b>	<b>0</b>	

**405d Mid Training**

M5TR-2024-HS-26-24	SCCJA Imp Dr Countermeasures T	\$188,995.73	\$188,995.73	\$ .00	\$ .00	5 VOU-17	Jan-23-2025
M5TR-2024-HS-26-24		\$188,995.73	\$188,995.73	\$ .00	\$ .00	5 VOU-17	Jan-23-2025
<b>405d Mid Training Total</b>		<b>\$188,995.73</b>	<b>\$188,995.73</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>5 VOU-17</b>	<b>Jan-23-2025</b>
<b>SUPPLEMENTAL BIL 405d Impaired Driving Mid Total</b>		<b>\$188,995.73</b>	<b>\$188,995.73</b>	<b>\$ .00</b>	<b>\$288,222.53</b>	<b>5 VOU-17</b>	<b>Jan-23-2025</b>

**SUPPLEMENTAL BIL 405f Motorcycle Programs**

**405f Motorcyclist Awareness**

M11MA-2024-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$4,909.26	0	
M11MA-2024-00-00-00		\$ .00	\$ .00	\$ .00	\$4,909.26	0	
M11MA-2024-HS-04-24	PIOT MOTORCYCLE AWARENESS *M11	\$4,855.58	\$4,855.58	\$ .00	\$ .00	1 VOU-8	Jun-26-2024
M11MA-2024-HS-04-24		\$4,855.58	\$4,855.58	\$ .00	\$ .00	1 VOU-8	Jun-26-2024
<b>405f Motorcyclist Awareness Total</b>		<b>\$4,855.58</b>	<b>\$4,855.58</b>	<b>\$ .00</b>	<b>\$4,909.26</b>	<b>1 VOU-8</b>	<b>Jun-26-2024</b>
<b>SUPPLEMENTAL BIL 405f Motorcycle Programs Total</b>		<b>\$4,855.58</b>	<b>\$4,855.58</b>	<b>\$ .00</b>	<b>\$4,909.26</b>	<b>1 VOU-8</b>	<b>Jun-26-2024</b>

**SUPPLEMENTAL BIL 405h Nonmotorized Safety**

**405h Public Education**

FHPE-2024-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$46,388.41	0	
FHPE-2024-00-00-00		\$ .00	\$ .00	\$ .00	\$46,388.41	0	
<b>405h Public Education Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$46,388.41</b>	<b>0</b>	
<b>SUPPLEMENTAL BIL 405h Nonmotorized Safety Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$46,388.41</b>	<b>0</b>	

**BIL 405g Nonmotorized Safety 24-26**

**405g Nonmotorized Safety Uncommitted**

BGX-2024-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$428,441.32	0	
BGX-2024-00-00-00		\$ .00	\$ .00	\$ .00	\$428,441.32	0	
<b>405g Nonmotorized Safety Uncommitted Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$428,441.32</b>	<b>0</b>	
<b>BIL 405g Nonmotorized Safety 24-26 Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$428,441.32</b>	<b>0</b>	

**SUPPLEMENTAL BIL 405g Nonmotorized Safety 24-26**

**405g Nonmotorized Safety Uncommitted**

BGX-2024-00-00-00	Holding Account	\$ .00	\$ .00	\$ .00	\$26,663.95	0	
BGX-2024-00-00-00		\$ .00	\$ .00	\$ .00	\$26,663.95	0	
<b>405g Nonmotorized Safety Uncommitted Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$26,663.95</b>	<b>0</b>	
<b>SUPPLEMENTAL BIL 405g Nonmotorized Safety 24-26 Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$26,663.95</b>	<b>0</b>	

<b>NHTSA Total</b>		<b>\$9,760,392.20</b>	<b>\$9,760,392.20</b>	<b>\$ .00</b>	<b>\$15,571,094.81</b>	<b>19 VOU-19</b>	<b>Jan-28-2025</b>
<b>Total</b>		<b>\$9,760,392.20</b>	<b>\$9,760,392.20</b>	<b>\$ .00</b>	<b>\$15,571,094.81</b>	<b>19 VOU-19</b>	<b>Jan-28-2025</b>