



south carolina **DEPARTMENT** *of* **PUBLIC SAFETY**

PROTECT. EDUCATE. SERVE.

OFFICE *of* HIGHWAY SAFETY AND JUSTICE PROGRAMS

Highway Safety Grant Program

ANNUAL EVALUATION REPORT

FFY 2025

Prepared by:

**The Office of Highway Safety and Justice Programs
South Carolina Department of Public Safety**

10311 Wilson Boulevard
Blythewood, SC 29016
Phone: (803) 896-9950 Fax: (803) 896-9978
www.scdps.sc.gov/ohsjp/

Director of OHSJP
Phil Riley

Director of Grant Programs
Joi Brunson

Special Programs Director
Brent Kelly

Internal Operations and Outreach Director
Joyce McCarty

Public Affairs
Mary Anne Byrd

Statistical Analysis & Research Section
Emily Thomas, Director of Statistical Services and Strategic Planning
Ross Hartfield, Statistical Analysis & Research Manager

South Carolina Collision and Ticket Tracking System
Wilson Matthews, State Traffic Records Manager
Brian Borough, SCCATTS Project Coordinator

Law Enforcement Support Services
Gil Owens, Law Enforcement Support Services Manager
Harold Moore, Law Enforcement Liaison

Highway Safety Grant Programs
Shawnée Goodman, Highway Safety Grant Program Manager
Sabrina Culp, Planning & Evaluation Program Coordinator
Lekia Richards, Police Traffic Services/Occupant Protection Program Coordinator
Hailey Kanipe, Impaired Driving Countermeasures Program Coordinator

Highway Safety Grants Accounting Manager
Angela Campbell

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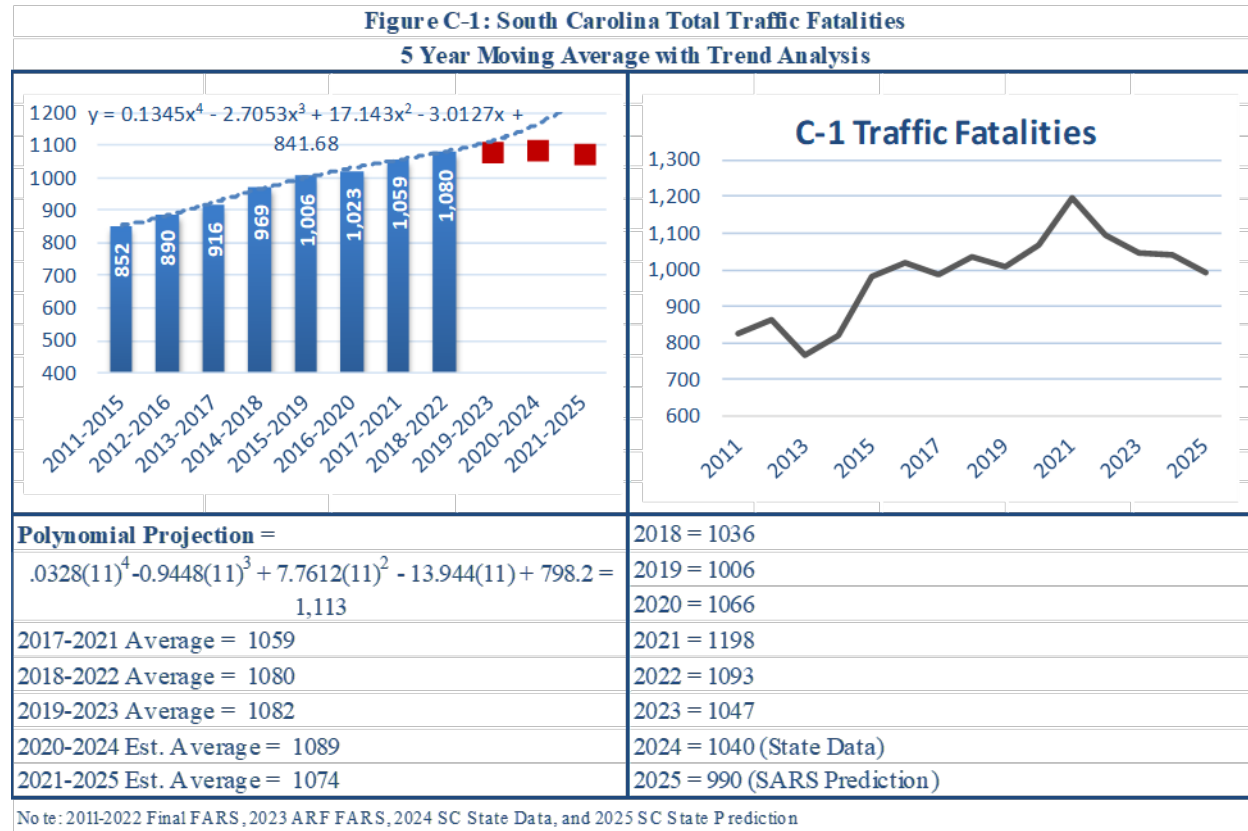
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Performance Report

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 FY25 Target YES/NO/In-Progress (Must be Accompanied by Narrative**)
C-1) Total Traffic Fatalities	5 year	2021-2025	1,059	2021-2023 FARS; 2024-2025 State Data 1,074	NO
C-2) Serious Injuries in Traffic Crashes	5 year	2021-2025	2,549	2021-2023 FARS; 2024-2025 State Data 2,605	NO
C-3) Fatalities/VMT	5 year	2021-2025	1.87	2021-2023 FARS; 2024-2025 State Data 1.78	YES
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	2025	335	2024-2025 State Data 294	YES
C-5) Alcohol-Impaired Driving Fatalities	Annual	2025	316	2024 State Data 2025 State Estimate 362	NO
C-6) Speeding-Related Fatalities	Annual	2025	435	2024-2025 State Data 354	YES
C-7) Motorcyclist Fatalities	Annual	2025	141	2024-2025 State Data 156	NO
C-8) Unhelmeted Motorcyclist Fatalities	Annual	2025	101	2024-2025 State Data 94	YES
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	Annual	2025	117	2024-2025 State Data 108	YES
C-10) Pedestrian Fatalities	Annual	2025	170	2024-2025 State Data 161	YES
C-11) Bicyclist Fatalities	Annual	2025	18	2024-2025 State Data 22	NO
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2025	91.1%	2025 NHTSA-Certified State Survey 90.5%	NO
C-3R) Fatalities/VMT (Rural) (FARS, FHWA)	5 Year	2021-2025	2.01	*	*
C-3U) Fatalities/VMT (Urban) (FARS, FHWA)	5 Year	2021-2025	1.26	*	*
C-12) Number of Moped Fatalities	Annual	2025	24	2024-2025 State Data 15	YES

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

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



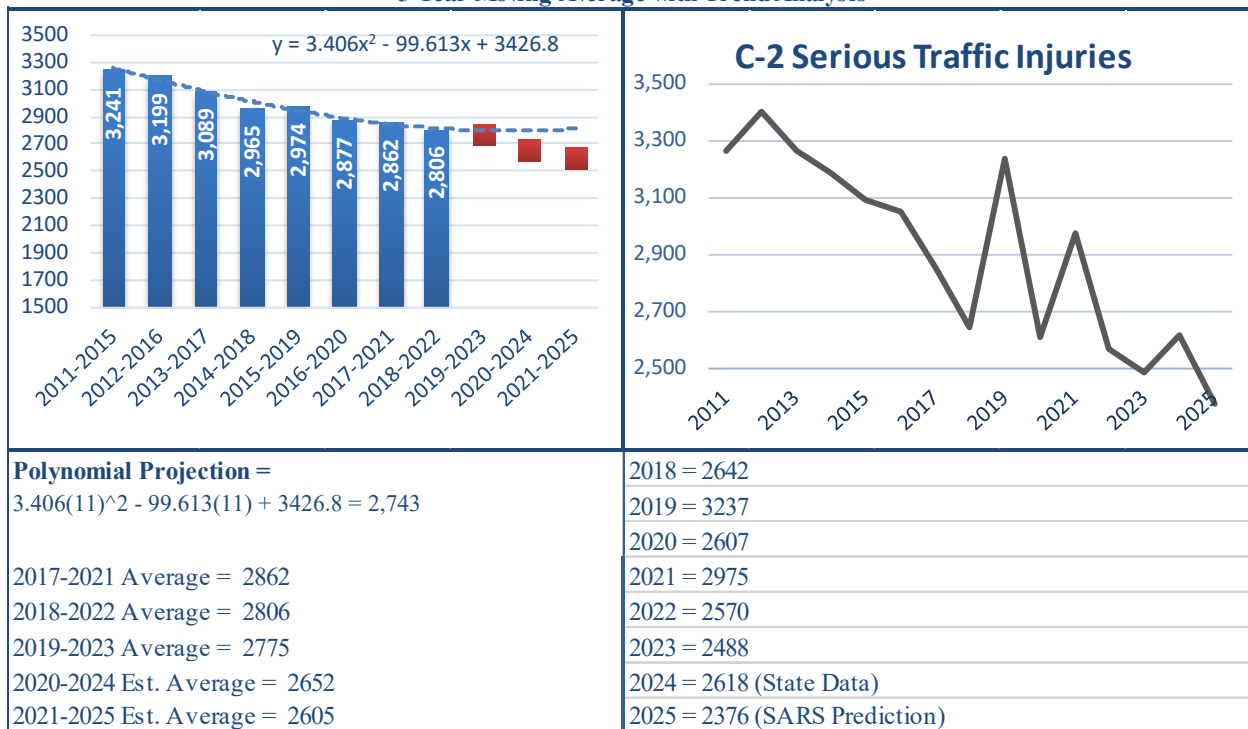
The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience a five-year average number of 1,074 traffic fatalities by December 31, 2025. Based on current projections, the state is not expected to meet its 2021-2025 average fatality goal of 1,059.

Although the state is not expected to meet its fatality goal, annual fatality rates have declined steadily since Calendar Year (CY) 2021, suggesting that some of the efforts the state has implemented have been effective, though there is still more work to be done. Law Enforcement Challenge (LEC) Grants were piloted in FFY 2025 to provide resources for enhanced enforcement activity throughout the challenge period of December 1, 2024 - Labor Day 2025. The intent was to ensure the performance of sufficient enforcement activities each month and during four required statewide/national campaign mobilizations. Six projects were implemented in FFY 2025, and there was a 50% increase in the number of LEC grant projects awarded for FFY 2026. In addition, the total number of highway safety projects awarded in FFY 2026 increased approximately eight percent compared to FFY 2025. The increase in subrecipients and the subsequent expansion of highway safety programming statewide should have a positive impact on collision and fatality rates.

As the FFY 2027-2029 Triennial Highway Safety Plan (3HSP) and Annual Grant Application (AGA) are developed, the OHSJP will continue using feedback obtained through PP&E and other data gleaned through the Problem ID process to adjust our strategy for programming funds.

C-2: To reduce serious traffic injuries by 10.9% from a current safety level of 2,862 to 2,549 by 2025.

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



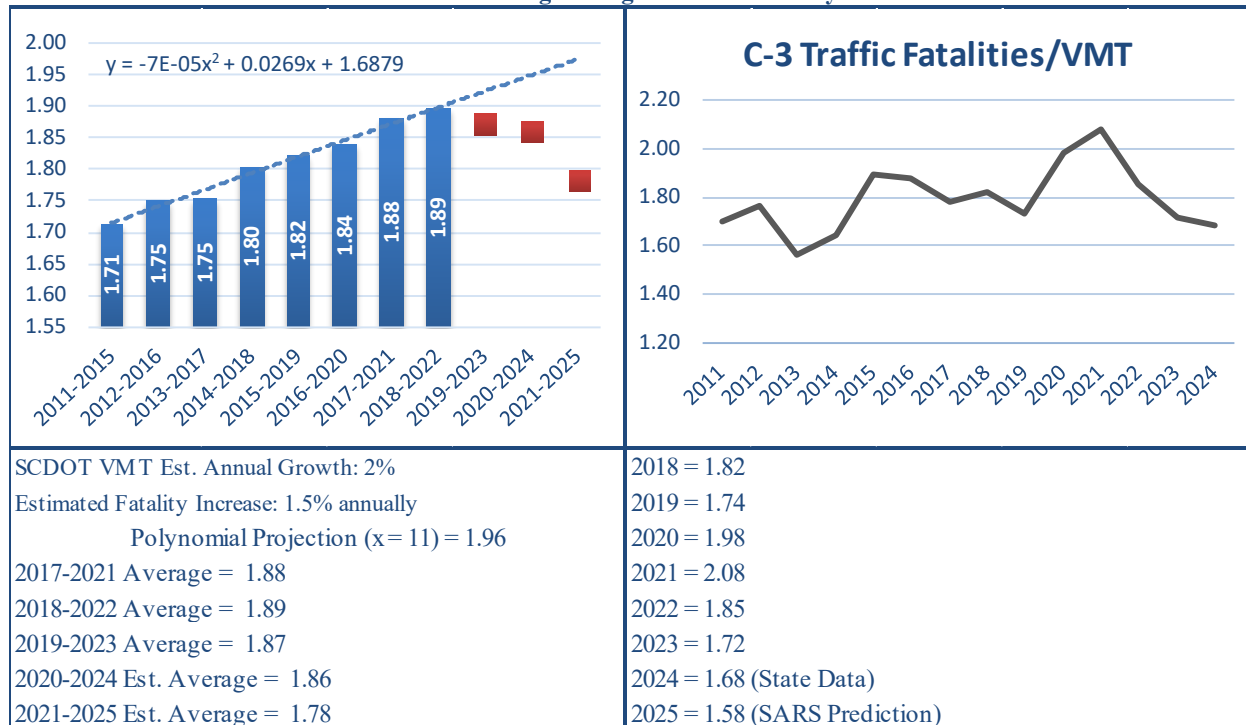
Note: 2011-2024 SC State Data, and 2025 SC State Prediction

The SARS of the OHSJP predicts that South Carolina will experience a five-year average number of 2,605 serious traffic injuries by December 31, 2025. Based on current projections, the state is not expected to meet its 2021-2025 average fatality goal of 2,549; however, the number of serious traffic injuries in CY 2025 is lower compared to CY 2024. 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) to prevent/reduce collisions and/or lessen the likelihood of serious injury or death. Other efforts the state will implement in the coming years include identifying and working closely with school districts in overrepresented areas to address school bus safety, child passenger safety, pedestrian safety and other compelling traffic safety concerns among students and future road users. The OHSJP will also continue efforts to strengthen its relationship with the South Carolina Department of Transportation (SCDOT) through continued participation in Road Safety Audits, Community meetings, providing education for road users when new infrastructure projects are unveiled, and implementing the strategies outlined in the state's latest Strategic Highway Safety Plan (SHSP).

C-3: To reduce fatalities/VMT by 0.5% from a current safety level of 1.88 in 2017-2021 to 1.87 by 2025.

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



Note: 2011-2022 Final FARS, 2023 ARF FARS, 2024 SC State Data, and 2025 SC State Prediction

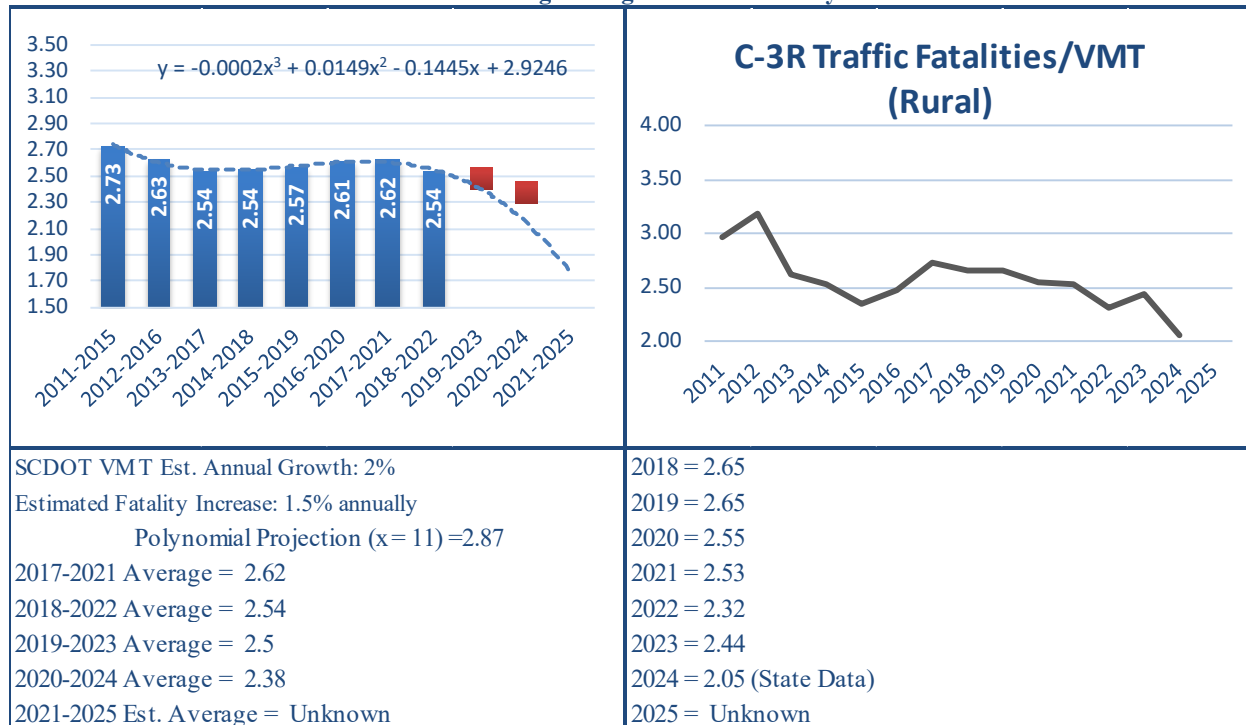
The Statistical Analysis and Research Section (SARS) of the OHSJP predicts that South Carolina will experience a five-year average number of 1.78 traffic fatalities/VMT by December 31, 2025. Based on current projections, the state is expected to meet its 2021-2025 average fatality rate goal of 1.87 by 2025.

The state's achievement of this highway safety performance target can be attributed to some of the activities conducted under the FFY 2025 AGA. For example, in FFY 2025, the state achieved a cumulative 26% increase in the number of high visibility enforcement (HVE) operations over the 2025 Law Enforcement Challenge period and a 32% increase in the number of traffic enforcement subrecipients compared to FFY 2024. 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 FFY 2025, the state continued to share high-collision corridor data with enforcement subgrantees to focus enforcement efforts on the locations in which fatal and serious injury collisions occur. Resources were provided for all new FFY 2025 subgrantees to assist them in the implementation of their programs, and the FFY 2024 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 2025.

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



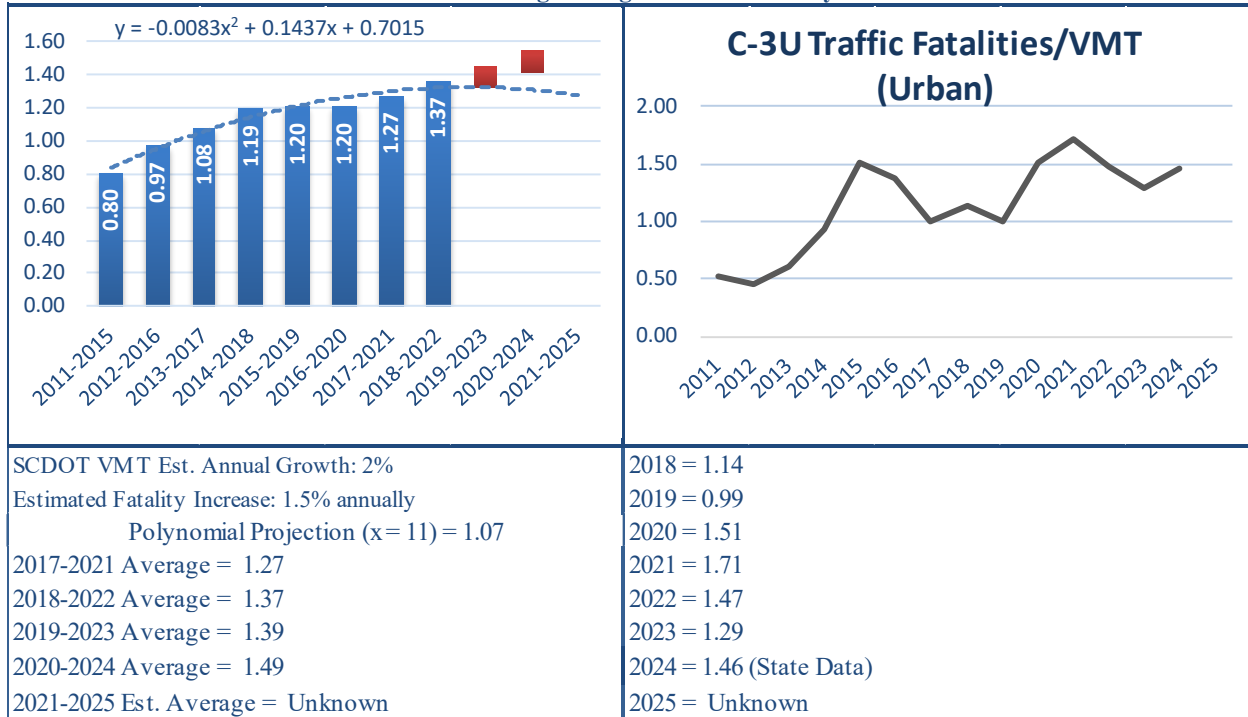
Note: 2011-2022 Final FARS, 2023 ARF FARS, 2024 SC State Data, and 2025 SC State Prediction

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 2025.

Figure C-3U: South Carolina Traffic Fatalities/VMT(Urban)

5 Year Moving Average with Trend Analysis



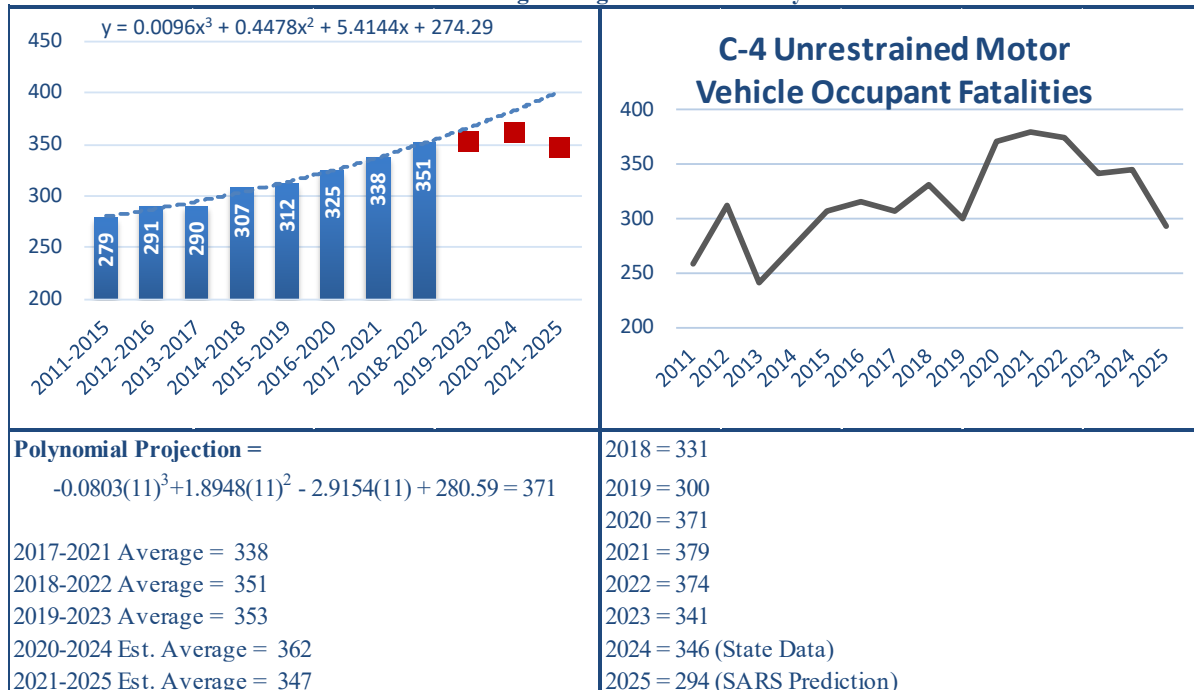
Note: 2011-2022 Final FARS, 2023 ARF FARS, 2024 SC State Data, and 2025 SC State Prediction

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.

- To reduce unrestrained passenger vehicle occupant fatalities 0.9 percent from 338 (2017-2021 rolling average) to 335 for 2025.
- To reduce unrestrained passenger vehicle occupant fatalities 1.2 percent from 338 (2017-2021 rolling average) to 334 for 2026.

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



Note: 2011-2022 Final FARS, 2023 ARF FARS, 2024 SC State Data, and 2025 SC State Prediction

The SARS of the OHSJP predicts that South Carolina will experience an annual number of 294 unrestrained passenger vehicle occupant fatalities by December 31, 2025. Based on current projections, the state is expected to meet its 2025 goal of 335.

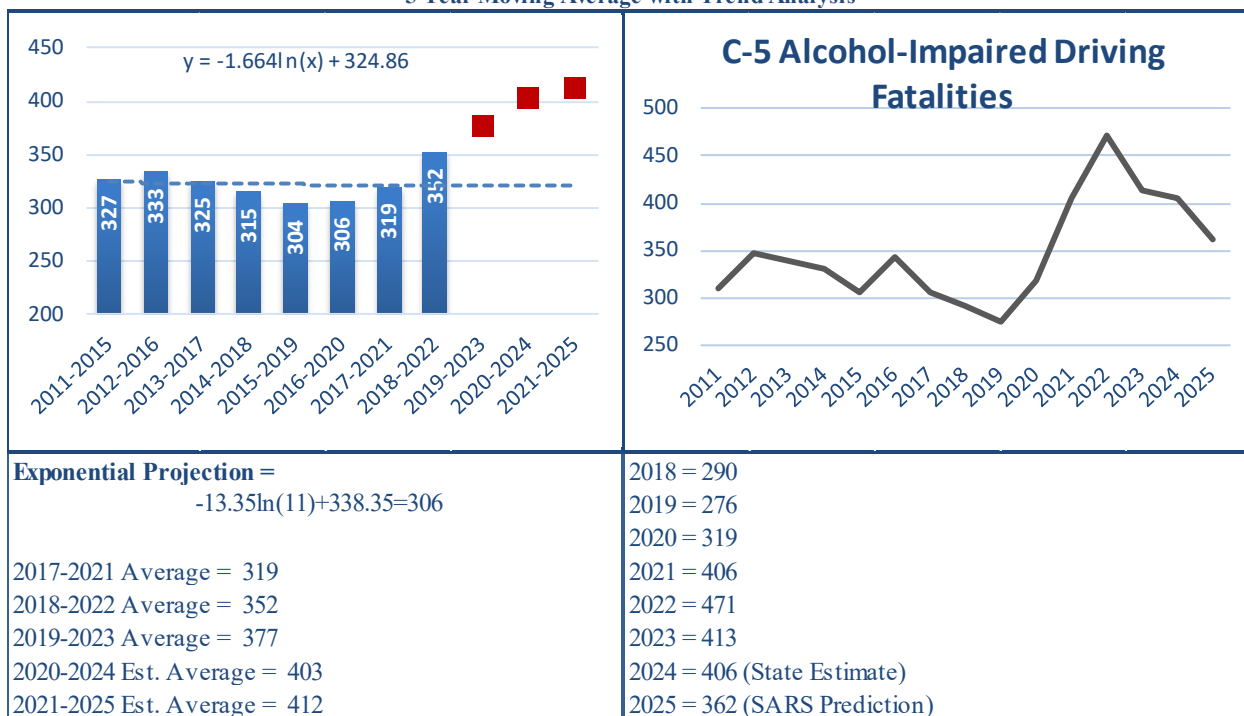
The state's achievement of this highway safety performance target can be attributed to the activities conducted under the FFY 2025 AGA. The state achieved a 32% increase in the number of traffic enforcement subrecipients and a 14.5% increase in the number of HVE operations conducted during the *Buckle Up, South Carolina* mobilization during FFY 2025. The number of child safety seat violations also increased, and enhanced education/outreach opportunities were provided for parents/guardians/caretakers through the implementation of two additional child passenger safety projects in FFY 2025.

In FFY 2025, the state continued public information and outreach efforts under the *Highways or Dieways* umbrella and shared high-collision corridor data with enforcement subgrantees to assist them in deploying enforcement resources in the locations in which fatal and serious injury collisions occur.

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

- To reduce alcohol impaired driving fatalities 0.6 percent from 318 (2017-2021 rolling average) to 316 for 2025.
- To reduce alcohol impaired driving fatalities 0.9 percent from 318 (2017-2021 rolling average) to 315 for 2026.

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



Note: 2011-2022 Final FARS, 2023 ARF FARS, 2024 SC State Data, and 2025 SC State Prediction

The SARS of the OHSJP predicts that South Carolina will experience an annual number of 362 alcohol-impaired driving fatalities by December 31, 2025. Based on current projections, the state is not expected to meet its 2025 goal of 316.

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, Law Enforcement Challenge grant projects were piloted. These projects funded activity hours for monthly proactive traffic enforcement efforts (checkpoints, saturation/directed patrols) during the Challenge period, including 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, enabled officers to spend additional time actively enforcing traffic laws, including those related to driving while impaired. The enhanced enforcement activity resulted in a 10% increase in the number of DUI arrests in FFY 2025 compared to FFY 2024. 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. Lastly, an assessment of the

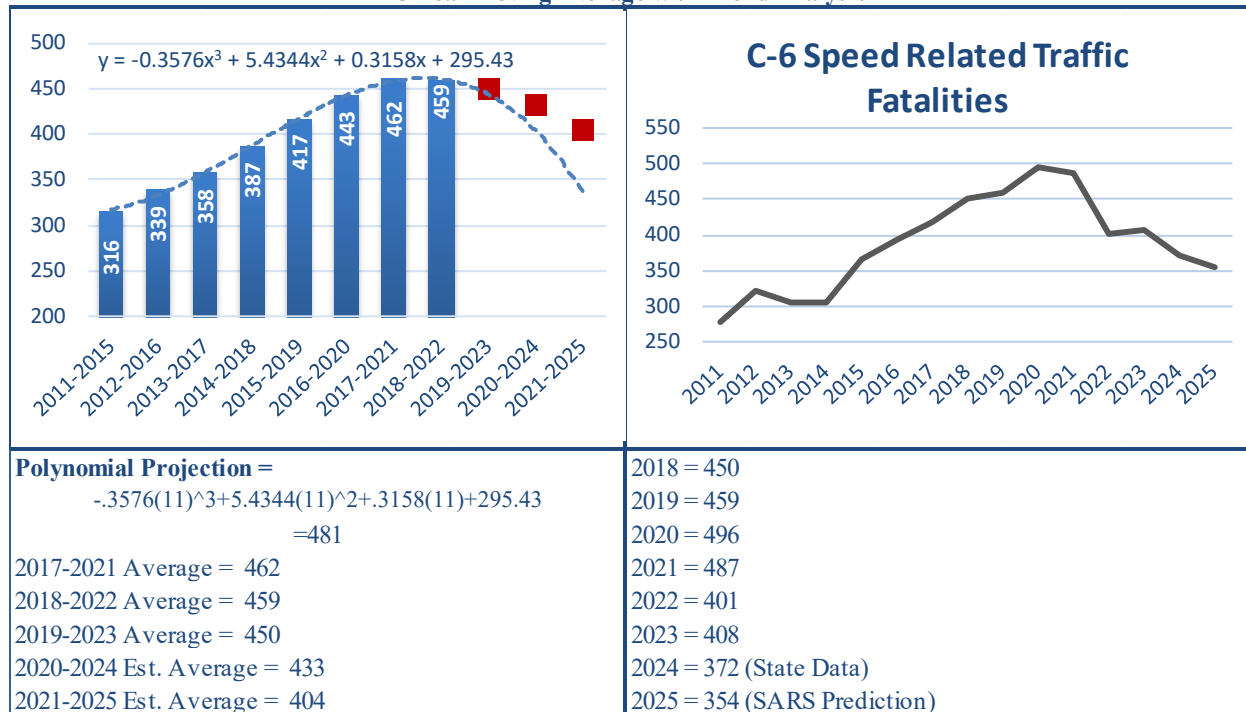
state's impaired driving program was conducted in FFY 2025. Though the target was not met, the 2025 predicted number of impaired driving fatalities is 10% lower than the state's 2024 estimate.

As the next 3HSP and FFY 2027 AGA are developed, the OHSJP will execute the recommendations from the 2025 Impaired Driving Assessment and use the assessment results to develop evidence-based enforcement and educational programs throughout the state. The membership of the state's DUI Taskforce, the Impaired Driving Prevention Council (IDPC), increased substantially in FFY 2025 and members have a renewed focus on impaired driving prevention efforts. The IDPC will be instrumental in the implementation of the assessment recommendations and in developing new strategies to address the state's impaired driving issues.

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

- To reduce speeding-related fatalities by 5.8 percent from 462 (2017-2021 rolling average) to 435 for 2025.
- To reduce speeding-related fatalities by 6.1 percent from 462 (2017-2021 rolling average) to 434 for 2026.

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



Note: 2011-2022 Final FARS, 2023 ARF FARS, 2024 SC State Data, and 2025 SC State Prediction

The SARS of the OHSJP predicts that South Carolina will experience an annual number of 354 speed related traffic fatalities by December 31, 2025. Based on current projections, the state is expected to meet its 2025 goal of 435.

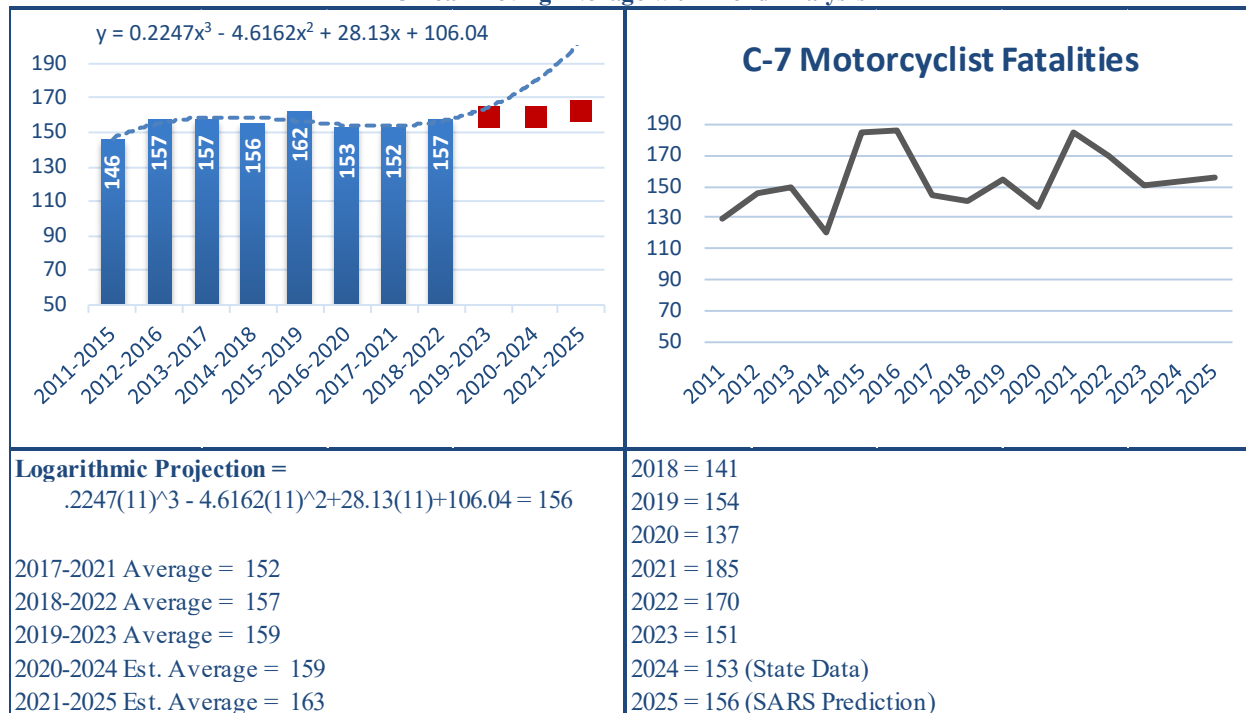
The state's achievement of this highway safety performance target can be attributed to activities conducted under the FFY 2025 AGA, such as the 32% increase in the number of traffic enforcement subrecipients compared to FFY 2024. This led to enhanced enforcement activity throughout the state, and law enforcement's enhanced presence statewide served as a deterrent for motorists that would typically speed.

In FFY 2025, the state continued public information and outreach efforts under the *Highways or Dieways* umbrella and shared high-collision corridor data with enforcement subgrantees to assist them in deploying enforcement resources in the locations in which fatal and serious injury collisions occur.

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

- To reduce motorcyclist fatalities by 6.6 percent from 151 (2017-2021 rolling average) to 141 for 2025.
- To reduce motorcyclist fatalities by 7.3 percent 151 (2017-2021 rolling average) to 140 for 2026.

**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: 2011-2022 Final FARS, 2023 ARF FARS, 2024 SC State Data, and 2025 SC State Prediction

The SARS of the OHSJP predicts that South Carolina will experience an annual number of 156 motorcyclist traffic fatalities by December 31, 2025, and is not expected to meet its 2025 goal of 141. Although this performance target has not been met, the state achieved a 32% increase in the number of traffic enforcement subrecipients compared to FFY 2024. 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 grassroots 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 FFY 2025, the state adjusted its funding allocations to revamp campaign messaging and to increase enforcement activity efforts throughout the state. In addition to enhanced enforcement

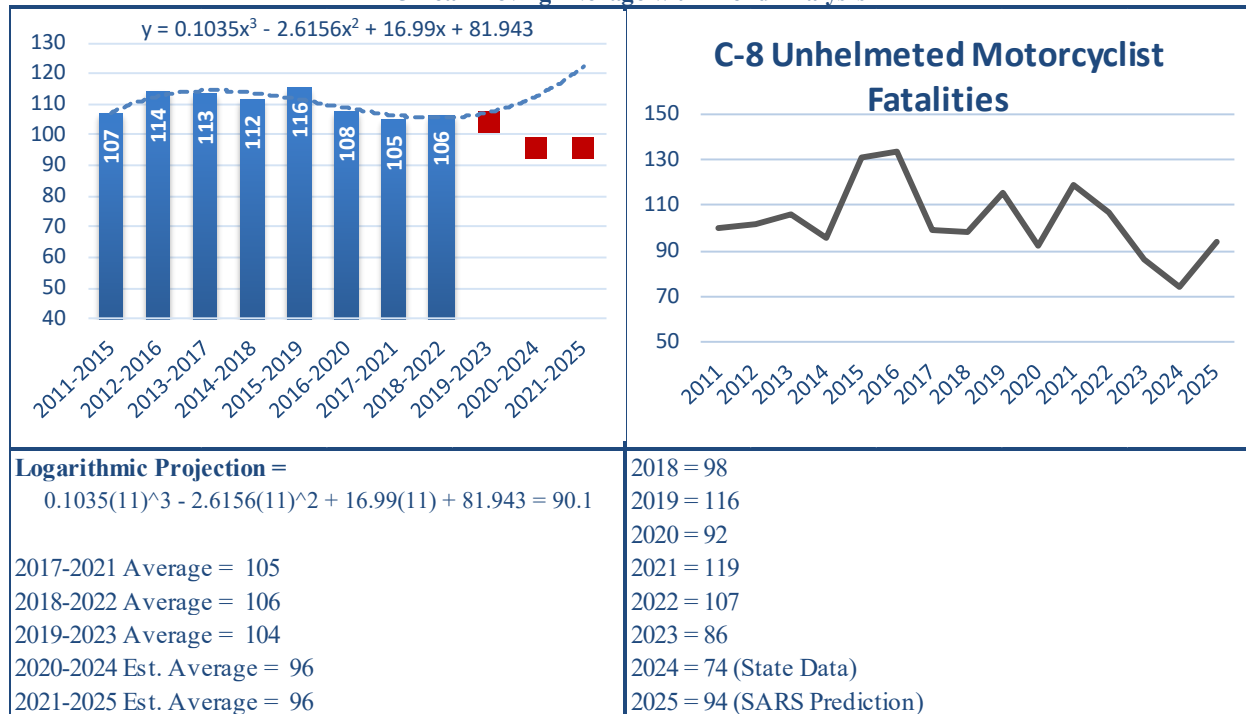
activity throughout the state, funding was allocated for aerial advertising during two motorcycle rallies in Myrtle Beach, SC during FFY 2025, and it will be done again during FFY 2026.

As the next 3HSP and FFY 2027 AGA are developed, conducting a NHTSA-facilitated Motorcyclist Safety Assessment is under consideration. If the assessment is pursued, the results will be used to develop and implement evidence-based motorcycle safety countermeasures throughout the state. The state will also work to re-energize its existing Motorcycle Safety Taskforce (MSTF) and increase its membership.

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

- To reduce unhelmeted motorcyclist fatalities 2.0 percent from 103 (2017-2021 rolling average) to 101 for 2025.
- To reduce unhelmeted motorcyclist fatalities 3.0 percent from 103 (2017-2021 rolling average) to 100 for 2026.

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.

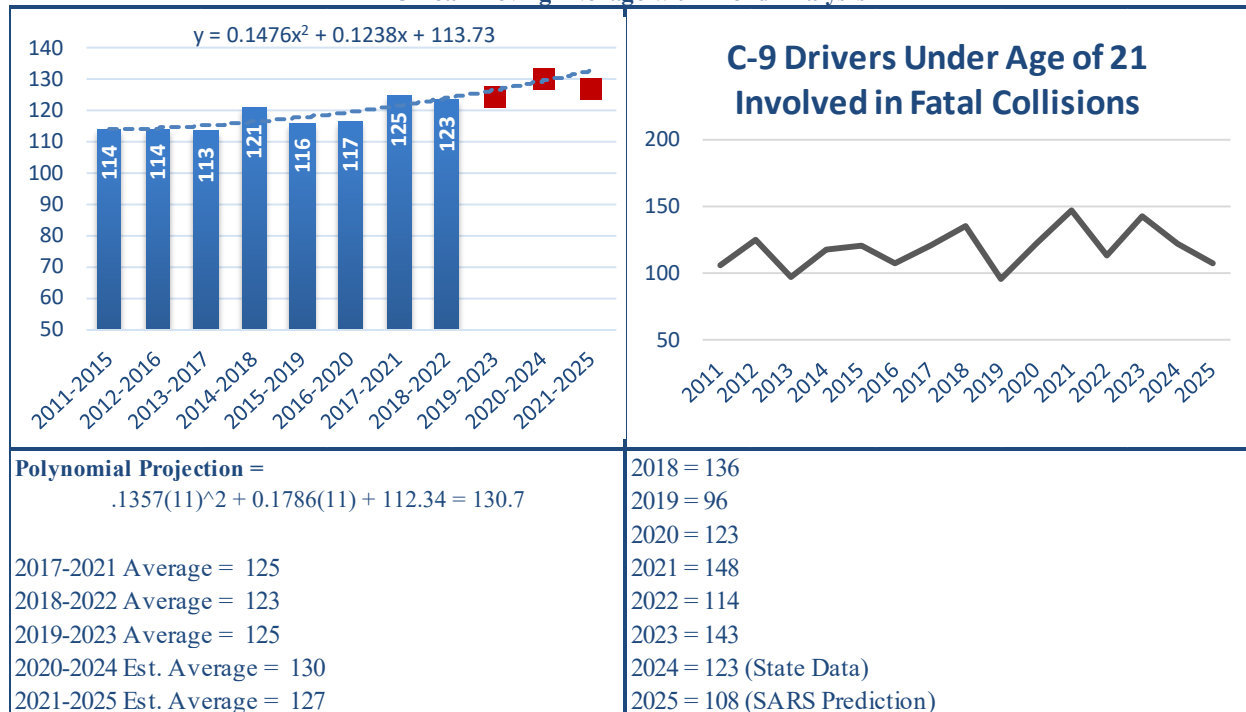
Note: 2011-2022 Final FARS, 2023 ARF FARS, 2024 SC State Data, and 2025 SC State Prediction

The SARS of the OHSJP predicts that South Carolina will experience an annual number of 94 unhelmeted motorcyclist traffic fatalities by December 31, 2025. Based on current projections, the state is expected to meet its 2025 goal of 101. The state's achievement of this highway safety performance target can be attributed to some of the activities conducted under the FFY 2025 AGA, including the Motorcycle Safety Gear campaign and increased enforcement activity.

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.

- To reduce drivers age 20 and younger involved in fatal crashes by 6.4 percent from 125 (2017-2021 rolling average) to 117 for 2025
- To reduce drivers age 20 and younger involved in fatal crashes by 7.2 percent from 125 (2017-2021 rolling average) to 116 for 2026.

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



Note: 2011-2022 Final FARS, 2023 ARF FARS, 2024 SC State Data, and 2025 SC State Prediction

The SARS of the OHSJP predicts that South Carolina will experience an annual number of 108 young driver- involved fatalities by December 31, 2025. Based on current projections, the state is expected to meet its 2025 goal of 117. The state's achievement of this highway safety performance target can be attributed to some of the activities conducted under the FFY 2025 AGA.

In FFY 2025, the state adjusted its funding allocations to revamp campaign messaging and to increase youth programming efforts throughout the state. Two additional young driver safety education projects, ThinkFast Interactive and South Carolina Highway Safety Education, were implemented in FFY 2025. These projects provided interactive, comprehensive educational driving safety awareness and simulated highway safety educational programming at public schools, colleges, and community events in SC counties which lead the state in the number of young-driver-involved collisions, including Greenville, Charleston, Spartanburg, Horry, and Richland. Funding was also provided for SADD to continue the implementation of its statewide peer-to-peer traffic safety program. These teen safety projects reached current and future young drivers throughout the state, providing them with the knowledge necessary to reduce potentially

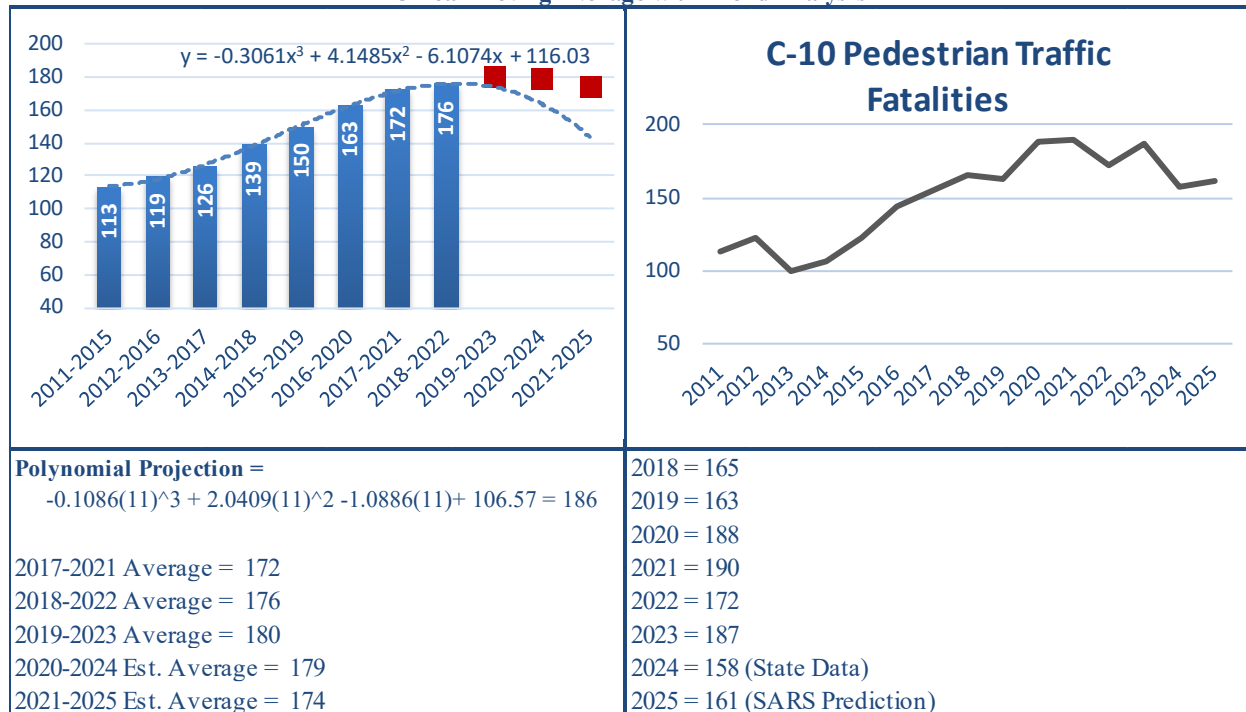
harmful driving behaviors and to promote those behaviors that enhance the safety of both drivers and passengers.

As the next 3HSP and FFY 2027 AGA are developed, the OHSJP will use outcome data from the projects piloted in FFY 2025 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 2027 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.

- To reduce pedestrian fatalities by 1.2 percent from 172 (2017-2021 rolling average) to 170 for 2025.
- To reduce pedestrian fatalities 1.7 percent from 172 (2017-2021 rolling average) to 169 for 2026.

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



Note: 2011-2022 Final FARS, 2023 ARF FARS, 2024 SC State Data, and 2025 SC State Prediction

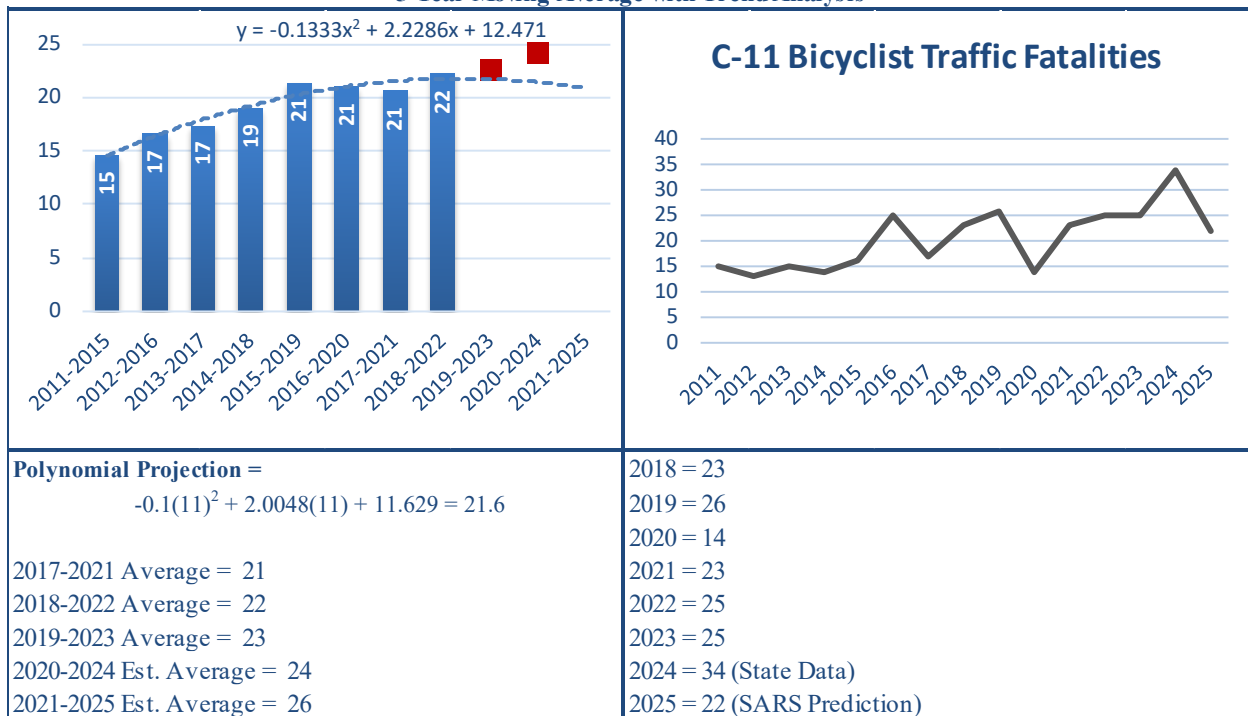
The SARS of the OHSJP predicts that South Carolina will experience an annual number of 161 pedestrian fatalities by December 31, 2025. Based on current projections, the state is expected to meet its 2025 goal of 170.

The state's achievement of this highway safety performance target can be attributed to some of the activities conducted under the FFY 2025 AGA. For example, in FFY 2025 the state achieved a 32% increase in the number of traffic enforcement subrecipients compared to FFY 2024, 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, including those involving pedestrians. Pedestrian safety messaging was pushed to students on the campuses of the University of South Carolina and The Citadel throughout the year and grant-funded law enforcement projects implemented innovative solutions to address pedestrian safety issues. These solutions included activities such as crosswalk enforcement and crosswalk talks, which involve officers interviewing pedestrians who do not use crosswalks and asking why they choose not to use them.

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

- To reduce bicyclist fatalities 14.3 percent from 21 (2017-2021 rolling average) to 18 for 2025.
- To reduce bicyclist fatalities 19 percent from 21 (2017-2021 rolling average) to 17 for 2026.

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



Note: 2011-2022 Final FARS, 2023 ARF FARS, 2024 SC State Data, and 2025 SC State Prediction

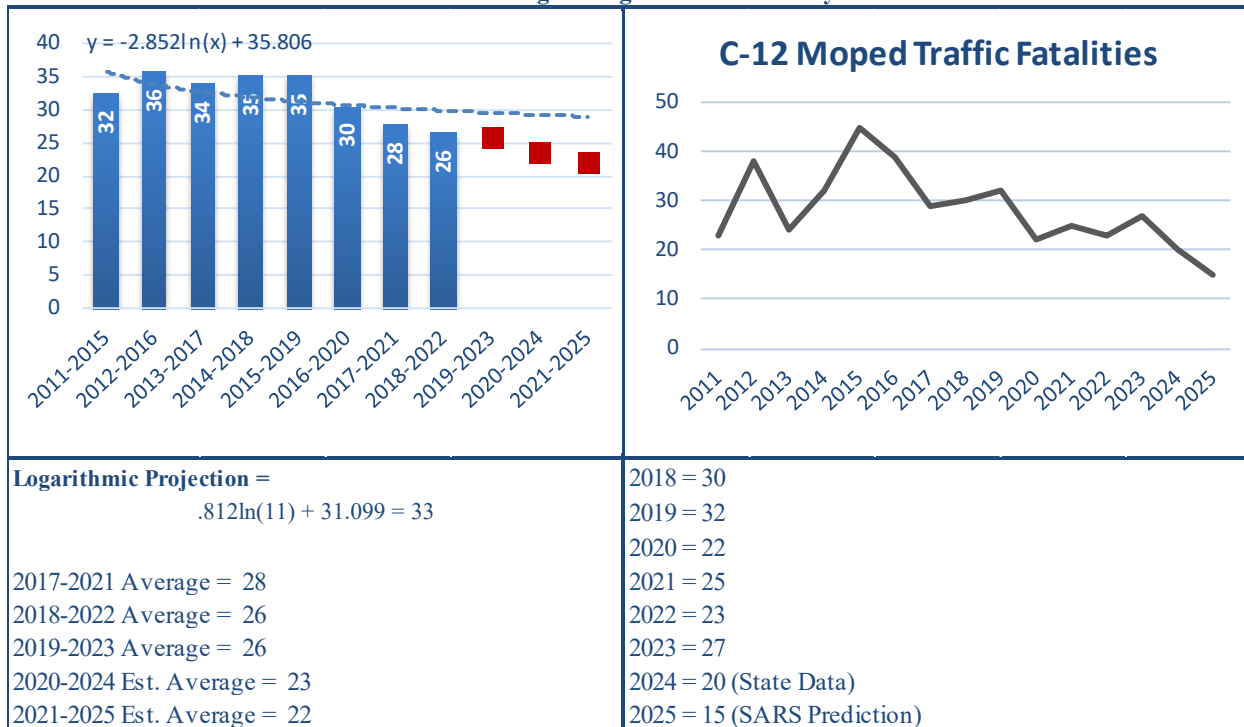
The SARS of the OHSJP predicts that South Carolina will experience an annual number of 22 bicyclist fatalities by December 31, 2025. Based on current projections, the state is not expected to meet its 2025 goal of 18. Although this performance target has not been met, the state achieved a 32% increase in the number of traffic enforcement subrecipients compared to FFY 2024. Bicyclist fatalities also reflect a downward trend compared to CY 2024.

As the next 3HSP and FFY 2027 AGA are developed, the OHSJP will use data gleaned from PP&E to inform additional bicyclist safety projects and adjust strategies for programming funds. The OHSJP will also 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 2027 grant period, particularly those addressing bicyclist safety.

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

- To reduce moped traffic fatalities by 14.3 percent from the 2017-2021 baseline average of 28 to 24 for 2025.
- To reduce moped traffic fatalities by 17.9 percent from the 2017-2021 baseline average of 28 to 23 for 2026.

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



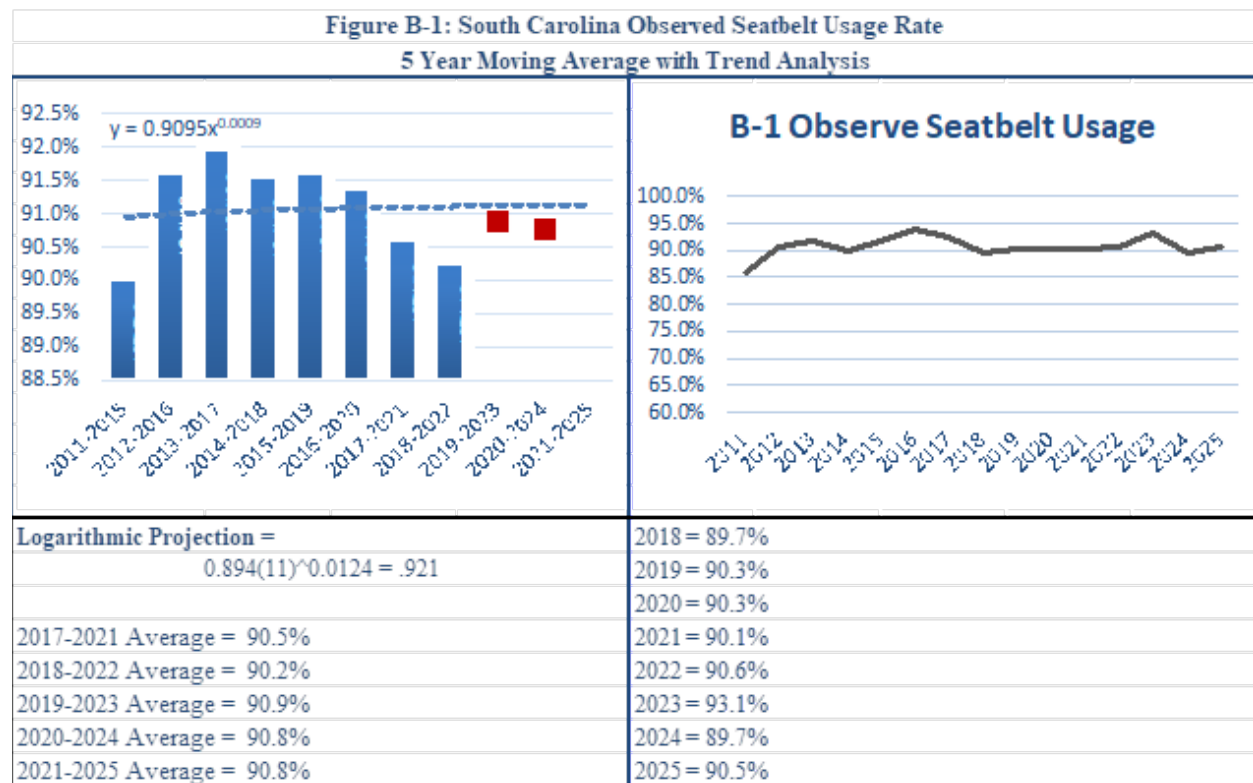
Note: 2009-2020 Final FARS, 2021 ARF FARS, 2022 SC State Data, and 2023 SC State Prediction

The SARS of the OHSJP predicts that South Carolina will experience an annual number of 15 moped fatalities by December 31, 2025. Based on current projections, the state is expected to meet its 2025 goal of 24. The state's achievement of this highway safety performance target can be attributed to some of the activities conducted under the FFY 2025 AGA. For example, in FFY 2025 the state achieved a 32% increase in the number of traffic enforcement subrecipients compared to FFY 2024. 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, vulnerable roadway user (VRU) messaging was expanded to reach the counties with the highest number of VRU fatalities and those counties identified as over-represented in collision statistics.

As the next 3HSP and FFY 2027 AGA are 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.

- To increase the observed seat belt usage rate by 1 percentage point from 90.1 percent in 2021 to 91.1 percent by 2025.
- To increase the observed seat belt usage rate by 1.1 percentage points from 90.1 percent in 2021 to 91.2 percent by 2026.



South Carolina's 2025 observed seat belt usage rate was 90.5%. Although the state did not meet its 2025 goal of 91.1%, the 2025 observed seat belt usage rate is an increase compared to the 2024 rate. It is believed that this increase can be attributed to some of the activities conducted under the FFY 2025 AGA. For example, in FFY 2025 the state achieved a 32% increase in the number of traffic enforcement subrecipients compared to FFY 2024. This led to increased enforcement activity throughout the grant period, including during the *Buckle Up, South Carolina* mobilization. High visibility enforcement operations during the mobilization increased approximately 14.5% compared to FFY 2024.

In conclusion, the projects funded in FFY 2025 contributed to the achievement of the following highway safety performance targets: C-3, C-4, C-6, C-8, C-9, C-10, and C-12. The number of performance targets achieved during the FFY 2025 period increased 40% compared to FFY 2024. Outcomes for all projects and activities conducted under the FFY 2025 AGA are detailed in the section titled "Project and Subrecipient Activity Results".

Project and Subrecipient Activity Results

Highway Safety Program Management Projects

<u>Project Name</u>	Planning and Administration
<u>Project agreement number</u>	PA-2025-HS-01-25
<u>Subrecipient(s)</u>	SCDPS, OHSJP
<u>Project Outcomes</u>	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 Annual Grant Application (AGA) were completed and the documents were submitted by the established FFY 2025 deadlines. Other activities completed during the FFY 2025 grant period included the preparation of the FFY 2024 Annual Evaluation Report; FFY 2026 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 2025 consisted of one (1) Director, one (1) Director of Grant Programs, one (1) Director of Statistical Analysis and Research, and one (1) Grant Program Manager.
<u>Total FFY 2025 Funds Expended</u>	\$187,155,64

Public Information, Outreach and Training (PIOT)	
Project Name	
Project agreement number	CP-2025-HS-04-25, UNATTD-2025-HS-04-25, PM-2025-HS-04-25
Subrecipient(s)	SCDPS, OHSJP
Project Outcomes	During FFY 2025, the OHSJP executed its <i>Sober or Slammer!</i> enforcement and education campaign for the Halloween, Thanksgiving, Christmas/New Year's holidays, and throughout CY 2025 leading up to Labor Day. Additional details are noted in the section titled "Communications and Outreach Activities." During National Distracted Driving Awareness Month, a distracted driving message was executed on paid social media and billboards using "phone in hand/foot in grave" messaging and ending with the Highways or Dieways branding. In FFY 2025, the OHSJP continued a campaign, as part of the Public Information & Education (PI&E) campaign, 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 visual demonstrated how quickly a hot car can turn dangerous and featured the message "never leave a child in a car." During FFY 2025, the "Move Over" law continued to be a part of the sustained PI&E campaign emphasis. A 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." The OHSJP also continued its speed campaigns. A February campaign included billboards, digital media, social media, and gas station TV featuring the NHTSA video ad "Look at the damage" and added a custom end-card with the animated text "Don't die fast. Don't drive fast" along with the Highways or Dieways logo. A new billboard ad was also designed, featuring the slogan "Pedal to the metal. Foot in grave" in both English and Spanish. In July, in conjunction with NHTSA's speed campaign, an ad in support of Region IVs enforcement effort, <i>Operation Southern Slow Down</i>, was released. The ad featured the message "speeding catches up with you." 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 "Communications and Outreach Activities" section of this report. A new South Carolina Hands-Free and Distracted Driving Act became law on September 1, 2025, to reduce phone-related distractions and improve traffic safety. South Carolina averages approximately 15,000 total crashes a year caused by distracted drivers. Under the new law, drivers in South Carolina are prohibited from holding or using a cell phone anywhere on their person while driving. SCDPS ran a public information and education campaign, including paid media, as a key element of the SCDPS Highways or Dieways initiative. Paid media included billboards, radio ads and social media. 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 set up at the Yap Ye Iswa Festival at the Catawba Reservation in Rock Hill, the Black Expos in Charleston and Columbia, and the Colonial Cup and Carolina Cup in Camden.

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. USC football game in Clemson, as well as the USC vs. Texas A&M women's basketball game and USC vs. Ole Miss baseball games in Columbia. These partnerships included a halftime video featuring USC coaches, Beamer and Staley, and Clemson Coach Swinney at each game. Pre-game radio announcements featuring an impaired driving message were recorded by each coach, banner ads were placed on each university's website, and digital banner ads were included in email blasts throughout the regular football season. The FFY 2025 period coincided with the first football season during which alcohol sales were permitted at Clemson University's football stadium. Thus, the OHSJP set up designated driver booths around the facility. At the booths, drivers pledged to serve as designated drivers and, in return, they received a voucher for a free nonalcoholic drink. They also had the opportunity to participate in SCDPS's driving behavior surveys, and one participant was randomly selected for a Clemson VIP package.

In FFY2025, OHSJP higher education outreach was expanded to the Citadel, Coastal Carolina and SC State Universities. Highway safety messages on digital ads, A frame signage and PA announcements for impaired driving, distracted driving, and buckling up were shared across football, basketball and baseball home athletic events. An on-site educational booth was also displayed at the SC State Bulldog Community Fan Fest on October 24, 2024.

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 as part of the All-South Highway Safety Team campaign.

A May campaign targeted drivers aged 15 – 24 in counties identified in SCDPS collision data as those with the most fatal and serious injury collisions involving a young driver from 2019 – 2023: Greenville, Charleston, Spartanburg, Horry, Richland, York, Lexington, Berkeley, Anderson, Florence, Orangeburg, Sumter, Beaufort, Pickens, Dorchester, Aiken, Laurens, Oconee, Darlington, and Greenwood. This campaign featured a newly designed graphic for billboards and social media with the message, "bro...put the phone down and drive."

The partnerships between the OHSJP, the State Transport Police (STP), and the Highway Patrol (HP) continued in FFY 2025, and this was key to the success of efforts to engage young drivers. The OHSJP, STP, and HP joined forces at South Florence High School for on-site educational outreach during which students had opportunities to participate in impaired vision cornhole and engage with NASCAR driver Ross Chastain as well as highway safety and law enforcement staff to talk about making good decisions behind the wheel. SCDPS also operated a booth at the Carolina Country Music Festival in Myrtle Beach. During the event, various messaging was shared via billboards, LED boards, stage announcements, and push notifications. In addition, the partnership with the Columbia Fireflies continued with an informational booth during the ballpark's First Responders Night. Additional messaging was displayed on signage around the ballpark for the entire season.

	Under this project, the OHSJP also hosted an annual memorial service on April 26, 2025, in honor of the people who lost their lives on South Carolina's roadways during calendar year 2024 and to educate the public on ways to prevent future loss of life on state roadways. A DUI Enforcement/Law Enforcement Challenge Ceremony, hosted on April 2, 2025, recognized DUI enforcement efforts achieved by HP, STP and various other local law enforcement agencies throughout the CY 2024.
Total FFY 2025 Funds Expended	\$1,525,627.03

<u>Project Name and Description</u>	Impaired Driving Countermeasures Program Management
<u>Project agreement number</u>	M5HVE-2025-HS-25-25
<u>Subrecipient(s)</u>	SCDPS, OHSJP
<u>Project Outcomes</u>	The Impaired Driving Countermeasures Program Management grant project provides funding necessary for the proper administration of grants devoted to impaired driving countermeasures. Throughout the FFY 2025 grant year, the OHSJP worked with the agency contractor for the development and implementation of a statewide PI&E campaign that emphasized impaired driving behaviors and issues. The agency contractor distributed Impaired Driving related PSAs, which corresponded with DUI enforcement weekends spearheaded by the SC Highway Patrol in support of the 2025 Law Enforcement Challenge. The OHSJP's Law Enforcement Support Services section worked diligently during the FFY 2025 grant cycle to develop and implement the enforcement aspect of the 2024-2025 Christmas/New Year's and 2025 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. The South Carolina Impaired Driving Prevention Council (SCIDPC) held two meetings during the FFY 2025 grant period, one on February 27, 2025, and the second on July 22, 2025. During the July meeting, the Impaired Driving Countermeasures Plan (IDCP) was reviewed and unanimously approved. Throughout the FFY 2025 grant period, on-going technical assistance was provided to all Impaired Driving Countermeasures projects, and all project's objectives were achieved. Lastly, the Impaired Driving Countermeasures sections of the annual Summaries and Recommendations and the Annual Evaluation Report were completed and submitted by the established deadlines.
Total FFY 2025 Funds Expended	\$284,381.57

<u>Project Name and Description</u>	Occupant Protection Program Management
<u>Project agreement number</u>	OP-2025-HS-02-25, M1OP-2025-HS-02-25
<u>Subrecipient(s)</u>	SCDPS, OHSJP
<u>Project Outcomes</u>	This project provided funding for the continued development and implementation of occupant protection programs statewide with a 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 occupant protection subgrantees, the OHSJP was able to provide education for communities and increase the number of CPS fitting stations in the state. During the FFY 2025 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 three (3) CPS events during the grant period.
<u>Total FFY 2025 Funds Expended</u>	\$402,457.18

<u>Project Name and Description</u>	Police Traffic Services (PTS) Program Management
<u>Project agreement number</u>	PT-2025-HS-05-25
<u>Subrecipient(s)</u>	SCDPS, OHSJP
<u>Project Outcomes</u>	The purpose of the PTS Program Management grant project is to reduce the number of traffic-related 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 project, specialized PTS enforcement units were developed, technical assistance was provided as requested. Activities of all awarded PTS projects were monitored to ensure compliance with grant terms and conditions and to assess progress towards the performance of stated objectives.
<u>Total FFY 2025 Funds Expended</u>	\$229,556.06

<u>Project Name and Description</u>	Law Enforcement Coordination
<u>Project agreement number</u>	PT-2025-HS-06-25
<u>Subrecipient(s)</u>	SCDPS, OHSJP
<u>Project Outcomes</u>	The Law Enforcement Coordination grant project continued to develop and maintain the Law Enforcement Network (LEN) system during FFY 2025 project

	period to establish and maintain relationships between the OHSJP and law enforcement agencies around the state. The grant project maintained the employment of Law Enforcement Liaisons (LELs) who build and maintain positive communication and working relationships among the OHSJP and the state and local law enforcement agencies in South Carolina. During the grant period, LELs fostered multijurisdictional traffic enforcement activities, disseminated information regarding such activities, and secured participation in statewide enforcement initiatives. Support grants were also provided to LENS around the state through this project. The support grants were used to coordinate and promote law enforcement efforts statewide and provide needed training for the more than 260 law enforcement agencies within the state. During the grant year, the SCLN coordinated with the South Carolina Criminal Justice Academy (SCCJA) to host 11 training opportunities throughout the state. The classes offered included Standardized Field Sobriety Testing Instructor (SSI), Speed Measurement Device Operator, Advanced Collision Investigation, Advanced Roadside Impaired Driving Enforcement (ARIDE), and Speed Measurement Device Instructor.
<u>Total FFY 2025 Funds Expended</u>	\$680,428.79

<u>Project Name and Description</u>	Traffic Records Improvements
<u>Project agreement number</u>	TR-2025-HS-03-25, M3DA-2025-HS-03-25
<u>Subrecipient(s)</u>	SCDPS, OHSJP
<u>Project Outcomes</u>	This project provides funding for the positions necessary to facilitate the requirements of the SC Traffic Records System (TRS), such as 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) as well as Data Quality Control and other tasks associated with South Carolina's Traffic Records Systems. In FFY 2025, 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. 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 to phase out as much of the manual data entry process as possible. The 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. An associated project is moving agencies from paper crash reports to all electronic. From October 1, 2024, through September 30, 2025, 97.40% of collision reports were submitted electronically, representing an

	increase of 0.02% compared to the 97.38% submitted in FFY 2024.
<u>Total FFY 2025 Funds Expended</u>	\$728,656.16

Law Enforcement Training Projects

<u>Project Name</u>	Traffic Safety Officer Program
<u>Project agreement number</u>	PT-2025-HS-07-25
<u>Subrecipient(s)</u>	The South Carolina Criminal Justice Academy
<u>Project Outcomes</u>	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 South Carolina. During the grant period, the following classes were taught: • 18 Traffic Collision Investigation (TCI) courses with 216 students trained. • 70 DUI Detection and Breath Testing courses with 1,253 students trained. • 16 Speed Measurement Device Operator and Instructor courses with 79 students trained. During FFY 2025, the number of certified TSIs increased approximately 12.8%. The number of courses taught by the grant-funded TSIs during the FFY 2025 grant period increased 4% compared to the FFY 2024 period. The TSO program and the number of successfully trained traffic safety officers in the state continues to grow.
<u>Total FFY 2025 Funds Expended</u>	\$460,046.60

<u>Project Name</u>	Impaired Driving Countermeasures Training for Law Enforcement
<u>Project agreement number</u>	M5TR-2025-HS-26-25
<u>Subrecipient(s)</u>	The South Carolina Criminal Justice Academy
<u>Project Outcomes</u>	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: • Two DRE schools conducted; 14 DREs and 3 DRE Instructors certified • 14 ARIDE courses completed; 216 students certified • 3 DUI/SFST Instructor courses completed: 52 students During the FFY 2025 grant period, the number of students certified in ARIDE increased 14% compared to FFY 2024. The number of DREs certified in FFY 2025 decreased by 33% compared to FFY 2024, and the number of certified DRE instructors decreased by 50%. This reduction was primarily driven by class cancellations caused by insufficient registrations and ongoing personnel

	shortages across the state. The IDCTC collaborated with the LENs throughout the state 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 2026 to ensure greater access to training.
Total FFY 2025 Funds Expended	\$163,887.22

Enforcement Projects

Project Name	Police Traffic Services (PTS) Enforcement Units (34)	
<u>Project agreement number</u>	Project Agreement Number	Agency
	1. PT-2025-HS-08-25	City of Spartanburg Police Department
	2. PT-2025-HS-09-25	Town of Moncks Corner Police
	3. PT-2025-HS-10-25	Sumter County Sheriff's Office
	4. PT-2025-HS-11-25	Travelers Rest Police Department
	5. PT-2025-HS-12-25	Duncan Police Department
	6. PT-2025-HS-13-25	Port Royal Police Department
	7. PT-2025-HS-14-25	Berkeley County
	8. PT-2025-HS-15-25	Town of Mount Pleasant Police Department
	9. PT-2025-HS-16-25	Lancaster Police Department
	10. PT-2025-HS-18-25	Marlboro County Sheriff's Office
	11. PT-2025-HS-19-25	Georgetown County
	12. PT-2025-HS-20-25	City of Columbia Police Department
	13. PT-2025-HS-21-25	York County Sheriff's Office
	14. PT-2025-HS-22-25	Town of Summerville
	15. PT-2025-HS-28-25	City of Goose Creek Police Department
	16. PT-2025-HS-29-25	Hampton County Sheriff's Office
	17. PT-2025-HS-30-25	Kershaw County Sheriff's Office
	18. PT-2025-HS-32-25	Oconee County Sheriff's Office
	19. PT-2025-HS-33-25	Lancaster County Sheriff's Office
	20. PT-2025-HS-34-25	Chesterfield County Sheriff's Office
	21. PT-2025-HS-35-25	City of Lake City Police Department
	22. PT-2025-HS-36-25	North Augusta Department of Public Safety
	23. PT-2025-HS-52-25	Jasper County Sheriff's Office
	24. PT-2025-HS-55-25	City of North Myrtle Beach Police Department
	25. PT-2025-HS-57-25	City of York
	26. PT-2025-HS-58-25	City of Loris
	27. PT-2025-HS-59-25	Batesburg-Leesville Police Department
	28. PT-2025-HS-60-25	Anderson Police Department
	29. PT-2025-HS-61-25	Horry County Police Department
	30. PT-2025-HS-62-25	Oconee County Sheriff's Office
	31. PT-2025-HS-63-25	Myrtle Beach Police Department
	32. PT-2025-HS-64-25	Florence Regional Airport Police
	33. PT-2025-HS-66-25	Town of West Union Police Department

	34. PT-2025-HS-67-25	Hampton County Sheriff's Office
<u>Subrecipient(s)</u>	Local law enforcement agencies	
<u>Project Outcomes</u>	A total of thirty-four (34) 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 projects, implemented by county sheriff's offices and municipal law enforcement agencies, provided funds for activity hours of general traffic enforcement, 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. During the FFY 2025 grant period, PTS enforcement projects accomplished the following: • 18,703 speeding citations were issued. • 597 high visibility enforcement efforts were conducted. • 3,013 citations for seat belt and/or child safety seat violations were issued. • Officers participated in 138 community collaboration efforts. The number of speeding citations and citations for seat belt and/or child safety seat violations issued in FFY 2025 were 41.5% and 87% higher, respectively, than the numbers issued in FFY 2024. It is likely that the enhanced enforcement activity and the corresponding increase in citations during FFY 2025 contributed to the decrease in speed-related and unrestrained occupant fatalities during the grant period.	
<u>Total FFY 2025 Funds Expended</u>	\$2,206,801	

Project Name			DUI Enforcement Units (7)	
Project agreement number	Project Agreement Number		Project Title	
	1.	M5HVE-2025-HS-39-25	Berkeley County	
	2.	M5HVE-2025-HS-40-25	Lexington County Sheriff’s Department	
	3.	M5HVE-2025-HS-42-25	City of Easley Police Department	
	4.	M5HVE-2025-HS-47-25	Town of Summerville	
	5.	M5HVE-2025-HS-50-25	City of Goose Creek Police Department	
	6.	M5HVE-2025-HS-53-25	North Augusta Department of Public Safety	
	7.	M5HVE-2025-HS-54-25	York County Sheriff’s Office	
	Subrecipient(s)		Local law enforcement agencies	
Project Outcomes	A total of seven (7) 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.			
	During the FFY 2025 grant period, DUI enforcement projects conducted 179 impaired driving high visibility enforcement operations (saturation patrols and checkpoints) and made 424 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. Active participation and dedication to these campaigns were vital in raising awareness and saving lives during FFY 2025.
<u>Total FFY 2025 Funds Expended</u>	\$660,797

Court Monitoring

<u>Project Name</u>	"MADD SC Court Monitoring Program"
<u>Project agreement number</u>	B5CS-2025-HS-23-25
<u>Subrecipient(s)</u>	Mothers Against Drunk Driving (MADD) South Carolina
<u>Project Outcomes</u>	The grant project continued the implementation of the South Carolina Court Monitoring Program in nine priority counties through the funding of three 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 2025 County Capsules, summarizing key findings and progress for the nine priority counties, were released on September 24, 2025. Throughout the grant period, the project accomplished the following: • 26 methods were used to promote volunteering • 3,763 cases were monitored - Anderson County: 59. - Berkeley County: 103. - Charleston County: 428. - Greenville County: 323. - Horry County: 401. - Lexington County: 646. - Richland County: 1,288. - Spartanburg County: 250. - York County: 265. • 16 presentations were made to key groups to share progress and results of the program. • Three (3) stakeholder roundtables were hosted for 56 attendees.
<u>Total FFY 2025 Funds Expended</u>	\$205,897

Prosecution Projects

<u>Project Name</u>	"Traffic Safety Resource Prosecutor"
<u>Project agreement number</u>	B5CS-2025-HS-27-25
<u>Subrecipient(s)</u>	South Carolina Commission on Prosecution Coordination
<u>Project Outcomes</u>	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. Throughout the grant period, the TSRP provided three trainings in the "Prosecuting the Impaired Driver" series for prosecutors and law enforcement officers and two TSRP-sponsored trainings for Summary Court Judges. Support was provided to local law enforcement agencies through attendance at six LEN meetings, the NHTSA Region IV Law Enforcement Liaison Conference, the Highway Safety DUI Enforcement & Law Enforcement Challenge Awards Ceremony, and the South Carolina Traffic Safety Officer Conference. 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.
Total FFY 2025 Funds Expended	\$165,720.67

Project Name																	
Special DUI Prosecutor Projects (7)																	
Project agreement number	<table><tr><th>Project Agreement Number</th><th>Agency Name</th></tr><tr><td>1. B5CS-2025-HS-37-25</td><td>5th Circuit Solicitor's Office</td></tr><tr><td>2. B5CS-2025-HS-41-25</td><td>Town of Summerville</td></tr><tr><td>3. B5CS-2025-HS-43-25</td><td>Berkeley County</td></tr><tr><td>4. B5CS-2025-HS-44-25</td><td>Sixth Circuit Solicitor's Office</td></tr><tr><td>5. B5CS-2025-HS-46-25</td><td>Fifteenth Judicial Circuit Solicitor's Office</td></tr><tr><td>6. B5CS-2025-HS-48-25</td><td>11th Judicial Circuit Solicitors Office</td></tr><tr><td>7. B5CS-2025-HS-49-25</td><td>City of Goose Creek Police Dept.</td></tr></table>	Project Agreement Number	Agency Name	1. B5CS-2025-HS-37-25	5th Circuit Solicitor's Office	2. B5CS-2025-HS-41-25	Town of Summerville	3. B5CS-2025-HS-43-25	Berkeley County	4. B5CS-2025-HS-44-25	Sixth Circuit Solicitor's Office	5. B5CS-2025-HS-46-25	Fifteenth Judicial Circuit Solicitor's Office	6. B5CS-2025-HS-48-25	11th Judicial Circuit Solicitors Office	7. B5CS-2025-HS-49-25	City of Goose Creek Police Dept.
	Project Agreement Number	Agency Name															
	1. B5CS-2025-HS-37-25	5th Circuit Solicitor's Office															
	2. B5CS-2025-HS-41-25	Town of Summerville															
	3. B5CS-2025-HS-43-25	Berkeley County															
	4. B5CS-2025-HS-44-25	Sixth Circuit Solicitor's Office															
	5. B5CS-2025-HS-46-25	Fifteenth Judicial Circuit Solicitor's Office															
	6. B5CS-2025-HS-48-25	11th Judicial Circuit Solicitors Office															
7. B5CS-2025-HS-49-25	City of Goose Creek Police Dept.																
Subrecipient(s)																	
Solicitors' Offices and Law Enforcement Agencies																	
Project Outcomes	In FFY 2025, 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. 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 521 convictions in FFY 2025 for a cumulative conviction rate of approximately 45%.
<u>Total FFY 2025 Funds Expended</u>	\$591,632

<u>Project Name</u>	"SCDPS Paralegal Project"
<u>Project agreement number</u>	B5CS-2025-HS-24-25
<u>Subrecipient(s)</u>	State law enforcement agency
<u>Project Outcomes</u>	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. In FFY 2025, 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 one of the project's primary goals. During FFY 2025, the number of administrative-related dismissals was 40. This represents a 29.82% decrease compared to the number of administrative-related dismissals in FFY 2024. 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.
<u>Total FFY 2025 Funds Expended</u>	\$67,059.61

<u>Project Name</u>	"South Carolina Judicial Outreach Liaison"
<u>Project agreement number</u>	B5CS-2025-HS-38-25, TC-2025-HS-38-25
<u>Subrecipient(s)</u>	South Carolina Judicial Branch Court Administration
<u>Project Outcomes</u>	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 most of the state's traffic related cases. In FFY 2025, 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.
Total FFY 2025 Funds Expended	\$28,652.12

Occupant Protection Training/Education Projects

Project Name	"South Carolina Buckles"
Project agreement number	CR-2025-HS-17-25, OP-2025-HS-17-25
Subrecipient(s)	South Carolina Department of Public Health
Project Outcomes	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. During FFY 2025, the project achieved the following results: • 10 new fitting stations were established in nine (9) counties. ▪ One was established in a county that did not previously have an inspection station • Three (3) car seat distribution days provided seats for 39 agency partners ▪ 339 convertible car seats distributed ▪ 84 booster seats distributed • 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. • 12 CPS certification courses were taught ▪ 179 new certified CPS Technicians ▪ 10 previously certified CPSTs re-obtained their certifications. • Two (2) Digital Checklist Trainings were held ▪ 1,894 people were trained, ensuring consistency at seat check events statewide. • 35 Occupant Protection Safety Events were held ▪ 148 seats were checked • One (1) CarFit event was conducted ▪ 35 checks were completed • 33 Educational presentations on the primary seat belt law and proper seatbelt and child restraint devices were conducted ▪ More than 1,300 individuals were reached through these presentations Through this project's efforts in FFY 2025, 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 60% compared to FFY 2024.
<u>Total FFY 2025 Funds Expended</u>	\$177,265.72

<u>Project Name</u>	“Community Car Seat Safety Project”
<u>Project agreement number</u>	M1CPS-2025-HS-56-25
<u>Subrecipient(s)</u>	The Nurturing Center
<u>Project Outcomes</u>	This project implemented a community-based Child Passenger Safety (CPS) education and inspection initiative. The project provided direct, hands-on child passenger safety education and safety seat inspections for clients served by the Nurturing Center, a local non-profit organization serving low-income and underserved populations. Certified CPS technicians conducted individualized inspections to ensure proper child safety selection, installation, and use in accordance with manufacturer guidelines. Educational materials addressing age-appropriate restraint use, correct installation techniques, and child occupant protection were distributed to all participants to reinforce safe transportation behaviors beyond the inspection event. Inspection site data revealed that 85 percent of child safety seats were initially installed incorrectly, aligning with national research indicating a high prevalence of misuse. As a direct result of the project, 10 child safety seats were replaced, including five expired seats and three seats that had been involved in a motor vehicle crash. Other project outcomes included increased caregiver knowledge, the provision of education intended to correct unsafe behaviors, and enhanced child occupant protection throughout the Midlands region of South Carolina.
<u>Total FFY 2025 Funds Expended</u>	\$29,166

<u>Project Name</u>	“Child and Adult Passenger Safety”
<u>Project agreement number</u>	M1CPS-2025-HS-72-25
<u>Subrecipient(s)</u>	City of Goose Creek Police Department
<u>Project Outcomes</u>	This project focused on increasing child restraint use rates through providing certified CPS technician services, community car seat inspection events, and caregiver education. Certified Child Passenger Safety technicians conducted child safety seat inspections and provided individualized guidance on proper seat selection, installation, and use based on a child’s age, height, and weight, in accordance with manufacturer instructions and NHSTA recommendations. During the grant period, services were provided through scheduled CPS events and community outreach activities within the Goose Creek Police

	Department's jurisdiction. Educational materials reinforcing proper child restraint practices and South Carolina child passenger laws were distributed to participants to promote continued safe behavior beyond the inspection events. Goose Creek's CPS technicians participated in 10 community seat check events and eight educational events. Through direct intervention, technicians corrected unsafe installations, provided hands-on demonstrations, and advised caregivers on proper restraint techniques. Child safety seats found to be expired, damaged, or otherwise unsafe were recommended for removal from service or replacement. Ultimately, this project increased access to certified CPS technician services and improved correct child restraint use.
Total FFY 2025 Funds Expended	\$22,955

Teen Traffic Safety

Project Name	"SC SADD: Mobilizing Peer Prevention Education to Reduce Teen Crashes"
Project agreement number	TSP-2025-HS-31-25
Subrecipient(s)	Students Against Destructive Decisions (SADD), Inc.
Project Outcomes	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. During the FFY 2025 grant period, a total of 23 SADD chapters were supported within the state, surpassing the subgrantee's goal of at least 15 chapters. Also, during this grant period, 39 peer-to-peer programming events were held, reaching students in 13 of the state's 46 counties. In addition, 30 meaningful partnerships have been established, an increase of approximately 43% compared to FFY 2024. 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.
Total FFY 2025 Funds Expended	\$141,841

Project Name	"ThinkFast Interactive Teen Driver Safety Program"
Project agreement number	TSP-2025-HS-45-25
Subrecipient(s)	TjohnE, Inc.
Project Outcomes	This project provided funding for the development and implementation of a custom ThinkFast Interactive (TFI) program. TFI is a comprehensive educational driving safety awareness program intended to reach current and future SC teen drivers using peer engagement and rewards to encourage students to "be cool" with safety measures, thus shifting their real-world intentions to align with safety benchmarks. During FFY 2025, the subrecipient delivered 16 TFI programs (15 grant-sponsored and 1 was provided in-kind) for current and future SC teen drivers. Programs were implemented strategically at high schools located in counties ranked among the top 10 for

	the greatest number of young driver-involved collisions: Greenville, Charleston, Horry, Richland, Spartanburg, Lexington, York, Anderson, Berkeley, Aiken. A pre/post program survey was created and used to measure highway safety knowledge and to determine whether changes in awareness of teen traffic safety occurred from pre-to-post among program participants. Pre-to-post program survey results showed an average gain of 29.66 points, representing a 62% improvement from a pre-program average score of 47.84% to 77.50% post-program. This outcome surpassed the original goal of a 30% increase in student awareness of teen traffic safety. Administrator and educator feedback also exceeded expectations, with a 100% approval rating, and multiple requests to implement the program again in future years. The project's results demonstrate that the program not only achieved but, in several areas, significantly outperformed its established goals.
<u>Total FFY 2025 Funds Expended</u>	\$52,500

<u>Project Name</u>	"South Carolina Highway Safety Education"
<u>Project agreement number</u>	CP-2025-HS-51-25
<u>Subrecipient(s)</u>	Spartanburg County Coroner's Office
<u>Project Outcomes</u>	Through this project, highway safety educational programming was provided at public schools and community events in Spartanburg County. Programming promoted evidence-based countermeasures for reducing behaviors such as speeding and driving while impaired and/or distracted, and increasing safety belt usage among young drivers. During the FFY 2025 grant period, 17 educational programs, covering topics such as speeding, impaired driving, and distracted driving, were conducted at Spartanburg County High Schools and Community events from April 2025 through September 2025. The subrecipient was unable to begin conducting educational programming until April, following the completion of the Innocorp SIDNE Educational Training Course, due to delays in the purchase and delivery of the SIDNE Educational Training Cart required for project implementation. Despite the project's late start, 3,215 individuals were reached during the FFY 2025 project period.
<u>Total FFY 2025 Funds Expended</u>	\$61,118

Vulnerable Roadway Users (VRU)

<u>Project Name</u>	Project SAFE (Streets Are For Everyone)
<u>Project agreement number</u>	FHPE-2025-HS-69-25
<u>Subrecipient(s)</u>	The Brookland Center for Community Economic Change (BLEC)
<u>Project Outcomes</u>	Through this project, the subrecipient and additional stakeholders—including representatives from local police departments, Able SC, bilingual BLEC staff, and certified translators—collaboratively adapted North Carolina’s <i>Watch for Me, NC</i> materials to align with South Carolina traffic laws and reflect the cultural and linguistic needs of the community served by the BLEC. The adapted program, <i>Watch Out for Me</i>, included educational materials, a youth pedestrian safety educational curriculum, and a media campaign. Materials developed for the program were created in both English and Spanish for distribution and public use and were distributed by the subrecipient during community events, health fairs, and outreach activities in both Richland and Lexington counties. Educational materials were also provided for the West Columbia Police Department, Cayce Police Department, and Lexington Police Department for distribution throughout their jurisdictions. Officers shared bilingual pedestrian safety brochures and posters at public events, schools, and community centers. The <i>Watch Out for Me</i> pedestrian safety curriculum was implemented in five total youth programs, including summer camps, mentoring programs, and athletic initiatives. Memorandums of Understanding (MOUs) were established with partner organizations, and participant evaluations confirmed strong engagement and learning retention across both counties. The bilingual <i>Watch Out for Me</i> media campaign was launched across major local media outlets, including television, radio, and social media. Messages targeted both drivers and pedestrians, emphasizing shared responsibility and safe behaviors. Media analytics confirmed strong audience engagement and reach, particularly among underserved and Spanish-speaking communities. The subrecipient also adapted Minnesota’s <i>Walk! Bike! Fun!</i> youth pedestrian and bicyclist safety curriculum during the project period to address pedestrian safety in South Carolina. The adapted program <i>Walk, Fun!</i>, was piloted with students in BLEC’s 21st Century Afterschool Program. Pre- and post-tests developed for the program showed measurable knowledge improvement.
<u>Total FFY 2025 Funds Expended</u>	\$111,288

<u>Project Name</u>	Eyes Up, Carolina
<u>Project agreement number</u>	FHPE-2025-HS-70-25
<u>Subrecipient(s)</u>	University of South Carolina Division of Law Enforcement and Safety
<u>Project Outcomes</u>	This project provided funding for the implementation of a pedestrian safety education program at the University of South Carolina's Columbia Campus. Through the project, observations at pre-identified problematic intersections were conducted during the first quarter of the project period prior to the development of a survey to assess pedestrian safety knowledge, behavior, and concerns. During the observation period, safe and unsafe crossing behaviors were documented during weekday morning and afternoon hours. A total of 48 observations were completed. Following the observation period, the survey was disseminated through email and social media to students, faculty, and staff at the beginning of the second quarter of the grant period (beginning of the spring semester). Pedestrian Safety Tips were shared with new students and their families during student orientation presentations and resource tables twice weekly. Orientation events began in May 2025 and concluded in August 2025; all new students were required to attend. Pedestrian safety messaging and resources were provided during University101 presentations during Fall 2024 and Fall 2025, and pedestrian safety materials were passed out and messaging displayed during Greek Recruitment events, Move-in Days in August 2025, home football games, Student Government events, SophoMORE Welcome Back events, grad school fairs, law school events and more. The communications campaign included the addition of pedestrian safety tips and data to the university's website, the development of rack cards and a-frame signage, as well as ads, which were placed in the campus newspaper/email newsletter/website/social media/parent & family emails. Three pedestrian safety digital signage ads were displayed in the student union for six weeks, and pedestrian safety materials were placed inside every dorm room on campus in the summer of 2025. The A-frame signage was placed at high-traffic crosswalks. Throughout the project period, officers conducted driver education and outreach at various busy crosswalks throughout campus. Post-observations began at the previously identified intersections during the third quarter and were completed during the fourth quarter when students returned to campus. Observations of safe and unsafe crossing behaviors were documented during the morning and afternoon weekday hours. A total of 59 observations were conducted during the post-observation period based on the identification of additional problematic intersections during the project period.
<u>Total FFY 2025 Funds Expended</u>	\$15,622

Communications and Outreach Activities

<u>Project Name</u>	"Occupant Protection Communication Campaign-<i>Buckle Up, South Carolina</i>"
<u>Project agreement number</u>	M1HVE-2025-HS-02-25
<u>Subrecipient(s)</u>	SCDPS, OHSJP
<u>Project Outcomes</u>	South Carolina again conducted a statewide high-visibility enforcement and education campaign during the Memorial Day 2025 holiday period, from May 19 through June 1, 2025, known as <i>Buckle Up, South Carolina. Click it, don't risk it (BUSC)</i>. BUSC is modeled after the national Click-It-or-Ticket 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 to increase safety belt and child restraint use among the state's populations with historically lower restraint usage rates. 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 demographic groups have shown statistically lower safety belt use rates than non-minority and female counterparts. 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 PSAs featuring Ross Chastain. Those ads were also displayed throughout the Darlington Racetrack for the Buckle Up, SC 200 race weekend May 9 -11.
<u>Total FFY 2025 Funds Expended</u>	\$375,635.37

<u>Project Name</u>	"Impaired Driving Communication Campaign-<i>Sober or Slammer!</i>"
<u>Project agreement number</u>	M5PEM-2025-HS-25-25, B5PEM-2025-HS-25-25
<u>Subrecipient(s)</u>	SCDPS, OHSJP
<u>Project Outcomes</u>	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 2025, combining high-visibility enforcement with several public information and education elements through Labor Day 2025. The messaging was focused on 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. During <i>Sober or Slammer!</i> Labor Day 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 Cookout Southern 500 race weekend August 29-31, 2025. Additionally, aerial billboards, which flew over Myrtle Beach in June, were used to display anti-impaired driving messaging.
<u>Total FFY 2025 Funds Expended</u>	\$1,207,171.56

<u>Project Name</u>	"Motorcyclist Awareness Campaign"
<u>Project agreement number</u>	M11MA-2025-HS-04-25
<u>Subrecipient(s)</u>	SCDPS, OHSJP
<u>Project Outcomes</u>	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 2022 (the latest final data available prior to submission of the FFY 2025 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" on social media and 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.
<u>Total FFY 2025 Funds Expended</u>	\$80,406.03

<u>Project Name</u>	"Safety Gear Campaign"
<u>Project agreement number</u>	MC-2025-HS-04-25
<u>Subrecipient(s)</u>	SCDPS, OHSJP
<u>Project Outcomes</u>	The OHSJP ran a Motorcycle Safety Gear/Ride Smart billboard campaign from February-September 2025. The campaign ran in conjunction with major bike rallies such as Daytona Bike Week, Myrtle Beach Spring Rally, Memorial Weekend Rally, the Sturgis Bike Week, and Myrtle Beach Fall Rally, encouraging 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.
<u>Total FFY 2025 Funds Expended</u>	\$33,612.84

<u>Project Name</u>	"Vulnerable Road Users Campaign"
<u>Project agreement number</u>	FHPE-2025-HS-04-25, PS-2025-HS-04-25
<u>Subrecipient(s)</u>	SCDPS, OHSJP

<u>Project Outcomes</u>	The OHSJP executed a Vulnerable Roadway Users (VRU) paid social media campaign in October for Pedestrian Safety Month, as well as a July and September campaign that included paid social media, gas station TV and billboard messaging in counties that experienced the highest number 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.
<u>Total FFY 2025 Funds Expended</u>	\$280,016.09

Activity Report

Projects Not Implemented in FFY 2025

In FFY 2025, three projects were not implemented. Palmetto Cycling Coalition de-obligated their grant budget without expenditures due to significant changes in its Board of Directors membership and Executive Director position. New Ellenton Police Department and Williamsburg County Sheriff's Office (Law Enforcement Challenge projects) 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 2025

During year two of the state's FFY 2024-2026 3HSP, PP&E efforts were carried out by leveraging existing partnerships to engage the affected populations of rural residents and young drivers. 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 2026 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, the HSO maintains its sentiments that immediately implementing more direct and/or formal engagement strategies with the affected populations would be impractical and sensitive. As such, the state approached PP&E in year two with methods like those used during year one. The primary goal was to continue building upon the rapport established during year one among the affected populations by creating an ongoing presence in the communities served. This was achieved by continued utilization of the non-traditional event in-person engagement strategy to enhance the HSO's reach. Strategic locations at which to sponsor educational booths throughout the year were identified and plans were made to engage individuals at these events. Events attended during year one were attended again in year two, and additional strategic locations at which to conduct PP&E efforts were selected. This method has proven successful in South Carolina because it allows 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. Further details, specific to each of the identified affected populations, are provided in the sections that follow.

Affected Community: Rural Road Users

During FFY 2025, 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 attract a significant number of members of the affected community. Engagement was conducted in the rural area of Darlington County in April 2025 and September 2025. As identified through the Problem ID data, rural road users continue to be overrepresented in collision statistics, particularly as it relates to unrestrained occupants and impaired driving collision and fatality data. To glean insight into potential causes/reasons for this disparity, feedback was solicited with a survey regarding attitudes and beliefs about seat belt usage and seat belt law enforcement during a Darlington Race event in April 2025. 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. Self-reported seatbelt usage rates indicate that over 90% of respondents always wear their seatbelts, always require their passengers to wear them, and do so for safety reasons. However, almost 70% of respondents feel that the lack of seat belt use in South Carolina is an issue. Among those who do not regularly wear a seatbelt, the primary reasons include the following: seat belts are uncomfortable (~15%); they are unnecessary for good drivers (~13%); and the belief that law enforcement will not catch them (~8%). Those who do not regularly wear their seat belts indicate that hearing testimonies from those who survived catastrophic injuries would make them more likely to use their seat belts. The use of testimonials to encourage regular seatbelt use is a trend uncovered in FFY 2024 that persists among those who have access to seatbelts and do not use them. This insight supports the need/desire for testimonials in educational efforts aiming to increase the seat belt usage rate. Feedback also indicates that messaging related to the risks posed to self-proclaimed "good drivers" because of the driving behaviors of other road users may also be helpful in encouraging seatbelt use, particularly when the importance of seatbelt use is relayed in terms of potential lives saved as opposed to simply the number of unrestrained occupant fatalities. This feedback will be used when developing future seatbelt campaigns.

Feedback regarding attitudes and beliefs about impaired driving was also solicited through a survey conducted during a Darlington Race event in September 2025. Responses indicate that most respondents either designate a sober driver (~42%) or do not travel after drinking (~34%). However, those who do choose to drive after drinking indicate that they know their limits or only drive short distances. These respondents also indicated an unlikeliness to stop driving while impaired unless they heard stories from the loved ones of victims of impaired driving fatalities, or believed they were likely to be pulled over and arrested for DUI. This feedback again highlights the importance of testimonials as a behavioral modification tool as well as the role of perceived risk in behavioral change. Efforts to increase the public's perceived threat of being caught and arrested for DUI through increased high visibility enforcement activity is a valuable tool to deter impaired driving, and respondents were overwhelmingly supportive of strict DUI law enforcement in South Carolina. The HSO used this information to solicit a greater number of quality law enforcement projects during FFY 2026.

Collectively, PP&E efforts implemented for purposes of engaging the affected population of rural road users were successful. Of the individuals with whom the state engaged during these efforts, 45% were members of the affected community of rural road users. However, the high self-reported rates of seat belt usage and low self-reported occurrence of driving impaired is suggestive of the need for the HSO to identify strategies to reach the sub-population of rural

road users with low seatbelt use rates and higher rates of impaired driving. Through the HSO's efforts to create an ongoing presence in the identified affected communities, sufficient insight has been gathered to hone the state's PP&E efforts in FFY 2026. Those efforts will be on a smaller scale but strategically developed to reach those road users from whom behavioral change is needed.

Affected Community: Young Drivers

During FFY 2025, 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 the state's licensed drivers. Thus, feedback was solicited using a survey regarding driving beliefs and behaviors at college football, basketball, and baseball games, and the Carolina Country Music Festival (CCMF). The surveys asked respondents to identify the most important highway safety issues and solicited feedback from respondents on the actions they feel would improve traffic safety within their communities.

During FFY 2025 PP&E efforts to reach young drivers, a total of 21% were members of the affected community. Feedback from drivers 24 and younger revealed that a significant number of young drivers feel that increased law enforcement and more driver education/social media campaigns would have the most impact on improving traffic safety issues within the community. This was followed closely by the belief that more visible/enhanced traffic signs would improve traffic safety within their community. Social media continues to be the best method for reaching young drivers, providing further support for the HSO's increased use of social media for education and campaign messaging. Since feedback from young drivers supports the use of enhanced education as a strategy for improving traffic safety issues, the HSO will focus efforts on the release of additional education and media campaigns, particularly those related to the primary contributing factors of young driver-involved collisions, injuries and fatalities.

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 and significant increases in HVE operations were observed. There was also a considerable corresponding increase in DUI arrests during FFY 2025. Since young drivers feel

that drinking and driving is the most serious driving offense on the state's roadways, efforts to enhance DUI enforcement activity are not only warranted but supported. As such, the state will continue efforts to enhance law enforcement presence statewide, provide additional education/social media campaigns and enhance youth safety programming in subsequent grant periods.

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

PP&E efforts with the identified potentially affected populations proved less fruitful for obtaining feedback in FFY 2024, thus engagement activities intended to reach these populations alone were not of focus in FFY 2025. However, it is believed that the voices of these populations have been captured as secondary outcomes of the FFY 2025 efforts intended to reach rural road users and young drivers.

During all PP&E efforts, paper and electronic copies of the survey using a QR code were provided. Surveys were also conducted orally with the OHSJP staff recording participants' responses to ensure accessibility for the visually impaired and/or those with limited literacy.

Overall, the state's PP&E efforts in FFY 2025 informed the projects and countermeasure strategies selected and implemented during the FFY 2026 grant period. In FFY 2026, the state aims to continue this forward momentum. Efforts to complete the activities outlined in the 3HSP during year three are underway and the state aims to continue building upon its relationships with the populations engaged in FFY 2025.

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 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 FFY 2025 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, comprehensive PTS enforcement project subrecipients must also adhere to additional community collaboration and data collection/analysis requirements.

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. 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.

While all comprehensive PTS enforcement projects are required to complete community collaboration activities; the information provided in the section titled "Grant-funded Law Enforcement Community Collaboration" that follows 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 enforcement projects completed community collaboration activities, but the efforts of the Berkeley County Sheriff's Office, the Summerville Police Department, and the Georgetown County Sheriff's Office have been highlighted. The efforts of these agencies are detailed in the sections that follow.

Berkeley County Sheriff's Office

Over the past year, the Berkeley County Sheriff's Office (BCSO) strengthened its commitment to roadway safety through a comprehensive effort combining enforcement, education, and community partnership. Recognizing that rapid growth and increased travel continue to shape transportation challenges across the county, the Sheriff's Office prioritized programs that both reduce dangerous driving behaviors and equip residents with the knowledge needed to stay safe on Berkeley County roads.

A central component of this effort was BCSO's ongoing traffic education and awareness campaigns, delivered through community meetings, school outreach, and public-facing communication channels. Deputies participated in neighborhood briefings and civic group meetings to address residents' concerns regarding speeding, impaired driving, school-zone safety, and high-collision corridors. These conversations helped shape targeted operations and reinforced a two-way partnership in which residents played a direct role in identifying problem areas.

In addition to education, BCSO conducted a series of focused traffic enforcement operations throughout the year, often in response to community-reported issues. These initiatives emphasized voluntary compliance by increasing visibility in areas with high rates of speeding, distracted driving, and stop-sign violations. High-travel periods such as major holidays also included enhanced patrols, resulting in reduced crashes and heightened public awareness around safe driving habits. Public messaging issued through social media amplified these efforts by reminding drivers of enforcement periods.

The Sheriff's Office also partnered with local schools and parent organizations to strengthen youth-focused traffic safety education. Deputies supported school safety briefings, reinforcing

responsible driver behavior among teens and encouraging safe pedestrian practices among younger students. These presentations played an important role in establishing a foundation of roadway awareness early in students' lives.

BCSO supported their community collaboration efforts by engaging directly with residents during public events, distributing traffic safety information, and listening to community traffic concerns. Their participation ensured that traffic safety remained an accessible topic for all community members, not just those directly involved in collisions or enforcement stops. Through these efforts, the department continued to foster a culture of shared responsibility for roadway safety. By strengthening communication with residents, focusing on high-risk behaviors, and proactively addressing community concerns, BCSO remains committed to reducing crashes, saving lives, and promoting safer travel for all who live, work, and drive in Berkeley County.

Summerville Police Department

The Summerville Police Department places a strong emphasis on engaging the community through education and dialogue centered on traffic safety. Recognizing that informed residents are safer drivers and pedestrians, the department organizes events, presentations, and discussions that directly involve citizens in learning about responsible roadway behaviors.

Throughout the year, officers conducted community traffic safety talks at schools, neighborhood association and civic group meetings, and local businesses. These interactive sessions covered topics such as safe driving practices, pedestrian and bicycle safety, seatbelt use, distracted and impaired driving, and the dangers of speeding. By offering these interactive presentations, the department encourages residents to understand traffic laws and the consequences of unsafe behavior, while also creating a forum for community members to ask questions and voice concerns about local traffic issues.

The department integrates these talks into broader outreach programs, including Coffee with a Cop events, Citizens Police Academy, and public safety fairs. During these engagements, traffic safety discussions are combined with demonstrations of enforcement tools, educational materials, and real-world examples of common roadway hazards. Officers also share strategies for neighborhood-level safety improvements, such as proper signage, speed monitoring, and safe walking routes for children.

In addition to in-person talks, the Summerville Police Department leverages digital platforms to extend the reach of its traffic safety education. Updates through the department's social media channels, newsletters, and the "Notify Me" alert system provide timely guidance on seasonal safety issues, high-risk driving periods, and tips for preventing collisions. These resources ensure that even residents unable to attend in-person sessions remain informed and engaged.

By focusing on education and dialogue rather than enforcement alone, the department fosters stronger relationships with residents and builds a culture of shared responsibility for roadway

safety. These traffic safety-focused engagement efforts demonstrate Summerville Police Department's commitment to proactive, community-centered policing that keeps both people and roads safer throughout the town.

Georgetown County Sheriff's Office

Because of Highway Safety Grant Funding, the Georgetown County Sheriff's Office (GCSO) has the capacity to focus on and devote significant resources to traffic safety. As a result, the GCSO has developed a strong community response protocol for traffic concerns, and it has made a significant impact. Through this protocol, residents are encouraged to share their traffic concerns via social media, phone, email and/or directly with a member of the Traffic Unit, a Patrol Deputy, or a front office staff member. All traffic concerns are then forwarded to one Major, who then delegates the task to the correct Lieutenant. Georgetown County uses a District Lieutenant system that devotes a lieutenant to each area of the county. The correct Lieutenant is responsible for reaching out to individual complainants, creating a plan to address the problem, deploying deputies/Traffic Unit members to the site, and following up with the complainant to see if the problem is abating. This system ensures the complaint is directed to the appropriate area of the county and addressed by those familiar with the community.

The system is used frequently and has positively influenced the public's perception of traffic law enforcement. To illustrate the efficacy of the system, the subgrantee provided the following anecdote:

The GCSO was contacted by a resident via direct message on Facebook and included Ring camera footage. In the footage, a driver is seen passing a school bus, with flashers on and the Stop arm extended, at a high rate of speed. The resident indicated that this is a common occurrence and expressed concern for the students and other residents and animals of the neighborhood. The complaint was dispatched to the appropriate Lieutenant for that area, and the Lieutenant contacted the complainant to obtain feedback regarding possible solutions to the issue. The Lieutenant and complainant had an informative discussion, and the complainant offered the use of her driveway during school pickup and drop-off times to catch and educate the offenders. As a result of this complaint, high visibility enforcement efforts were planned for the area during those times after the school's Christmas break to catch offenders and remind others to slow down in the neighborhood and to use extra caution during the times before and after school bus drop off.

Through the system, residents can reach out to the GCSO prior to collision occurrence, enabling proactive enforcement operations rather than solely conducting enforcement operations in response to collisions that have already occurred. This is possible because the GCSO Traffic Unit officers have a presence within the community. Through community engagement events, county podcasts and word-of-mouth, the community has been informed that the Sheriff's Office welcomes the input, and the officers have demonstrated their commitment to taking action to address the issues identified by the community.

The rapport established by the GCSO with the community it serves has been built over time, and it highlights the importance of community-centered policing for traffic safety as opposed to enforcement alone. Soliciting and acting in response to the input of those who live, work, and play in the county is a testament to the GCSO's belief that pinpointing and addressing problems requires the whole community, and their community collaboration and enforcement actions have been effective. Since the five-year period of 2010-2014, Georgetown County consistently ranked among the top 20 counties leading the state in statistical categories regarding fatal and severe injury collisions. The agency was first awarded highway safety grant funding in FFY 2019. Since then, Georgetown County's fatal and severe injury collision rates have improved, and data beginning with the five-year period of 2018-2022 show that the county no longer ranks among the top 20. Highway safety grant funding and the Sheriff's Office's commitment to community collaboration have made a significant impact on the county.

Reporting Mechanism: Local LEAs document participation in CC events on the Monthly Enforcement Data Report (MEDR) form, which is due each month by the 10th 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, including a description of the ways in which the feedback was incorporated. More details are 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.

Results: Through the HSO's requirement that all comprehensive PTS enforcement projects conduct community collaboration efforts, local LEAs completed a total of 135 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 Section 56-5-6560) 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 motor vehicle stops using the collected information. 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 comply. 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 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. Copies of this report, submitted by two of

the state's grant-funded enforcement projects, have been provided as Appendix A to the FFY 2025 Annual Report. In FFY 2026, the state will enhance its efforts to support data analysis 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 2025 AGA complied with the requirements of Section 565 6560.

Mobilization Participation

2025 Law Enforcement Challenge Participation Roster

Calhoun County SO	Society Hill PD	Whitmire PD	Timmonsville PD
Cameron PD	SC Gov. School	Berkeley County SO	Central PD
Dorchester County SO	Benedict College PD	Charleston Co. Aviation Authority PD	Clemson PD
Elloree PD	Camden PD	Charleston County SO	Clemson University PD
Eutawville PD	Columbia PD	Charleston PD	Easley PD
Harleyville PD	Elgin PD	Goose Creek PD	Greenville County SO
Holly Hill PD	Kershaw County SO	Isle of Palms PD	Greenville PD
North PD	Richland County SD	Moncks Corner PD	Liberty PD
Orangeburg County SO	USC-Columbia PD	Mt. Pleasant PD	Mauldin PD
Ridgeville PD	Chester County SO	North Charleston PD	Pickens County SO
Santee PD	Chester PD	Sullivan's Island PD	Pickens PD
SC State Univ. PD	Fairfield County SO	Summerville PD	Travelers Rest PD
St. George PD	Fort Lawn PD	Anderson County SO	Allendale PD
St. Matthews PD	Great Falls PD	Anderson PD	Colleton County SO
Aiken DPS	Lancaster County SO	Oconee County SO	Estill PD
Barnwell PD	Lancaster PD	Salem PD	Fairfax PD
Blackville PD	Ridgeway PD	Seneca PD	Hampton County SO
Burnettown PD	Winnsboro DPS	Walhalla PD	Hampton PD
Ehrhardt PD	Blacksburg PD	Westminster PD	Hardeeville PD
Jackson PD	Cherokee County SO	Williamston PD	Jasper County SO
New Ellenton PD	Chesnee PD	Batesburg-Leesville PD	Port Royal PD
North Augusta DPS	Duncan PD	Cayce DPS	Walterboro PD
Perry PD	Gaffney PD	Edgefield County SO	Yemassee PD
Salley PD	GSP Airport PD	Edgefield PD	Atlantic Beach PD
Wagener PD	Inman PD	Irmo Police Dept.	Aynor PD
Williston PD	Lyman PD	Lexington County SD	Briarcliffe Acres PD
Hemingway PD	Spartanburg County SO	Lexington PD	Coastal Carolina University DPS
Kingstree PD	Spartanburg PD	McCormick PD	Conway PD
Manning PD	USC-Upstate DPS	Pelion PD	Georgetown County SO
Sumter County SO	Wellford PD	Saluda County SO	Georgetown PD
Sumter PD	Wofford College PD	Saluda PD	Horry County PD
Williamsburg County SO	Abbeville County SO	South Congaree PD	Horry County SO
Bennettsville PD	Calhoun Falls PD	Springdale PD	Loris PD
Cheraw PD	Clinton PD	Trenton PD	Myrtle Beach PD
Chesterfield County SO	Due West PD	West Columbia PD	North Myrtle Beach DPS
Chesterfield PD	Greenwood County SO	Coward PD	Pawleys Island PD
Darlington County SO	Greenwood PD	Florence County SO	Surfside Beach PD
Darlington PD	Laurens County SO	Florence Regional Airport PD	Clover PD
Dillon County SO	Laurens PD	Lake City PD	Fort Mill PD
Dillon PD	Newberry County SO	Marion County SO	Jonesville PD
Hartsville PD	Newberry PD	Marion PD	Rock Hill PD
Latta PD	Piedmont Technical College DPS	Mullins PD	Tega Cay PD
McBee PD	Presbyterian College PD	Olanta PD	Winthrop University PD
McColl PD	Prosperity PD	Scranton PD	York County SO
Pageland PD	Ware Shoals PD	Sellers PD	York PD

FFY 2025 Grant Period Enforcement Report: 10/1/2024 – 9/30/2025

Agencies Reporting:

State Agencies:	3	Federal Agencies:	1
Local Agencies:	100	County Agencies:	33
Other Agencies:	14		

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	3,185
Number of Saturation Patrols Conducted:	2,819

Total Enforcement:

DUI Arrests:	20,183	Speeding:	325,000
Assisted DUI Arrests:	613	Reckless Driving:	6,986
Safety Belt Citations:	81,447	Other Violations:	306,845
Child Safety Citations:	2,857		

2025 Law Enforcement Law Enforcement Challenge Report: 12/1/2024-9/2/2025

Agencies Reporting:

State Agencies:	3	Federal Agencies:	1
Local Agencies:	97	County Agencies:	33
Other Agencies:	13		

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	2,083
Number of Saturation Patrols Conducted:	2,099

Total Enforcement:

DUI Arrests:	12,589	Speeding:	207,340
Assisted DUI Arrests:	339	Reckless Driving:	4,415
Safety Belt Citations:	52,589	Other Violations:	198,694
Child Safety Citations:	3,166		

2024-2025 Christmas/New Year's SOS Enforcement Report: 12/15/2024-1/1/2025

Agencies Reporting:

State Agencies:	3	Federal Agencies	0
Local Agencies:	63	County Agencies:	15
Other Agencies:	9		

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	126
Number of Saturation Patrols Conducted:	87

Total Enforcement:

DUI Arrests:	930	Speeding:	11,734
Assisted DUI Arrests:	26	Reckless Driving:	201
Safety Belt Citations:	2,851	Other Violations:	11,461
Child Safety Citations:	238		

2024-2025 Sober or Slammer! Christmas/New Year's Campaign

Media Buy Summary for 2024-2025 Sober or Slammer! Christmas/New Year's Campaign

Flight Dates: December 1, 2024 – January 1, 2025

Campaign Overview

The *Sober or Slammer!* Campaign continued during the holiday season, which incorporated the 2025 Law Enforcement Challenge. The campaign, in coordination with NHTSA's *Drive Sober or Get Pulled Over* campaign, utilized enforcement, public information and education components, including paid and earned media, to position DUI enforcement as a key element of the SCDPS *Highways or Dieways* initiative. High visibility enforcement of the state's DUI laws is a primary component of the SOS campaign and 2025 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 billboards, social media, and gas station TV ads. The primary target audience and focus counties for this campaign were those previously identified in the FFY 2024 – FFY 2026 Triennial HSP.

New creative was produced for this campaign. The new billboard graphic depicted a man wearing a Santa hat behind the wheel illuminated by blue lights. The slogan "don't end up in a blue-light sleigh" was featured along with the *Sober or Slammer* logo. Similarly, a video ad was also produced. In the

video, a man is seen drinking at bar before stumbling into the driver's side of truck. As he is driving off, he is mumbling the words to "Jingle Bells" when he gets pulled over by a trooper. The video ends with the same "blue light sleigh" slogan, as well as the *Sober or Slammer* logo.

Campaign Information

Dates	Media Type	Media Placement
December 1, 2024 – January 1, 2025	Billboards	Focus Counties, Over-Represented, I-26 Dedicated, Both Sides of Pawley's Island
December 13, 2024 – January 1, 2025	Social media, Gas Station TV	Focus Counties

New Campaign Ads



(Billboard Design)



(Screenshot of Video PSA End-Card)

Campaign Performance

Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$8,000.08	2,912,577	1,702,932	549,411	16,704	0.57%

YouTube Performance

Amount Spent	Impressions	Engagements	Clicks	Click Through Rate	Video Views	Video View Rate
\$11,994.85	1,661,988	892,013	1,051	0.06%	653,861	39.34%

Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$135,729.21	\$35,000.00	\$25,000.00	\$195,729.21

2025 BUSC Enforcement Report: 5/19/2025-6/1/2025

Agencies Reporting:

State Agencies:	3	Federal Agencies	0
Local Agencies:	73	County Agencies:	23
Other Agencies:	8		

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	63
Number of Saturation Patrols Conducted:	90

Total Enforcement:

DUI Arrests:	679	Speeding:	11,973
Assisted DUI Arrests:	17	Reckless Driving:	222
Safety Belt Citations:	3,973	Other Violations:	10,071
Child Safety Citations:	235		

2025 Ross Chastain *Click It, Don't Risk It* Campaign and Darlington Raceway Outreach Event

*Media Buy Summary for 2025 Ross Chastain Click It, Don't Risk It Campaign and
Darlington Raceway Outreach Event*

Flight Dates: April 5 – May 31, 2025

Campaign/Outreach Overview

The OHSJP continued the partnership with Ross Chastain, Inc. and Darlington Raceway for the April race weekend at Darlington Raceway.

The NASCAR contract included TV-visible and property signage on one trackside billboard, one grandstand banner, and two track wall signs; digital marketing on Darlington Raceway social media pages; one on-site activation April 5 – 6; one full page program ad; three daily PA announcements each race day; signage at the parking entrance and exit gates of main day parking lot; and marquee messaging year-round.

The Click it, Don't risk it logo and messaging were also displayed as part of the Ross Chastain, Inc. contract. The contract included 15 social media posts promoting the "Click it, Don't risk it" messaging; "Distracted Driving" messaging on the NASCAR Xfinity Series entry driven by Chastain at Darlington Raceway on April 5, 2025; three personal appearances by Ross Chastain; branded show car for display; and "Click it, don't risk it" hero cards.

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 South Florence High School on April 4, 2025. Students had the opportunity to step out of the classroom while still learning about highway safety. In addition to talking to Ross about making good decisions behind the wheel, Chastain signed autographs and answered questions from students and staff. 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 *to land a cornhole bag on the board while wearing Fatal Vision alcohol goggles, which simulate an impaired state, allowing them to experience just how much alcohol affects spatial awareness and hand-eye coordination.*

In addition to the community outreach portion of the *Buckle Up, South Carolina (BUSC)* campaign, paid media also ran during that same period. According to SCDPS collision data, there were 873 unrestrained fatally and seriously injured occupants with access to a seatbelt on South Carolina roadways in 2022. *BUSC* is a high visibility statewide safety belt enforcement, public information and education campaign coordinated by the SCDPS. This effort is conducted in conjunction with the National Highway Traffic Safety Administration’s (NHTSA) “*Click It or Ticket*” national and regional enforcement activation. The increased enforcement component of the *BUSC* 2025 blitz ran from May 19 through May 31, 2025, and contained public information and educational components, to include paid and earned media, to position safety belt usage, as well as enforcement by the 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 focus counties identified for this campaign included Greenville, Horry, Charleston, Richland, Spartanburg, Sumter, Orangeburg, Lexington, Darlington, and Berkeley.

A new series of ads was produced for the *BUSC* campaign featuring Ross Chastain. In the video ad, Chastain reminds the viewers that he takes safety seriously and that the safest thing he can do every time he drives is buckle up. The billboard ad also shares a similar message reading “Buckle up every time.” The new ads ran on billboards, social media, gas station TV, and radio.

Campaign Information

Dates	Media Type	Media Placement
May 1 – 31, 2025	Billboards	Focus Counties, Over-Represented, One Side of Pawley’s Island
May 1 – 31, 2025	Social Media (Facebook, Instagram, and YouTube)	Focus Counties
May 12 – 31, 2025	Gas Station TV, Radio	Focus Counties

South Florence HS Outreach Event Photos



Darlington Raceway Outreach Event Survey Results

492 Responses

Campaign Ad



(Billboard Design)

Campaign Performance

Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$14,995.24	1,670,691	642,373	298,483	17,674	1.12%

YouTube Performance

Amount Spent	Impressions	Engagements	Clicks	Click Through Rate	Video Views	Video View Rate
\$9,871.41	2,468,829	513,515	2,048	0.08%	336,481	13.63%

Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$314,368.17	\$0.00	\$22,000.00	\$336,368.17

2025 Labor Day SOS Enforcement Report: 8/15/2025-9/1/2025

Agencies Reporting:

State Agencies:	3	Federal Agencies:	0
Local Agencies:	63	County Agencies:	25
Other Agencies:	7		

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	70
Number of Saturation Patrols Conducted:	114

Total Enforcement:

DUI Arrests:	883	Speeding:	14,898
Assisted DUI Arrests:	26	Reckless Driving:	255
Safety Belt Citations:	4,665	Other Violations:	12,358
Child Safety Citations:	297		

2025 Sober or Slammer! June – Labor Day Campaign

Media Buy Summary for 2025 Sober or Slammer June – Labor Day Campaign

Flight Dates: June 1 – September 30, 2025

Campaign Overview

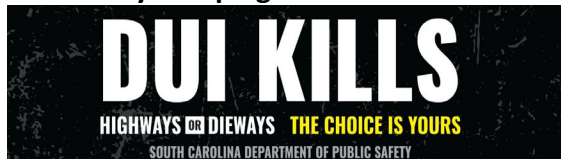
The OHSJP continued its *Sober or Slammer!* campaign for June through Labor Day. The campaign contained enforcement, public information and education components, including paid media, to position DUI enforcement as a key element of the *Highways or Dieways* initiative.

Paid media efforts were focused on 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 identified as being over-represented (based on rates) in impaired driving-related crashes that resulted in a serious injury and/or fatality and deemed economically underserved when compared to all South Carolina counties. Those counties were: Chester, McCormick, Colleton, Lee, Abbeville, Laurens, Clarendon, Hampton, Williamsburg, Allendale, and Barnwell.

For the June-July portion of the campaign, a newly retagged video, originally produced by NHTSA featuring the *Sober or Slammer!* logo was used for social media and gas station TV. Billboard ads featuring the message “DUI kills” and the *Highways or Dieways* logo were also available in English and Spanish.

For the Labor Day portion of the campaign, the SCDPS re-created the anti-impaired driving PSA's featuring NASCAR driver Ross Chastain produced last year to be used on paid social media, billboards, and radio.

June – July Campaign Ads



Labor Day Ad



Campaign Information

Dates	Media Type	Media Placement
June 1 – July 6, 2025	Billboards (English & Spanish)	Over-Represented/Underserved One Side of Pawley's Island
June 1 – July 6, 2025	Digital Media	Over-Represented/Underserved
June 1 – July 6, 2025	Gas Station TV	Focus Counties
June 16 – July 6, 2025	Social media (Facebook, Instagram, and YouTube)	Focus Counties
August 1 – 31, 2025	Billboards	Both Sides of Pawley's Island, I-26 Dedicated, Over-Represented/Underserved
August 1 – 31, 2025	Digital Media	Over-Represented/Underserved
August 1 – September 1, 2025	Billboards	Focus Counties
August 13 – September 1, 2025	Social Media (Facebook, Instagram, and YouTube), Radio	Focus Counties

Campaign Performance (June-July)

Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$6,402.00	2,320,422	2,163,724	300,639	8,833	0.38

YouTube Performance

Amount Spent	Impressions	Engagements	Clicks	Click Through Rate	Video Views	Video View Rate
\$6,342.28	1,979,546	452,648	1,850	0.05%	296,830	14.99%

Google Display Performance

Amount Spent	Impressions	Clicks	Click Through Rate
\$1,866.47	939,344	535	0.06%

Campaign Performance (August-September)**Social Media Performance**

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$6,098.00	2,309,024	1,378,161	370,642	19,873	0.87%

YouTube Performance

Amount Spent	Impressions	Engagements	Clicks	Click Through Rate	Video Views	Video View Rate
\$6,107.78	2,080,422	319,913	1,519	0.07%	197,268	9.48%

Google Display Performance

Amount Spent	Impressions	Clicks	Click Through Rate
\$1,593.63	1,657,325	888	0.05%

Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$513,046.26	\$0.00	\$41,000.00	\$554,046.26

2025 Operation Southern Slow Down Enforcement Report: 7/14/2025-7/20/2025

Agencies Reporting:

State Agencies:	3	Federal Agencies:	0
Local Agencies:	69	County Agencies:	28
Other Agencies:	5		

Total Enforcement Activity:

Number of Safety Checkpoints Conducted:	29
Number of Saturation Patrols Conducted:	96

Total Enforcement:

DUI Arrests:	298	Speeding:	6,437
Assisted DUI Arrests:	6	Reckless Driving:	58
Safety Belt Citations:	1,430	Other Violations:	3,619
Child Safety Citations:	69		

2025 Speed/Operation Southern Slow Down Campaign

Media Buy Summary for 2025 Speed/Operation Southern Slow Down Campaign

Campaign Dates: July 1 – 31, 2025

Campaign Overview

According to South Carolina state collision data, there were 382 speed-related fatalities on South Carolina roadways in 2023. With that in mind, the SCDPS desired to continue an effort to decrease collisions involving speeding as part of the Region 4 campaign, *Operation Southern Slow Down*.

The focus counties for this campaign were those identified in SCDPS collision data as experiencing the most fatal collisions with speed as a contributing factor from 2019 – 2023: Charleston, Orangeburg, Richland, Spartanburg, Lexington, Berkeley, Greenville, Horry, Aiken, and York.

This campaign re-used the same billboard creative from 2024 but produced a new video PSA to air on social media and gas station TV. In the new PSA, a young man is seen driving faster than the posted speed limit of 55 MPH while cruising to the song “Mustang Sally.” We then see a trooper pull him over for speeding. The video ends with the same message displayed on billboards: *“Speeding catches up with you.”*

Campaign Information

Dates	Media Type	Media Placement
July 1 – 31, 2025	Billboards	One Side of Pawley's Island, I-26 Dedicated Billboard
July 6 – 20, 2025	Gas Station TV	Focus Counties
July 7 – 31, 2025	Billboards, Social media (Facebook, Instagram, YouTube)	Focus Counties

Campaign Ads



Billboard Design



Screenshot from Video PSA End Card

Campaign Performance

Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$7,999.95	3,005,610	1,562,184	569,817	30,189	1.00%

YouTube Performance

Amount Spent	Impressions	Engagements	Clicks	Click Through Rate	Video Views	Video View Rate
\$7,975.37	2,394,436	628,032	1,246	0.05%	421,910	17.62%

Expenses

Media Spend	Production	Agency Services	Creative	Total Campaign Expenditures
\$54,093.37	\$6,099.80	\$3,059.00	\$3,000.00	\$60,152.37

Paid Media and Public Outreach Overview

2025 *Vulnerable Roadway Users* Campaign

Media Buy Summary for 2025 Vulnerable Roadway Users Campaign

Flight Dates: October 1 – 31, 2025

Campaign Overview

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 and billboard placements in strategic locations throughout the state as a key element of the *Highways or Dieways* initiative. The focus counties for this campaign were separated by a pedestrian and bicyclist component.

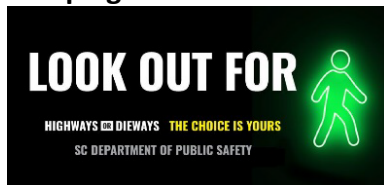
Pedestrian and bicyclist paid media efforts were each focused in the target counties identified in the FFY 2024 – FFY 2026 Triennial HSP.

A series of new graphics were created to remind motor vehicle drivers to look out for bicyclists and pedestrians.

Campaign Information

Dates	Media Type	Media Placement
October 1 – 31, 2024	Billboards	FOR PEDESTRIANS ONLY: Focus Counties, Over-Represented, and One Side of Pawley's Island

Campaign Ad



(Billboard Design for Pedestrian Focus Only)

Campaign Performance

Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$37,349.98	\$0.00	\$8,000.00	\$45,349.98

2025 Sober or Slammer! Halloween Campaign

Media Buy Summary for 2025 Sober or Slammer! Halloween Campaign

Flight Dates: October 1 – 31, 2025

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 *Highways or Dieways* initiative.

Campaign expenditures included billboards, social media, and gas station TV 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 previously created ad was re-used featuring the message “DUI will haunt you” with the Sober or Slammer logo.

Campaign Information

Dates	Media Type	Media Placement
October 1 – 31, 2024	Billboards	Focus Counties, Over-Represented, I-26 Dedicated, One Side of Pawley’s Island
October 18 – 31, 2024	Social media, Gas Station TV	Focus Counties

Campaign Ad



(Billboard Design)

Campaign Paid Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$7,500.00	2,511,887	2,454,863	446,154	13,584	0.54%

Campaign YouTube Performance

Amount Spent	Impressions	Engagements	Clicks	Click Through Rate	Video Views	Video View Rate
\$7,498.59	873,413	520,470	275	0.03%	404,323	46.29%

Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$131,343.60	\$0.00	\$6,750.00	\$138,093.60

2024/2025 Coastal Carolina University Athletics Community Outreach
Media Buy Summary for 2024/2025 Football, Basketball, and Baseball Seasons
October 2024 – September 2025
Outreach Overview

The OHSJP continued its partnership with Coastal Carolina University for its 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 Brooks Stadium (football), 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
\$9,750.00	\$487.50	\$10,237.50

2024/2025 The Citadel Outreach

*Media Buy Summary for 2024/2025 Football, Basketball, and Baseball Seasons
October 2024 – September 2025
Outreach Overview*

The OHSJP continued its partnership with the Citadel for its football, baseball, and basketball seasons in Charleston. The messaging included highway safety messages for impaired driving, distracted driving, and buckling up.

Throughout the various 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 via 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
\$10,000.00	\$500.00	\$10,500.00

2024/2025 SC State University Athletics Community Outreach

*Media Buy Summary for 2024/2025 Football, Basketball, and Baseball Seasons
October 2024 – September 2025
Outreach Overview*

According to the 2022 South Carolina Traffic Collisions Fact Book, in 2022, there were 969,213 licensed drivers in South Carolina aged 20 – 34, representing 23.78 percent of the total number of licensed drivers in the state. With these statistics in mind, the OHSJP sought 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 sought to reach as many citizens and visitors of the state as possible through highway safety messages at SC State University athletic stadiums throughout the regular football, baseball, and basketball seasons. The messaging included highway safety messages for DUI and designated drivers.

As part of the new partnership, the OHSJP shared its “buzzed driving is drunk driving” messaging on signage on the campus. Methods of communication included signage and banners at the judging section of the Homecoming Parade, the Bulldog Community Fan Fest, Coming Home 2025, and the Spring Open House/Spring Game 2025. The contract also included marketing and promotion through the university’s channels, social media, website visibility, in-game recognition PA announcement, and campus video screens.

An on-site educational booth was also displayed at the Bulldog Community Fan Fest on October 24, 2024.

Survey Results

75 Responses

Expenses

Contract Amount	Agency Services	Total Outreach Expenditures
\$25,000.00	\$1,250.00	\$26,250.00

2024/2025 University of South Carolina Athletics Community Outreach

Media Buy Summary for 2024/2025 Football, Basketball, and Baseball Seasons

October 2024 – September 2025

Outreach Overview

Expanding the outreach effort first described in SC State University, the OHSJP continued its partnership with the University of South Carolina for its regular football, basketball, and baseball seasons in Columbia. The messaging included highway safety messages for DUI and designated drivers.

For the football season in FFY 2025, the OHSJP revised the previously recorded radio and video ads. Both ads featured Coach Shane Beamer and the Commander of the South Carolina Highway Patrol, Colonel Chris Williamson. In the ads, Coach Beamer and Colonel Williamson remind fans to designate a sober driver before they come to the game.

As part of expanding the partnership to include basketball, USC worked with SCDPS to produce a new radio ad to be aired during the season featuring Coach Dawn Staley and Colonel Williamson. The radio ad follows a similar script with Coach Beamer, reminding fans to designate a sober driver.

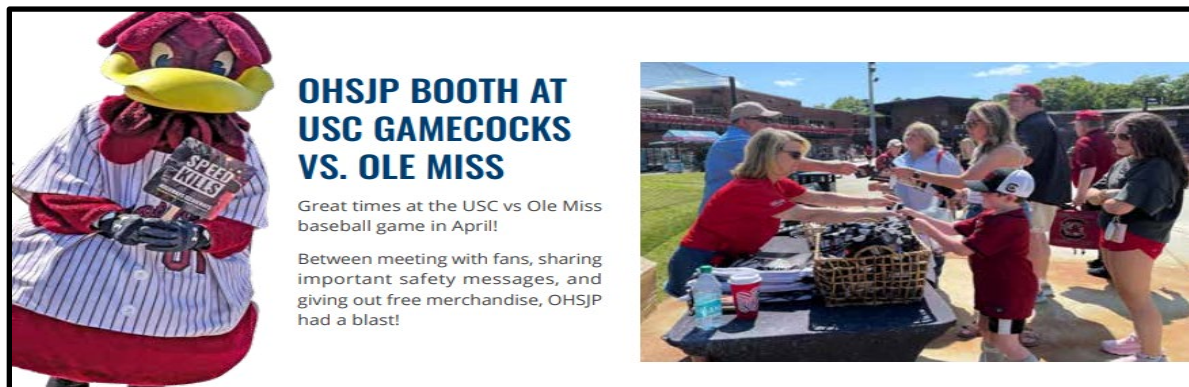
Additionally, for the baseball and basketball seasons, the “buzzed driving is drunk driving” messaging was displayed on signage in-venue as well as TV-visible.

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 on social channels.

An on-site booth was displayed at the USC vs. Texas A&M women’s basketball game on January 9, 2025. There were 2 surveys completed during this event.

Additionally, an on-site booth was displayed at the USC vs. Ole Miss baseball game on April 18, 2025. There were 10 surveys completed during this event.

Event Photos (in Bi-Weekly SCDPS News Update Letter)



Expenses

Contract Amount	Agency Services	Total Outreach Expenditures
\$133,500.00	\$6,675.00	\$140,175.00

2024/2025 Clemson University Athletics Community Outreach

Media Buy Summary for 2024/2025 Football, Basketball, and Baseball Seasons

October 2024 – September 2025

Outreach Overview

Expanding the outreach effort first described in SC State University section, the OHSJP continued its partnership with Clemson University for its regular football, basketball, and baseball seasons in Anderson. The messaging included highway safety messages for DUI and designated drivers.

For the football season in FFY 2025, the OHSJP re-used the radio and video ads featuring Coach Dabo Swinney and Colonel Williamson. Like the USC radio ad, Coach Swinney and Colonel Williamson remind fans to designate a sober driver before they come to the game.

Additionally, the “buzzed driving is drunk driving” messaging was also displayed during the basketball and baseball seasons, like SC State University and USC.

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/USC rivalry game on November 30, 2024, at Clemson’s vendor village.

Clemson/Notre Dame Football Game Survey Results

48 Responses

Expenses

Contract Amount	Agency Services	Total Outreach Expenditures
\$64,860.00	\$2,858.00	\$67,718.00

2025 Sober or Slammer! Thanksgiving Campaign

Media Buy Summary for 2025 Sober or Slammer! Thanksgiving Campaign

Flight Dates: November 1 – 30, 2025

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 continued the *Sober or Slammer! Thanksgiving* 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 *Highways or Dieways* initiative.

Campaign expenditures included billboards 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 which included Greenville, Horry, Spartanburg, Lexington, Charleston, Richland, Anderson, York, Berkeley, Florence, Aiken, Orangeburg, Oconee, Sumter, Dorchester, Laurens, Pickens, Colleton, Kershaw, and Jasper. These counties were also the focus counties in the remaining *Sober or Slammer!* campaigns described in the following pages.

A new ad designed in the previous year, featuring the message “Make it to the Thanksgiving table. Don’t drink and drive” was re-used for this year.

Campaign Information

Dates	Media Type	Media Placement
November 1 – 30, 2024	Billboards	Focus Counties, Over-Represented, I-26 Dedicated, Both Sides of Pawley’s Island
November 15 – 30, 2024	Social media	Focus Counties

Campaign Ad



(Billboard & Social Media Graphic)

Campaign Performance

Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$14,999.99	5,812,413	3,366,857	8,587	9,323	0.16%

Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$119,924.99	\$0.00	\$9,500.00	\$129,424.99

2025 Colonial Cup Outreach Event

November 17, 2025

Outreach Overview

The OHSJP continued its partnership with the Carolina Cup Racing Association to join in attendance for the return of the Colonial Cup. OHSJP staff, along with a member from the Office of Public Affairs, HP, and STP operated a booth and distributed free educational materials.

The SCDPS logo and highway safety messaging were included in the PA system announcements, Carolina Cup program, on the racetrack's Jumbotron, the Colonial Cup's website, and the racetrack's 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: **\$10,000.00**

Event Ad



Survey Results

12 Responses

2025 Catawba Nation Yap Ye Iswa Festival Outreach Event

November 23, 2025

Outreach Overview

As a continued partner, the OHSJP set up an educational booth at the Catawba Nation Yap Ye Iswa Festival on November 23, 2024. Reservation residents and surrounding community members were encouraged to visit the booth and learn how SCDPS can help their community to achieve safer driving habits.

No funds were expensed for this outreach event.

Survey Results

7 Responses

2025 January Distracted Driving Campaign

Media Buy Summary for 2025 January Distracted Driving Campaign

Flight Dates: January 1 – 31, 2025

Campaign Overview

According to SCDPS collision data, distracted driving continues to be a contributing factor in many deaths on South Carolina's highways. The SCDPS statistics for 2018-2022 show that there were 1,125 distracted driving-related fatal and severe injury crashes reported statewide. The OHSJP desired to continue a statewide effort to reduce the number of distracted driving related driving traffic collisions with its January Distracted Driving campaign. The campaign contained public information and education components, including paid media, as a key element of the SCDPS Highways or Dieways initiative.

Campaign expenditures included billboards, digital media, social media, and gas station TV. The primary target audiences included general, Caucasian, African American, and Hispanic male audiences aged 21 – 34 in focus counties identified by South Carolina collision data. The focus counties identified were York, Spartanburg, Charleston, Cherokee, Beaufort, Richland, Lexington, Greenville, Berkeley, Horry, and Florence.

New creative was produced for this campaign. A video ad was produced depicting a series of gravestones that read "You" and various messages at the bottom such as "She loved scrolling." The video ends with the message "Put the phone down. Don't die distracted. Don't drive distracted" along with the *Highways or Dieways* logo. A new billboard ad was also designed featuring the slogan "Phone in hand. Foot in grave."

Campaign Information

Dates	Media Type	Media Placement
January 1 – 31, 2025	Billboards	Focus Counties, Over-Represented, I-26 Dedicated, Both Sides of Pawley's Island
January 1 – 31, 2025	Digital Media	Over-Represented (where billboards were not available)
January 1 – 31, 2025	Social Media, Gas Station TV	Focus Counties

New Campaign Ads



(Billboard Design)



(Screenshot of Video PSA)

Campaign Performance

Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$8,000.00	3,774,824	1,777,648	525,214	21,999	0.59%

YouTube Performance

Amount Spent	Impressions	Engagements	Clicks	Click Through Rate	Video Views	Video View Rate
\$9,931.16	3,291,814	760,084	1,464	0.04%	523,759	15.91%

Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$147,158.02	\$20,060.00	\$12,000.00	\$179,218.02

2025 February Speed Campaign

Media Buy Summary for 2025 February Speed Campaign

Flight Dates: February 1 – 28, 2025

Campaign Overview

According to SCDPS collision data, speeding continues to be a contributing factor in many deaths on South Carolina's highways. SCDPS statistics for 2018-2022 show that there were 5,482 speed-related fatal and severe injury crashes reported statewide. The OHSJP desired to continue a statewide effort to reduce the number of speed-related driving traffic collisions with its *February Speed*. The campaign contained public information and education components, including paid media, as a key element of the SCDPS *Highways or Dieways* initiative.

Campaign expenditures included billboards, digital media, social media, and gas station TV. The target audience included all drivers in the focus counties identified by South Carolina collision data with the highest number of speed-related fatal and severe injury collisions in 2022 which were Anderson, Charleston, Greenville, Horry, Lexington, Orangeburg, Richland, Spartanburg, Sumter, and York.

New creative was produced for this campaign. The OHSJP used the NHTSA video ad "Look at the damage" and added a custom end-card with the animated text "Don't die fast. Don't drive fast" along with the *Highways or Dieways* logo. A new billboard ad was also designed, featuring the slogan "Pedal to the metal. Foot in grave" in both English and Spanish.

Campaign Information

Dates	Media Type	Media Placement
February 1 – 28, 2025	Billboards	Focus Counties, Over-Represented, I-26 Dedicated, Both Sides of Pawley's Island

February 1 – 28, 2025	Digital Media	Over-Represented (where billboards were not available)
February 1 – 28, 2025	Social media, Gas Station TV	Focus Counties

New Campaign Ads



(Billboard Designs)

Campaign Performance

Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$8,000.00	2,944,106	1,381,718	323,652	10,599	0.39%

YouTube Performance

Amount Spent	Impressions	Engagements	Clicks	Click Through Rate	Video Views	Video View Rate
\$9,998.09	2,550,140	558,816	1,924	0.08%	384,228	15.07%

Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$135,601.27	\$7,250.00	\$6,175.00	\$149,026.27

2025 Motorcycle Safety Gear/Ride Smart Campaign

Media Buy Summary for 2025 Motorcycle Safety Gear/Ride Smart Campaign

Campaign Dates: February 21 – September 30, 2025

Campaign Overview

The following table provides more details:

Flight Dates	Focus	Billboard Locations
February 21 – March 1, 2025	Daytona Bike Week	I-95
May 8 – 15, 2025	Myrtle Beach Spring Rally	I-20, Hwy 17 and 501
May 22 – 29, 2025	Memorial Weekend Rally	I-20, Hwy 17 and 501
July 29 – August 3, 2025	Sturgis Bike Week	I-26
September 23 – 30, 2025	Myrtle Beach Fall Rally	I-20, HWY 17, HWY 501

Campaign Ad



Campaign Performance

Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$31,172.24	\$10,548.00	\$1,692.00	\$43,412.24

2025 Black Expo South Community Outreach

Media Buy Summary for 2025 Black Expo South Community Outreach

February – June 2025

Outreach Overview

The OHSJP continued its partnership with the Black Expo South which ran February – June. In lieu of an on-site activation, the contract included an SCDPS banner ad placement on the Black Expo South website (February – June, 2025); an SCDPS media interview with a Black Expo representative in Charleston and Columbia; SCDPS social media messaging via Black Expo social media platforms prior to both Expos; SCDPS messaging featured on all print, signage, and digital media promotions at both Kick Offs and both Black Expos; SCDPS branded announcements 5x during both Black Expo events; SCDPS signage throughout venues; and SCDPS recognition at both Charleston and Columbia Kickoff events.

Event Ads



(Social Media Graphics)

Expenses

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

2025 Sober or Slammer! St. Patrick's Day Campaign
Media Buy Summary for 2025 Sober or Slammer St. Patrick's Day Campaign
Flight Dates: March 1 – 31, 2025
Campaign Overview

The OHSJP continued its *Sober or Slammer! St. Patrick's Day* campaign for the month of March. The campaign contained public information and education components, including paid media, as a key element of the *Highways or Dieways* initiative.

Paid media efforts were focused on 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 identified as being over-represented (based on rates) in impaired driving-related crashes that resulted in a serious injury and/or fatality and deemed economically underserved when compared to all South Carolina counties. Those counties were: Chester, McCormick, Colleton, Lee, Abbeville, Laurens, Clarendon, Hampton, Williamsburg, Allendale, and Barnwell.

Ads previously produced in FFY 2024 were re-used for FFY 2025.

Campaign Information

Dates	Media Type	Media Placement
March 1 – 31, 2025	Billboards (English & Spanish)	Focus Counties, Over-Represented, I-26 Dedicated, Both Sides of Pawley's Island
March 1 – 31, 2025	Digital Media	Over-Represented (where billboards were not available)
March 1 – 31, 2025	Social Media	Focus Counties

Campaign Ad



(Billboard Designs)

Campaign Performance

Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$15,000.00	4,679,251	2,142,746	446,545	16,541	0.35%

Google Display Performance

Amount Spent	Impressions	Clicks	Click Through Rate
\$7,122.49	4,529,910	2,282	0.05%

Expenses

Media Spend	Creative Design	Agency Services	Total Campaign Expenditures
\$121,706.70	\$5,000.00	\$5,000.00	\$126,706.70

USC Police Department Community Outreach Partnership

Outreach Summary for 2025 USC Tabling Events

Outreach Overview

The SCDPS began a partnership with the University of South Carolina Police Department in 2025. The SCDPS joined the USCPD at various tabling events throughout the year. At each event, USC students and staff had the opportunity to visit the table and receive resources to not only encourage safe driving habits, but also safe walking habits as a pedestrian on campus.

Outreach Events:

Best of Carolina Tabling Event – March 4, 2025

USC Freshman Orientation Tabling Event – June 25, 2025

USC Freshman Orientation Tabling Event – July 23, 2025

No funds were expended for this outreach event.

2025 Catawba Nation Community Baby Shower Outreach Event

March 21, 2025

Outreach Overview

As a continued partner, the OHSJP set up an educational booth at the Catawba Nation Community Baby Shower on March 21, 2025. Additionally, members from the Department of Public Health joined to offer free car seat inspections for expectant mothers. Reservation residents and surrounding community members were encouraged to pre-register to have their car seats checked and visit the booth to learn how SCDPS can help their community achieve safer driving habits.

No funds were expended for this outreach event.

2025 Carolina Cup Outreach Event

Media Buy Summary for 2025 Carolina Cup Outreach Event

March 29, 2025

Outreach Overview

The OHSJP continued its partnership with the Carolina Cup at the 2025 race where OHSJP staff, along with a member from STP, operated a booth and distributed free educational materials.

The SCDPS logo and highway safety messaging were included in PA system announcements and seen in the Carolina Cup program, on the racetrack's Jumbotron, the Carolina Cup's website, and its 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: **\$10,000.00**

Event Ad



(Program Ad)

Survey Results

107 Responses

2025 All South Highway Safety Team Campaign

Media Buy Summary for 2025 All South Highway Safety Team Campaign

Flight Dates March – September 2025

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.

A series of previously produced ads were used featuring all four states sharing a seatbelt message, an

anti-impaired driving message, and a speeding message. Those ads were used on In-game billboards, as well as on the FanDuel Sports network. The effort was led by the Georgia Governor’s Office of Highway Safety.

Total Campaign Expenditures: \$49,896.00

2025 April Distracted Driving Campaign

Media Buy Summary for 2025 April Distracted Driving Campaign

Flight Dates: April 1 – 30, 2025

Campaign Overview

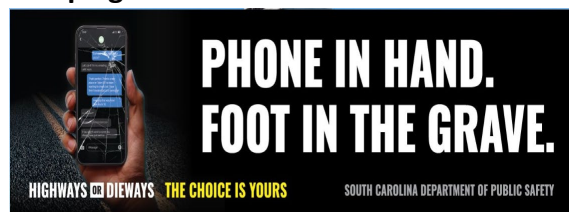
For National Distracted Driving Awareness Month, the OHSJP continued its statewide effort to reduce the number of distracted driving related driving traffic collisions with the April Distracted Driving campaign. The campaign contained public information and education components, including paid media, as a key element of the SCDPS *Highways or Dieways* initiative.

Like the campaign in January, expenditures included billboards, digital media, social media, and gas station TV. The primary target audiences included general, Caucasian, African American, and Hispanic male audiences aged 21 – 34 in focus counties identified by South Carolina collision data. The same creative used in January’s campaign was also re-used for this campaign.

Campaign Information

Dates	Media Type	Media Placement
April 7 – 14, 2025	Billboards	Focus Counties, Over-Represented, I-26 Dedicated, Both Sides of Pawley’s Island
April 7 – 14, 2025	Digital Media	Over-Represented (where billboards were not available)
April 7 – 14, 2025	Social Media, Gas Station TV	Focus Counties

Campaign Ads



(Billboard Design)



(Screenshot of Video PSA)

Campaign Performance

Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$8,000.00	2,138,134	961,069	252,255	11,909	0.56%

YouTube Performance

Amount Spent	Impressions	Engagements	Clicks	Click Through Rate	Video Views	Video View Rate
\$13,916.47	2,684,458	706,387	1,850	0.07%	464,106	17.29%

Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$143,632.57	\$0.00	\$12,000.00	\$155,632.57

2025 Columbia Fireflies Community Outreach

Media Buy Summary for 2025 Columbia Fireflies Regular Baseball Season

April 8 – September 7, 2025

Outreach Overview

The OHSJP continued its partnership with the Columbia Fireflies for the 2025 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 the First Responders Night on June 27, 2025. The OHSJP set up an educational table and engaged with the fans prior to the first pitch.

Regular Season Signage



First Responders Night Event Photos



Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$50,000.00	\$0.00	\$2,500.00	\$52,500.00

2025 Heatstroke Awareness Campaign

Media Buy Summary for 2025 Heatstroke Awareness Campaign

Campaign Dates: May 1 – 15, 2025

Campaign Overview

It is the desire of the SCDPS to continue to raise awareness of the dangers of unattended passengers in vehicles. Heatstroke is one of the leading causes of non-crash vehicle-related fatalities among children. Vehicle heatstroke occurs when a child is left in a hot vehicle, allowing for the child's temperature to rise in a quick and deadly manner. Heatstroke begins when the core body temperature reaches about 104 degrees, and the thermoregulatory system is overwhelmed. A core body temperature of about 107 degrees is lethal. Unfortunately, even great parents can forget a child in the back seat.

For this campaign, the media outreach focused on the following focus counties: Florence, Charleston, Rock Hill, Greenville, and Myrtle Beach.

This campaign featured graphics previously designed in FFY 2024 and media placement included billboards and social media.

Campaign Information

Dates	Media Type	Media Placement
May 1 – 15, 2025	Billboards, social media (Facebook & Instagram)	Focus Counties

Campaign Ad



Campaign Performance

Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$5,000.00	1,392,415	1,392,415	263,875	7,828	0.57%

Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$22,080.84	\$0.00	\$3,000.00	\$25,080.84

2025 Young Drivers Campaign

Media Buy Summary for 2025 Young Drivers Campaign

Campaign Dates: May 1 – 31, 2025

Campaign Overview

It is the desire of the SCDPS to continue an effort to decrease collisions involving young drivers and to educate them about the deadly consequences they face when their inexperience behind the wheel is combined with bad driving habits and/or risk-taking tendencies. A teen's inexperience behind the wheel makes them more susceptible to crashes, so including teen safety messaging in a traffic safety communication plan is important. Specific risk factors for teens behind the wheel include alcohol and drug use, not wearing a seat belt, distracted driving, additional passengers, speeding, and drowsy driving.

For this campaign, the target audience was drivers aged 15 – 24 in the following focus counties identified in SCDPS collision data experiencing the most fatal and serious injury collisions involving a young driver from 2019 – 2023: Greenville, Charleston, Spartanburg, Horry, Richland, York, Lexington, Berkeley, Anderson, Florence, Orangeburg, Sumter, Beaufort, Pickens, Dorchester, Aiken, Laurens, Oconee, Darlington, and Greenwood.

This campaign featured a newly designed graphic for billboards and social media.

Campaign Information

Dates	Media Type	Media Placement
May 1 – 31, 2025	Billboards	Focus Counties
May 16 – 31, 2025	Social media (Instagram)	Focus Counties

Campaign Ad



Campaign Performance

Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$9,999.33	1,551,060	666,461	3,666	3,589	0.24%

Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$56,256.70	\$0.00	\$5,000.00	\$61,256.70

2025 Motorcycle Awareness Campaign

Media Buy Summary for 2025 Motorcycle Awareness Campaign

Campaign Dates: May 1 – 31, 2025

Campaign Overview

According to SCDPS collision data, in 2022, there were 142 motorcycle fatalities on South Carolina's roadways. 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 re-used the graphic produced in FFY 2024 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 fatal and severe injury collisions in 2022: Horry, Greenville, Charleston, Richland, York, and Spartanburg.

Campaign Information

Dates	Media Type	Media Placement
May 1 – 31, 2025	Billboards	Focus Counties, One Side of Pawley's Island
May 1 – 31, 2025	Radio, Social media (Facebook)	Focus Counties

Campaign Ad



Campaign Performance

Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
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\$8,000.00	2,695,783	1,236,618	553,733	14,652	0.54%
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Streaming Radio Performance

Amount Spent	Impressions	Clicks	Click Through Rate
\$25,000.00	314,253	22	0.01%

Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$72,905.98	\$0.00	\$7,500.00	\$80,406.03

2025 Move Over for First Responders Campaign

Media Buy Summary for 2025 Move Over for First Responders Campaign

Campaign Dates: June 1 – 30, 2025

Campaign Overview

The SCDPS desired to continue the *Move Over for First Responders* campaign. The campaign contained public information and education components, including paid media, as a key element of the *Highways or Dieways* initiative.

The focus counties for this campaign included Charleston, York, Greenville, Horry, and Lexington.

This campaign re-used the creative produced last year. The creative features a young girl and a trooper with the message “*Move Over for My Daddy.*”

Campaign Information

Dates	Media Type	Media Placement
June 1 – 15, 2025	Billboards	Focus Counties, One Side of Pawley’s Island, I-26 Dedicated Billboard
June 1 – 30, 2025	Social media (Facebook, Instagram, and YouTube)	Focus Counties

Campaign Ad



Campaign Performance

Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$2,149.00	679,996	461,951	108,885	5,628	0.83%

Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$18,400.00	\$0.00	\$1,600.00	\$20,000.00

2025 Carolina Country Music Festival Outreach Event

Media Buy Summary for 2025 Carolina Country Music Festival

June 5 – 8, 2025

Outreach Overview

To maximize community outreach, SCDPS continued its partnership with the Carolina Country Music Festival in Myrtle Beach.

The SCDPS logo and highway safety messaging were included 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, aerial ads and email blast.

An on-site educational booth was also set up and staffed by OHSJP, HP, and STP.

Total Event Expenditures: **\$53,075.00**

Event Ads



Survey Results: 2,619 Responses

Event Photo



2025 Vulnerable Roadway Users Campaign & Media Plan Development

Media Buy Summary for FFY 2025 VRU Campaign

Media Plan Development for FFY 2025 VRU Campaign

Flight Dates: July 1 – September 14, 2025

Campaign Overview

Continuing the Vulnerable Roadway Users education effort, the OHSJP ran a paid media and billboard campaign July 1 – September 14.

Campaign Information

Dates	Media Type	Media Placement
July 1 – 31, 2025 (Pedestrians & Bicyclists)	Billboards, Social Media (Facebook & Instagram)	Focus Counties

Campaign Ads



Media Plan Development for FFY 2026

The agency contractor, Chernoff Newman, was also tasked with submitting a media buy plan to the OHSJP as part of the FFY 2026 Vulnerable Roadway Users campaign. The media buy plan included social media, billboards, and gas station TV buy recommendations to run in FFY 2026.

Campaign Performance

Social Media Performance: July

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$46,999.99	17,307,521	5,410,672	28,453	47,989	0.27%

Social Media Performance: September

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$1,000.00	430,032	390,279	578	1,251	0.24%

Social Media Performance: September (additional pedestrian spend)

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$15,998.67	5,522,577	2,949,775	594,947	40,273	0.73%

Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$214,551.11	\$0.00	\$20,115.00	\$234,666.11

2025 Hands Free SC Campaign

Media Buy Summary for Hands Free SC Distracted Driving Campaign

Flight Dates: August – September 2025

Campaign Overview

The South Carolina Hands-Free and Distracted Driving Act became law on September 1, 2025, to reduce phone-related distractions and improve traffic safety. South Carolina averages approximately 15,000 total crashes a year caused by distracted drivers. Under the new law, drivers in South Carolina are prohibited from holding or using a cell phone anywhere on their person while driving.

The campaign contains public information and education components, including paid media, as a key element of the SCDPS *Highways or Dieways* initiative. Paid media includes billboards, radio ads and social media.

Campaign Information

Dates	Media Type	Media Placement
September 1-30, 2025	Billboards	7 billboards on major roadways near the state borders
September 1-30, 2025	Radio Ads	Streaming radio
September 1-30, 2025	Social media (Facebook, Instagram)	Statewide

Campaign Ads



Campaign Performance

Social Media Performance

Amount Spent	Impressions	Reach	Engagements	Clicks	Click Through Rate
\$7,997.67	3,044,920	1,486,379	507,436	15,557	0.51%

Streaming Radio Performance

Amount Spent	Impressions	Audio Completions	Listen Through Rate
\$10,000.00	557,003	507,788	89.25%

Expenses

Media Spend	Production	Agency Services	Total Campaign Expenditures
\$73,580.67	\$0.00	\$2,000.00	\$75,580.67

Appendix A

Berkeley County Sheriff's Office SCDPS Public Contact Report-012: October 2024-September 2025												
	15 and under	16-25	26-35	36-45	46-55	56-65	66-75	76-85	86-95	Over 95	Total	Percent
African American Female	2	290	317	253	154	95	45	15	0	0	1171	14.65%
African American Male	5	558	500	426	268	190	108	28	4	0	2087	26.11%
Hispanic Female	4	40	42	23	12	3	1	0	0	0	125	1.56%
Hispanic Male	1	119	108	80	34	15	4	0	0	0	361	4.52%
White Female	6	270	315	271	212	150	95	19	2	0	1340	16.77%
White Male	5	563	520	466	691	292	125	46	7	0	2715	33.97%
Other Female	0	28	19	15	8	3	3	0	0	0	76	0.95%
Other Male	0	47	28	20	12	7	3	0	0	0	117	1.46%
Total	23	1915	1849	1554	1391	755	384	108	13	0	7992	
Percent	0.29%	23.96%	23.14%	19.44 %	17.40%	9.45%	4.80%	1.35%	0.16%	0%		
NOTE: Until all monthly reports for selected range are submitted, the values for this report may change.			Months Submitted		Months Not Submitted							
Report Id	SCDPS Public Contact Report-012		October-2024 November-2024 December-2024 January-2025 February-2025 March-2025 April-2025 May-2025 June-2025 July-2025 August-2025 September-2025									
Report Run At	Saturday, December 20, 2025											
Start Month and Year	October-2024											
End Month and Year	September-2025											
Agency Name	Berkeley Co. Sheriff's Office											

Summerville Police Department SCDPS Public Contact Report-012: October 2024-September 2025												
	15 and under	16-25	26-35	36-45	46-55	56-65	66-75	76-85	86-95	Over 95	Total	Percent
African American Female	3	543	670	473	185	113	47	21	0	0	2055	17.24%
African American Male	5	829	826	597	255	157	95	27	1	0	2792	23.43%
Hispanic Female	2	76	97	63	30	7	10	2	0	0	287	2.41%
Hispanic Male	0	289	326	144	73	20	13	2	1	0	868	7.28%
White Female	7	504	549	533	282	288	168	54	6	0	2391	20.06%
White Male	13	1045	677	588	407	294	176	51	4	0	3255	27.31%
Other Female	0	38	27	22	12	9	2	0	3	0	113	0.95%
Other Male	1	47	43	29	23	9	2	3	0	0	157	1.32%
Total	31	3371	3215	2449	1267	897	513	160	15	0	11918	
Percent	0.26%	28.28%	26.98%	20.55%	10.63%	7.53%	4.3%	1.34%	0.13%	0%		
NOTE: Until all monthly reports for selected range are submitted, the values for this report may change.			Months Submitted		Months Not Submitted							
Report Id	SCDPS Public Contact Report-012		October-2024 November-2024 December-2024 January-2025 February-2025 March-2025 April-2025 May-2025 June-2025 July-2025 August-2025 September-2025									
Report Run At	Saturday, December 20, 2025											
Start Month and Year	October-2024											
End Month and Year	September-2025											
Agency Name	Summerville Police Department											

Appendix B

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

State: South Carolina

2025-FINAL

Posted: 01/24/2026

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Report Date: 01/26/2026

Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded into Next FY	Total # Vouchers	Last Voucher #	Last Voucher Posted
NHTSA									
IIJA NHTSA 402									
Planning and Administration									
	PA-2025-HS-01-25	OHSJP PLANNING AND ADMINISTRAT	\$187,155.64	\$187,155.64	\$.00	\$.00	13 VOU-18		Jan-24-2026
	PA-2025-HS-01-25		\$187,155.64	\$187,155.64	\$.00	\$.00	13 VOU-18		Jan-24-2026
	Planning and AdministrationTotal		\$187,155.64	\$187,155.64	\$.00	\$.00	13 VOU-18		Jan-24-2026
Safety Belts									
	OP-2025-HS-02-25	OHSJP OCCUPANT PROTECTION	\$242,457.18	\$242,457.18	\$.00	\$.00	12 VOU-18		Jan-24-2026
	OP-2025-HS-02-25		\$242,457.18	\$242,457.18	\$.00	\$.00	12 VOU-18		Jan-24-2026
	OP-2025-HS-17-25	SCDPH SC Occupant Protection	\$150,303.10	\$150,303.10	\$.00	\$.00	3 VOU-17		Jan-23-2026
	OP-2025-HS-17-25		\$150,303.10	\$150,303.10	\$.00	\$.00	3 VOU-17		Jan-23-2026
	Safety BeltsTotal		\$392,760.28	\$392,760.28	\$.00	\$.00	14 VOU-18		Jan-24-2026
Traffic Enforcement Services									
	PT-2025-00-00-00	Holding Account	\$.00	\$.00	\$.00	\$7,869,373.85	0		
	PT-2025-00-00-00		\$.00	\$.00	\$.00	\$7,869,373.85	0		
	PT-2025-HS-06-25	OHSJP LAW ENF COORD	\$680,428.79	\$680,428.79	\$.00	\$.00	17 VOU-18		Jan-24-2026
	PT-2025-HS-06-25		\$680,428.79	\$680,428.79	\$.00	\$.00	17 VOU-18		Jan-24-2026
	PT-2025-HS-07-25	SCCJA TSO PROGRAM	\$460,046.60	\$460,046.60	\$.00	\$.00	4 VOU-17		Jan-23-2026
	PT-2025-HS-07-25		\$460,046.60	\$460,046.60	\$.00	\$.00	4 VOU-17		Jan-23-2026
	PT-2025-HS-08-25	City of Spartanburg PTS	\$76,094.00	\$76,094.00	\$.00	\$.00	4 VOU-17		Jan-23-2026
	PT-2025-HS-08-25		\$76,094.00	\$76,094.00	\$.00	\$.00	4 VOU-17		Jan-23-2026
	PT-2025-HS-09-25	Moncks Corner PD PTS	\$121,996.00	\$121,996.00	\$.00	\$.00	4 VOU-16		Jan-23-2026
	PT-2025-HS-09-25		\$121,996.00	\$121,996.00	\$.00	\$.00	4 VOU-16		Jan-23-2026
	PT-2025-HS-10-25	Sumter County S.O.	\$75,541.00	\$75,541.00	\$.00	\$.00	4 VOU-17		Jan-23-2026
	PT-2025-HS-10-25		\$75,541.00	\$75,541.00	\$.00	\$.00	4 VOU-17		Jan-23-2026
	PT-2025-HS-11-25	Travelers Rest PTS	\$27,023.00	\$27,023.00	\$.00	\$.00	4 VOU-17		Jan-23-2026
	PT-2025-HS-11-25		\$27,023.00	\$27,023.00	\$.00	\$.00	4 VOU-17		Jan-23-2026
	PT-2025-HS-12-25	DUNCAN PD PTS	\$85,678.00	\$85,678.00	\$.00	\$.00	4 VOU-17		Jan-23-2026
	PT-2025-HS-12-25		\$85,678.00	\$85,678.00	\$.00	\$.00	4 VOU-17		Jan-23-2026
	PT-2025-HS-13-25	Town of Port Royal PTS	\$91,286.00	\$91,286.00	\$.00	\$.00	4 VOU-17		Jan-23-2026
	PT-2025-HS-13-25		\$91,286.00	\$91,286.00	\$.00	\$.00	4 VOU-17		Jan-23-2026
	PT-2025-HS-14-25	Berkeley County S.O. PTS	\$124,695.00	\$124,695.00	\$.00	\$.00	4 VOU-17		Jan-23-2026
	PT-2025-HS-14-25		\$124,695.00	\$124,695.00	\$.00	\$.00	4 VOU-17		Jan-23-2026
	PT-2025-HS-15-25	Mount Pleasant P.D. PTS	\$81,598.00	\$81,598.00	\$.00	\$.00	4 VOU-17		Jan-23-2026

PT-2025-HS-15-25		\$81,598.00	\$81,598.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-16-25	Lancaster Police Dept PTS	\$31,549.00	\$31,549.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-16-25		\$31,549.00	\$31,549.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-18-25	Marlboro County PTS OVERTIME	\$887.00	\$887.00	\$.00	\$.00	2 VOU-17	Jan-23-2026
PT-2025-HS-18-25		\$887.00	\$887.00	\$.00	\$.00	2 VOU-17	Jan-23-2026
PT-2025-HS-19-25	Georgetown County Sheriff's Of	\$175,076.00	\$175,076.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-19-25		\$175,076.00	\$175,076.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-20-25	City of Columbia PTS	\$114,506.00	\$114,506.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-20-25		\$114,506.00	\$114,506.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-21-25	York County S.O. PTS	\$154,581.00	\$154,581.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-21-25		\$154,581.00	\$154,581.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-22-25	Town of Summerville PTS	\$155,791.00	\$155,791.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-22-25		\$155,791.00	\$155,791.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-28-25	Goose Creek Police Department	\$164,299.00	\$164,299.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-28-25		\$164,299.00	\$164,299.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-29-25	Hampton County Sheriff's Offic	\$60,631.00	\$60,631.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-29-25		\$60,631.00	\$60,631.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-30-25	Kershaw County Sheriff's Offic	\$50,474.00	\$50,474.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-30-25		\$50,474.00	\$50,474.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-32-25	Oconee County SO PTS	\$12,061.00	\$12,061.00	\$.00	\$.00	2 VOU-17	Jan-23-2026
PT-2025-HS-32-25		\$12,061.00	\$12,061.00	\$.00	\$.00	2 VOU-17	Jan-23-2026
PT-2025-HS-33-25	Lancaster County Sheriff's Off	\$166,395.00	\$166,395.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-33-25		\$166,395.00	\$166,395.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-34-25	Chesterfield County Sheriff's	\$13,038.00	\$13,038.00	\$.00	\$.00	3 VOU-16	Jan-23-2026
PT-2025-HS-34-25		\$13,038.00	\$13,038.00	\$.00	\$.00	3 VOU-16	Jan-23-2026
PT-2025-HS-35-25	Lake City PD PTS	\$43,157.00	\$43,157.00	\$.00	\$.00	3 VOU-18	Jan-24-2026
PT-2025-HS-35-25		\$43,157.00	\$43,157.00	\$.00	\$.00	3 VOU-18	Jan-24-2026
PT-2025-HS-36-25	North Augusta DPS PTS	\$95,474.00	\$95,474.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-36-25		\$95,474.00	\$95,474.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-50-25	Goose Creek Radar	\$8,000.00	\$8,000.00	\$.00	\$.00	1 VOU-8	Jun-27-2025
PT-2025-HS-50-25		\$8,000.00	\$8,000.00	\$.00	\$.00	1 VOU-8	Jun-27-2025
PT-2025-HS-52-25	Jasper County Sheriff's Office	\$18,797.00	\$18,797.00	\$.00	\$.00	2 VOU-17	Jan-23-2026
PT-2025-HS-52-25		\$18,797.00	\$18,797.00	\$.00	\$.00	2 VOU-17	Jan-23-2026
PT-2025-HS-55-25	North Myrtle Beach Police Dept	\$58,185.00	\$58,185.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-55-25		\$58,185.00	\$58,185.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-57-25	City of York PTS	\$54,683.00	\$54,683.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-57-25		\$54,683.00	\$54,683.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-58-25	City of Loris	\$18,147.00	\$18,147.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-58-25		\$18,147.00	\$18,147.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-59-25	Batesburg/Leesville Police Dep	\$19,186.00	\$19,186.00	\$.00	\$.00	4 VOU-16	Jan-23-2026
PT-2025-HS-59-25		\$19,186.00	\$19,186.00	\$.00	\$.00	4 VOU-16	Jan-23-2026
PT-2025-HS-60-25	Anderson Police Dept PTS	\$67,023.00	\$67,023.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-60-25		\$67,023.00	\$67,023.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-61-25	Horry County PD PTS CHALLENGE	\$4,787.00	\$4,787.00	\$.00	\$.00	2 VOU-16	Jan-23-2026
PT-2025-HS-61-25		\$4,787.00	\$4,787.00	\$.00	\$.00	2 VOU-16	Jan-23-2026
PT-2025-HS-62-25	Oconee County SO CHALLENGE PTS	\$3,958.00	\$3,958.00	\$.00	\$.00	2 VOU-16	Jan-23-2026

PT-2025-HS-62-25		\$3,958.00	\$3,958.00	\$.00	\$.00	2 VOU-16	Jan-23-2026
PT-2025-HS-63-25	Myrtle Beach Police Dept PTS	\$10,000.00	\$10,000.00	\$.00	\$.00	3 VOU-17	Jan-23-2026
PT-2025-HS-63-25		\$10,000.00	\$10,000.00	\$.00	\$.00	3 VOU-17	Jan-23-2026
PT-2025-HS-64-25	Florence Regional Airport Poli	\$2,205.00	\$2,205.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-64-25		\$2,205.00	\$2,205.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-66-25	Town of West Union Police Depa	\$10,000.00	\$10,000.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-66-25		\$10,000.00	\$10,000.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
PT-2025-HS-67-25	Hampton County Challenge PTS	\$10,000.00	\$10,000.00	\$.00	\$.00	3 VOU-17	Jan-23-2026
PT-2025-HS-67-25		\$10,000.00	\$10,000.00	\$.00	\$.00	3 VOU-17	Jan-23-2026
Traffic Enforcement ServicesTotal		\$3,347,276.39	\$3,347,276.39	\$.00	\$7,869,373.85	18 VOU-18	Jan-24-2026
Traffic Records							
TR-2025-HS-03-25	OHSJP TRAFFIC RECORDS IMPROVEM	\$59,120.11	\$59,120.11	\$.00	\$.00	14 VOU-18	Jan-24-2026
TR-2025-HS-03-25		\$59,120.11	\$59,120.11	\$.00	\$.00	14 VOU-18	Jan-24-2026
Traffic RecordsTotal		\$59,120.11	\$59,120.11	\$.00	\$.00	14 VOU-18	Jan-24-2026
Community Traffic Safety Programs							
CP-2025-HS-04-25	OHSJP PIOT CP	\$266,474.03	\$266,474.03	\$.00	\$.00	15 VOU-18	Jan-24-2026
CP-2025-HS-04-25		\$266,474.03	\$266,474.03	\$.00	\$.00	15 VOU-18	Jan-24-2026
CP-2025-HS-51-25	Spartanburg County Coroner's O	\$61,118.00	\$61,118.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
CP-2025-HS-51-25		\$61,118.00	\$61,118.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
Community Traffic Safety ProgramsTotal		\$327,592.03	\$327,592.03	\$.00	\$.00	17 VOU-18	Jan-24-2026
Judicial and Court Services							
TC-2025-HS-38-25	SC Judicial Branch Court Admin	\$7,163.03	\$7,163.03	\$.00	\$.00	4 VOU-15	Dec-19-2025
TC-2025-HS-38-25		\$7,163.03	\$7,163.03	\$.00	\$.00	4 VOU-15	Dec-19-2025
Judicial and Court ServicesTotal		\$7,163.03	\$7,163.03	\$.00	\$.00	4 VOU-15	Dec-19-2025
Child Restraint							
CR-2025-HS-17-25	SCDPH SC Occupant Protection	\$26,962.62	\$26,962.62	\$.00	\$.00	2 VOU-17	Jan-23-2026
CR-2025-HS-17-25		\$26,962.62	\$26,962.62	\$.00	\$.00	2 VOU-17	Jan-23-2026
Child RestraintTotal		\$26,962.62	\$26,962.62	\$.00	\$.00	2 VOU-17	Jan-23-2026
Paid Advertising							
PM-2025-HS-04-25	OHSJP PIOT PAID MEDIA	\$1,234,072.16	\$1,234,072.16	\$.00	\$.00	9 VOU-15	Dec-19-2025
PM-2025-HS-04-25		\$1,234,072.16	\$1,234,072.16	\$.00	\$.00	9 VOU-15	Dec-19-2025
Paid AdvertisingTotal		\$1,234,072.16	\$1,234,072.16	\$.00	\$.00	9 VOU-15	Dec-19-2025
Teen Safety Program							
TSP-2025-HS-31-25	SADD, Inc.	\$141,841.00	\$141,841.00	\$.00	\$.00	6 VOU-17	Jan-23-2026
TSP-2025-HS-31-25		\$141,841.00	\$141,841.00	\$.00	\$.00	6 VOU-17	Jan-23-2026
TSP-2025-HS-45-25	TjohnE Productions ThinkFast T	\$52,500.00	\$52,500.00	\$.00	\$.00	2 VOU-8	Jun-27-2025
TSP-2025-HS-45-25		\$52,500.00	\$52,500.00	\$.00	\$.00	2 VOU-8	Jun-27-2025
Teen Safety ProgramTotal		\$194,341.00	\$194,341.00	\$.00	\$.00	7 VOU-17	Jan-23-2026
Heatstroke/Unattended passenger education							
UNATTD-2025-HS-04-25	OHSJP PIOT Unattended/Heatstro	\$25,080.84	\$25,080.84	\$.00	\$.00	3 VOU-18	Jan-24-2026
UNATTD-2025-HS-04-25		\$25,080.84	\$25,080.84	\$.00	\$.00	3 VOU-18	Jan-24-2026
Heatstroke/Unattended passenger educationTotal		\$25,080.84	\$25,080.84	\$.00	\$.00	3 VOU-18	Jan-24-2026
IIJA NHTSA 402Total		\$5,801,524.10	\$5,801,524.10	\$.00	\$7,869,373.85	18 VOU-18	Jan-24-2026

IIJA 405b OP High**405b High HVE**

M1HVE-2025-00-00-00	Holding Account	\$.00	\$.00	\$.00	\$1,322,280.31	0	
M1HVE-2025-00-00-00		\$.00	\$.00	\$.00	\$1,322,280.31	0	
M1HVE-2025-HS-02-25	OP BUCKLE UP CAMPAIGN	\$375,635.37	\$375,635.37	\$.00	\$.00	5 VOU-13	Oct-21-2025
M1HVE-2025-HS-02-25		\$375,635.37	\$375,635.37	\$.00	\$.00	5 VOU-13	Oct-21-2025
405b High HVETotal		\$375,635.37	\$375,635.37	\$.00	\$1,322,280.31	5 VOU-13	Oct-21-2025

405b High Community CPS Services

M1CPS-2025-HS-72-25	City of Goose Creek M1CPS	\$12,113.64	\$12,113.64	\$.00	\$.00	2 VOU-17	Jan-23-2026
M1CPS-2025-HS-72-25		\$12,113.64	\$12,113.64	\$.00	\$.00	2 VOU-17	Jan-23-2026
405b High Community CPS ServicesTotal		\$12,113.64	\$12,113.64	\$.00	\$.00	2 VOU-17	Jan-23-2026

405b High OP Information System

M1OP-2025-HS-02-25	OHSJP OCCUPANT PROTECTION Sur	\$160,000.00	\$160,000.00	\$.00	\$.00	4 VOU-14	Nov-26-2025
M1OP-2025-HS-02-25		\$160,000.00	\$160,000.00	\$.00	\$.00	4 VOU-14	Nov-26-2025
405b High OP Information SystemTotal		\$160,000.00	\$160,000.00	\$.00	\$.00	4 VOU-14	Nov-26-2025

IIJA 405b OP HighTotal

\$547,749.01 \$547,749.01 \$.00 \$1,322,280.31 9 VOU-17 Jan-23-2026

IIJA 405c Data Program**405c Data Program**

M3DA-2025-00-00-00	Holding Account	\$.00	\$.00	\$.00	\$1,259,478.61	0	
M3DA-2025-00-00-00		\$.00	\$.00	\$.00	\$1,259,478.61	0	
M3DA-2025-HS-03-25	OHSJP Tr Rec Improvements M3D	\$578,945.54	\$578,945.54	\$.00	\$.00	14 VOU-18	Jan-24-2026
M3DA-2025-HS-03-25		\$578,945.54	\$578,945.54	\$.00	\$.00	14 VOU-18	Jan-24-2026
405c Data ProgramTotal		\$578,945.54	\$578,945.54	\$.00	\$1,259,478.61	14 VOU-18	Jan-24-2026

IIJA 405c Data ProgramTotal

\$578,945.54 \$578,945.54 \$.00 \$1,259,478.61 14 VOU-18 Jan-24-2026

IIJA 405d Impaired Driving Mid**405d Mid HVE**

M5HVE-2025-00-00-00	Holding Account	\$.00	\$.00	\$.00	\$2,128,765.55	0	
M5HVE-2025-00-00-00		\$.00	\$.00	\$.00	\$2,128,765.55	0	
M5HVE-2025-HS-25-25	OHSJP Impaired Driving	\$284,381.57	\$284,381.57	\$.00	\$.00	14 VOU-18	Jan-24-2026
M5HVE-2025-HS-25-25		\$284,381.57	\$284,381.57	\$.00	\$.00	14 VOU-18	Jan-24-2026
M5HVE-2025-HS-39-25	Berkeley County S.O. ID	\$80,824.00	\$80,824.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
M5HVE-2025-HS-39-25		\$80,824.00	\$80,824.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
M5HVE-2025-HS-40-25	Lexington County S.O. Impaired	\$60,033.00	\$60,033.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
M5HVE-2025-HS-40-25		\$60,033.00	\$60,033.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
M5HVE-2025-HS-42-25	City of Easley Impaired Drivin	\$70,227.00	\$70,227.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
M5HVE-2025-HS-42-25		\$70,227.00	\$70,227.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
M5HVE-2025-HS-47-25	Town of Summerville Impaired D	\$90,576.00	\$90,576.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
M5HVE-2025-HS-47-25		\$90,576.00	\$90,576.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
M5HVE-2025-HS-50-25	City of Goose Creek Impaired D	\$188,116.00	\$188,116.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
M5HVE-2025-HS-50-25		\$188,116.00	\$188,116.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
M5HVE-2025-HS-53-25	North Augusta DUI Enforcement	\$100,894.00	\$100,894.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
M5HVE-2025-HS-53-25		\$100,894.00	\$100,894.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
M5HVE-2025-HS-54-25	York County S.O. Impaired Driv	\$70,127.00	\$70,127.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
M5HVE-2025-HS-54-25		\$70,127.00	\$70,127.00	\$.00	\$.00	4 VOU-17	Jan-23-2026

405d Mid HVETotal		\$945,178.57	\$945,178.57	\$.00	\$2,128,765.55	16 VOU-18	Jan-24-2026
405d Mid Media/ID training/Enf Related exp.							
M5PEM-2025-HS-25-25	OHSJP Impaired Driving PAID ME	\$34,419.39	\$34,419.39	\$.00	\$.00	2 VOU-3	Mar-11-2025
M5PEM-2025-HS-25-25		\$34,419.39	\$34,419.39	\$.00	\$.00	2 VOU-3	Mar-11-2025
405d Mid Court Support							
B5CS-2025-HS-23-25	Mothers Against Drunk Driving	\$205,897.00	\$205,897.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
B5CS-2025-HS-23-25		\$205,897.00	\$205,897.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
B5CS-2025-HS-24-25	SCDPS Paralegal	\$67,059.61	\$67,059.61	\$.00	\$.00	9 VOU-14	Nov-26-2025
B5CS-2025-HS-24-25		\$67,059.61	\$67,059.61	\$.00	\$.00	9 VOU-14	Nov-26-2025
B5CS-2025-HS-27-25	SC Comm on Prosecution Coord.	\$165,720.67	\$165,720.67	\$.00	\$.00	4 VOU-17	Jan-23-2026
B5CS-2025-HS-27-25		\$165,720.67	\$165,720.67	\$.00	\$.00	4 VOU-17	Jan-23-2026
B5CS-2025-HS-37-25	Fifth Judicial Circuit Solicit	\$84,286.00	\$84,286.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
B5CS-2025-HS-37-25		\$84,286.00	\$84,286.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
B5CS-2025-HS-38-25	SC Judicial Branch Court Admin	\$21,489.09	\$21,489.09	\$.00	\$.00	4 VOU-15	Dec-19-2025
B5CS-2025-HS-38-25		\$21,489.09	\$21,489.09	\$.00	\$.00	4 VOU-15	Dec-19-2025
B5CS-2025-HS-41-25	Town of Summerville DUI Prosec	\$105,387.00	\$105,387.00	\$.00	\$.00	4 VOU-16	Jan-23-2026
B5CS-2025-HS-41-25		\$105,387.00	\$105,387.00	\$.00	\$.00	4 VOU-16	Jan-23-2026
B5CS-2025-HS-43-25	Berkeley County DUI Prosecutor	\$119,714.00	\$119,714.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
B5CS-2025-HS-43-25		\$119,714.00	\$119,714.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
B5CS-2025-HS-44-25	Sixth Circuit Solicitor's DUI	\$72,819.00	\$72,819.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
B5CS-2025-HS-44-25		\$72,819.00	\$72,819.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
B5CS-2025-HS-46-25	Fifteenth Circuit Solicitor's	\$86,305.00	\$86,305.00	\$.00	\$.00	4 VOU-16	Jan-23-2026
B5CS-2025-HS-46-25		\$86,305.00	\$86,305.00	\$.00	\$.00	4 VOU-16	Jan-23-2026
B5CS-2025-HS-48-25	Eleventh Judicial Circuit	\$67,851.00	\$67,851.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
B5CS-2025-HS-48-25		\$67,851.00	\$67,851.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
B5CS-2025-HS-49-25	City of Goose Creek Prosecutor	\$55,270.00	\$55,270.00	\$.00	\$.00	3 VOU-17	Jan-23-2026
B5CS-2025-HS-49-25		\$55,270.00	\$55,270.00	\$.00	\$.00	3 VOU-17	Jan-23-2026
405d Mid Court SupportTotal		\$1,051,798.37	\$1,051,798.37	\$.00	\$.00	14 VOU-17	Jan-23-2026
405d Mid Media/ID training/Enf Related exp.							
B5PEM-2025-HS-25-25	OHSJP Impaired Driving PAID ME	\$1,172,752.17	\$1,172,752.17	\$.00	\$.00	7 VOU-15	Dec-19-2025
B5PEM-2025-HS-25-25		\$1,172,752.17	\$1,172,752.17	\$.00	\$.00	7 VOU-15	Dec-19-2025
405d Mid Media/ID training/Enf Related exp.Total		\$1,207,171.56	\$1,207,171.56	\$.00	\$.00	9 VOU-15	Dec-19-2025
IIJA 405d Impaired Driving MidTotal		\$3,204,148.50	\$3,204,148.50	\$.00	\$2,128,765.55	17 VOU-18	Jan-24-2026
IIJA 405f Motorcycle Programs							
405f Motorcyclist Awareness							
M11MA-2025-00-00-00	Holding Account	\$.00	\$.00	\$.00	\$57,033.26	0	
M11MA-2025-00-00-00		\$.00	\$.00	\$.00	\$57,033.26	0	
M11MA-2025-HS-04-25	PIOT MOTORCYCLE AWARENESS	\$75,496.77	\$75,496.77	\$.00	\$.00	5 VOU-14	Nov-26-2025
M11MA-2025-HS-04-25		\$75,496.77	\$75,496.77	\$.00	\$.00	5 VOU-14	Nov-26-2025
405f Motorcyclist AwarenessTotal		\$75,496.77	\$75,496.77	\$.00	\$57,033.26	5 VOU-14	Nov-26-2025
IIJA 405f Motorcycle ProgramsTotal		\$75,496.77	\$75,496.77	\$.00	\$57,033.26	5 VOU-14	Nov-26-2025
IIJA 405h Nonmotorized Safety							
405h Public Education							

FHPE-2025-00-00-00	Holding Account	\$.00	\$.00	\$.00	\$297,832.71	0	
FHPE-2025-00-00-00		\$.00	\$.00	\$.00	\$297,832.71	0	
FHPE-2025-HS-04-25	OHSJP NONMOTORIZED SAFETY	\$256,478.19	\$256,478.19	\$.00	\$.00	3 VOU-15	Dec-19-2025
FHPE-2025-HS-04-25		\$256,478.19	\$256,478.19	\$.00	\$.00	3 VOU-15	Dec-19-2025
FHPE-2025-HS-69-25	Brookland Center	\$111,288.00	\$111,288.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
FHPE-2025-HS-69-25		\$111,288.00	\$111,288.00	\$.00	\$.00	4 VOU-17	Jan-23-2026
FHPE-2025-HS-70-25	USC Eyes Up, Carolina	\$15,622.00	\$15,622.00	\$.00	\$.00	3 VOU-17	Jan-23-2026
FHPE-2025-HS-70-25		\$15,622.00	\$15,622.00	\$.00	\$.00	3 VOU-17	Jan-23-2026
405h Public EducationTotal		\$383,388.19	\$383,388.19	\$.00	\$297,832.71	6 VOU-17	Jan-23-2026
IIJA 405h Nonmotorized SafetyTotal		\$383,388.19	\$383,388.19	\$.00	\$297,832.71	6 VOU-17	Jan-23-2026
SUPPLEMENTAL IIJA NHTSA 402							
Motorcycle Safety							
MC-2025-HS-04-25	OHSJP Motorcycle Safety MC Sup	\$33,612.84	\$33,612.84	\$.00	\$.00	4 VOU-18	Jan-24-2026
MC-2025-HS-04-25		\$33,612.84	\$33,612.84	\$.00	\$.00	4 VOU-18	Jan-24-2026
Motorcycle SafetyTotal		\$33,612.84	\$33,612.84	\$.00	\$.00	4 VOU-18	Jan-24-2026
Traffic Enforcement Services							
PT-2025-00-00-00	Holding Account	\$.00	\$.00	\$.00	\$887,100.24	0	
PT-2025-00-00-00		\$.00	\$.00	\$.00	\$887,100.24	0	
PT-2025-HS-05-25	OHSJP POLICE TRAFFIC SERVICES	\$229,556.06	\$229,556.06	\$.00	\$.00	13 VOU-18	Jan-24-2026
PT-2025-HS-05-25		\$229,556.06	\$229,556.06	\$.00	\$.00	13 VOU-18	Jan-24-2026
Traffic Enforcement ServicesTotal		\$229,556.06	\$229,556.06	\$.00	\$887,100.24	13 VOU-18	Jan-24-2026
SUPPLEMENTAL IIJA NHTSA 402Total		\$263,168.90	\$263,168.90	\$.00	\$887,100.24	13 VOU-18	Jan-24-2026
SUPPLEMENTAL IIJA 405b OP High							
405b High HVE							
M1HVE-2025-00-00-00	Holding Account	\$.00	\$.00	\$.00	\$79,808.50	0	
M1HVE-2025-00-00-00		\$.00	\$.00	\$.00	\$79,808.50	0	
405b High HVETotal		\$.00	\$.00	\$.00	\$79,808.50	0	
405b High Community CPS Services							
M1CPS-2025-HS-56-25	The Nuturing Center	\$29,166.00	\$29,166.00	\$.00	\$.00	5 VOU-16	Jan-23-2026
M1CPS-2025-HS-56-25		\$29,166.00	\$29,166.00	\$.00	\$.00	5 VOU-16	Jan-23-2026
M1CPS-2025-HS-72-25	City of Goose Creek PD CPS	\$10,841.36	\$10,841.36	\$.00	\$.00	3 VOU-16	Jan-23-2026
M1CPS-2025-HS-72-25		\$10,841.36	\$10,841.36	\$.00	\$.00	3 VOU-16	Jan-23-2026
405b High Community CPS ServicesTotal		\$40,007.36	\$40,007.36	\$.00	\$.00	6 VOU-16	Jan-23-2026
SUPPLEMENTAL IIJA 405b OP HighTotal		\$40,007.36	\$40,007.36	\$.00	\$79,808.50	6 VOU-16	Jan-23-2026
SUPPLEMENTAL IIJA 405c Data Program							
405c Data Program							
M3DA-2025-00-00-00	Holding Account	\$.00	\$.00	\$.00	\$88,024.70	0	
M3DA-2025-00-00-00		\$.00	\$.00	\$.00	\$88,024.70	0	
M3DA-2025-HS-03-25	OHSJP Tr Rec Improvements M3DA	\$90,590.51	\$90,590.51	\$.00	\$.00	2 VOU-15	Dec-19-2025
M3DA-2025-HS-03-25		\$90,590.51	\$90,590.51	\$.00	\$.00	2 VOU-15	Dec-19-2025
405c Data ProgramTotal		\$90,590.51	\$90,590.51	\$.00	\$88,024.70	2 VOU-15	Dec-19-2025

SUPPLEMENTAL IIJA 405c Data ProgramTotal			\$90,590.51	\$90,590.51	\$.00	\$88,024.70	2 VOU-15	Dec-19-2025
SUPPLEMENTAL IIJA 405d Impaired Driving Mid 405d Mid HVE								
M5HVE-2025-00-00-00 Holding Account			\$.00	\$.00	\$.00	\$289,178.93	0	
M5HVE-2025-00-00-00			\$.00	\$.00	\$.00	\$289,178.93	0	
405d Mid HVETotal			\$.00	\$.00	\$.00	\$289,178.93	0	
405d Mid Training								
M5TR-2025-HS-26-25 SCCJA Imp Dr Countermeasures T			\$163,887.22	\$163,887.22	\$.00	\$.00	4 VOU-17	Jan-23-2026
M5TR-2025-HS-26-25			\$163,887.22	\$163,887.22	\$.00	\$.00	4 VOU-17	Jan-23-2026
405d Mid TrainingTotal			\$163,887.22	\$163,887.22	\$.00	\$.00	4 VOU-17	Jan-23-2026
SUPPLEMENTAL IIJA 405d Impaired Driving MidTotal			\$163,887.22	\$163,887.22	\$.00	\$289,178.93	4 VOU-17	Jan-23-2026
SUPPLEMENTAL IIJA 405f Motorcycle Programs 405f Motorcyclist Awareness								
M11MA-2025-00-00-00 Holding Account			\$.00	\$.00	\$.00	\$4,950.07	0	
M11MA-2025-00-00-00			\$.00	\$.00	\$.00	\$4,950.07	0	
M11MA-2025-HS-04-25 PIOT MOTORCYCLE AWARENESS SUPP			\$4,909.26	\$4,909.26	\$.00	\$.00	1 VOU-7	Jun-20-2025
M11MA-2025-HS-04-25			\$4,909.26	\$4,909.26	\$.00	\$.00	1 VOU-7	Jun-20-2025
405f Motorcyclist AwarenessTotal			\$4,909.26	\$4,909.26	\$.00	\$4,950.07	1 VOU-7	Jun-20-2025
SUPPLEMENTAL IIJA 405f Motorcycle ProgramsTotal			\$4,909.26	\$4,909.26	\$.00	\$4,950.07	1 VOU-7	Jun-20-2025
SUPPLEMENTAL IIJA 405h Nonmotorized Safety 405h Public Education								
FHPE-2025-00-00-00 Holding Account			\$.00	\$.00	\$.00	\$22,850.51	0	
FHPE-2025-00-00-00			\$.00	\$.00	\$.00	\$22,850.51	0	
FHPE-2025-HS-04-25 OHSJP NONMOTORIZED SAFETY SUPP			\$23,537.90	\$23,537.90	\$.00	\$.00	1 VOU-15	Dec-19-2025
FHPE-2025-HS-04-25			\$23,537.90	\$23,537.90	\$.00	\$.00	1 VOU-15	Dec-19-2025
405h Public EducationTotal			\$23,537.90	\$23,537.90	\$.00	\$22,850.51	1 VOU-15	Dec-19-2025
SUPPLEMENTAL IIJA 405h Nonmotorized SafetyTotal			\$23,537.90	\$23,537.90	\$.00	\$22,850.51	1 VOU-15	Dec-19-2025
IIJA 405g Nonmotorized Safety 24-26 405g Nonmotorized Safety Uncommitted								
BGX-2025-00-00-00 Holding Account			\$.00	\$.00	\$.00	\$879,275.30	0	
BGX-2025-00-00-00			\$.00	\$.00	\$.00	\$879,275.30	0	
405g Nonmotorized Safety UncommittedTotal			\$.00	\$.00	\$.00	\$879,275.30	0	
IIJA 405g Nonmotorized Safety 24-26Total			\$.00	\$.00	\$.00	\$879,275.30	0	
IIJA 405i Driver and Officer Safety 24-26 405i Driver and Officer Safety Uncommitted								
M13X-2025-00-00-00 Holding Account			\$.00	\$.00	\$.00	\$134,867.81	0	
M13X-2025-00-00-00			\$.00	\$.00	\$.00	\$134,867.81	0	
405i Driver and Officer Safety UncommittedTotal			\$.00	\$.00	\$.00	\$134,867.81	0	
IIJA 405i Driver and Officer Safety 24-26Total			\$.00	\$.00	\$.00	\$134,867.81	0	

SUPPLEMENTAL IIJA 405g Nonmotorized Safety 24-26

405g Nonmotorized Safety Uncommitted

BGX-2025-00-00-00	Holding Account	\$.00	\$.00	\$.00	\$54,176.70	0		
BGX-2025-00-00-00		\$.00	\$.00	\$.00	\$54,176.70	0		
405g Nonmotorized Safety		\$.00	\$.00	\$.00	\$54,176.70	0		
UncommittedTotal								
SUPPLEMENTAL IIJA 405g		\$.00	\$.00	\$.00	\$54,176.70	0		
Nonmotorized Safety 24-								
26Total								
SUPPLEMENTAL IIJA 405i Driver and Officer Safety 24-26								
405i Driver and Officer Safety Uncommitted								
M13X-2025-00-00-00	Holding Account	\$.00	\$.00	\$.00	\$8,230.49	0		
M13X-2025-00-00-00		\$.00	\$.00	\$.00	\$8,230.49	0		
405i Driver and Officer Safety		\$.00	\$.00	\$.00	\$8,230.49	0		
UncommittedTotal								
SUPPLEMENTAL IIJA 405i		\$.00	\$.00	\$.00	\$8,230.49	0		
Driver and Officer Safety 24-								
26Total								
NHTSATotal		\$11,177,353.26	\$11,177,353.26	\$.00	\$15,383,227.54	18	VOU-18	Jan-24-2026
Total		\$11,177,353.26	\$11,177,353.26	\$.00	\$15,383,227.54	18	VOU-18	Jan-24-2026